Monday, August 5, 2024
College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
5:00 PM
In-Person at College Place City Hall, 625 S College Avenue, College Place Washington
Agenda: https://go.boarddocs.com/wa/cocp/Board.nsf/goto?open&id=D7PQ9H68145D

Meeting may be viewed at: Live Stream on City of College Place, Washington YouTube at https://www.youtube.com/channel/UCbx3qrqzLDL_05NusReSl-g/featured

Zoom Attendee Link: https://us06web.zoom.us/j/81466495877

Or you may call this number to listen: 1-669-900-9128 ID# 81466495877 Phone controls: *6 - toggle mute/un-mute and *9 - raise hand

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Type :	Procedural
Subject :	1.02 Roll Call
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Type :	Information

Public Content

Voting Members

Position 1 - Tracy Warner - term expires 12/31/2026

Position 2 - Kelli Leen - term expires 12/31/2024

Position 3 - Doug Case - term expires 12/31/2026

Position 4 - Chloe Congleton -term expires 12/31/2024

Position 5 - Allison Peck - term expires 12/31/2026 - Vice Chair

Position 6 - Bruce Morehead - term ends 12/31/2024 - Chair

Ex-Officio - Arlene Alen - WW Valley Chamber of Commerce Representative

Advisory Members

Mike Rizzitiello-City Administrator

Brian Carleton-Finance Director

Athen Reid - Interim City Clerk

Subject :	1.03 Public Comment
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Type :	Procedural

Public Content

Commission meetings are primarily structured to permit Membersto arrive at the decisions necessary to make recommendations to the City Council.

Meeting Protocol for Public Comment:
When submitting public comments, include the following information regardless of the manner you are using: Note that there are deadlines for writtencomments to be included in the meeting documents.

- Your Name
- Your Address

WrittenPublic comments may be provided by submitting comment to Clerk@cpwa.usno later than 4:30PMon the meeting date to be included in the record.(If typewritten, no less than 11 pt font).
VerbalPublic Comments may be made during the meeting:

- In-person at the meeting location - provided at the beginning of each agenda.
- Telephone comment - Call1-669-900-9128, entering the meeting ID (provided at beginning of agenda) and raise your hand (*9 to raise hand, *6 to mute/un-mute) when comments are requested.
- Virtual comment -Join using theZoom Attendee link (provided at beginning of agenda) and raise your hand when comments are requested.

Once recognized, you will have five minutes to speak on any subject that is under the control of the Commission.

2. Consent Agenda

Subject :	2.01 Approve Agenda for August 5, 2024
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Type :	Action (Consent)

Consent

Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure by Alice Sturgis, 4th Edition, provide for a consent agenda listing several items for approval of the Board by a single motion. Most of the items listed under the consent agenda have gone through Board subcommittee review and recommendation. Documentation concerning these items has been provided to all board members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any board member.

Subject :	2.02 Approve Minutes from July 1, 2024

Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Type :	Action (Consent), Minutes

File Attachments

2024-7-1_EDTEC_Meeting_Minutes_BoardDocs® Plus-Draft.pdf (740 KB)

Consent

Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure by Alice Sturgis, 4th Edition, provide for a consent agenda listing several items for approval of the Board by a single motion. Most of the items listed under the consent agenda have gone through Board subcommittee review and recommendation. Documentation concerning these items has been provided to all board members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any board member.

Subject :	2.03 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing items for approval of the Commission by a single motion. Typically the items listed under the consent agenda are the minutes from previous meetings and the agenda for the current meeting. Documentation concerning these items has been provided to all Commission Members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Commission Member.
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Type :	Action (Consent)
Recommended Action :	Motion to approve the consent agenda

Consent

Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure by Alice Sturgis, 4th Edition, provide for a consent agenda listing several items for approval of the Board by a single motion. Most of the items listed under the consent agenda have gone through Board subcommittee review and recommendation. Documentation concerning these items has been provided to all board members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any board member.

3. Guest Presentations

Subject :	3.01 Martin Airfield Area Planning Study - Mr. Ben Hoppe (JUB Engineers)
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person &

	Electronic)
Category :	3. Guest Presentations
Type :	Discussion, Information

Public Content

Historical Perspective:

The City obtained a State Community Economic Revitalization Board grant for $100,000 to conduct a site development plan for around the Martin Airfield area back in January 2024.

Information for Consideration:

Mr. Ben Hoppe of J-U-B Engineers will provide an update as to activities surrounding the development of the plan.

File Attachments

DRAFTMartinAirfield_EconDevComm_Aug5.pdf (2,212 KB)

4. Action Agenda

5. Staff Reports

Subject :	5.01 New City Strategic Plan Project (2025 to 2033) - Mr. RIzzitiello
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	5. Staff Reports
Type :	Discussion, Information

Public Content

Historical Perspective:

A contract was let with Sageland Strategies in May 2024 to put together a new Strategic Plan for the next eight years.

Information for Consideration:

A Community Survey is out now to gain input. Also, key stakeholder interviews are underway. Next, Strategic Planning meeting for Council is Tuesday, August 20th at 5:30 PM.

File Attachments

AgendaBill.pdf (116 KB)
College Place Council Prelim ChartV2.pdf (101 KB)
CPWA Community Survey Annoucement.png (178 KB)
Espanol CPWA Community Survey.png (197 KB)

[Strategic Plan document_Edited52021.pdf (688 KB)]

Subject :	5.02 Updated Hotel Market Study - Mr. Rizzitiello
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	5. Staff Reports
Type :	Discussion, Information

Public Content

Historical Perspective:

The City paid Jessica Junker of Core Distinction Group to update our hotel study. They should be updated every two years.

Information for Consideration:

The study is hot off the presses. Once again demand for hotel facilities is this City is high.

File Attachments

[College Place, WA - Proforma - Update 7.2024.pdf (757 KB)]
[College Place, WA - Update 7.2024.pdf (8,355 KB)]

Subject :	5.03 Cowalla Update - Mr. Rizzitiello
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	5. Staff Reports
Type :	Discussion, Information

Public Content

Historical Perspective:

ArtsWa emailed ArtWalla this past Spring to confirm we are a Creative District.

Information for Consideration:

A grant agreement has been sent to ArtWalla from the State. Signage will be forthcoming. All parties involved are working together on a Strategic Work Plan.

File Attachments

[CoWalla 2024 Contract.pdf (1,810 KB)]
[CoWalla-Certification-letter.pdf (154 KB)]
[GIS_EconomicDevelopment_COALLA10272023.pdf (5,603 KB)]
[20240724 Creative District Press Release Final.pdf (84 KB)]

Subject :	5.04 Proposed State Business License Threshold

	Review - Mr. Rizzitiello
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	5. Staff Reports
Type :	Discussion, Information

Public Content

Historical Perspective:

The Business License program for the State and all jurisdictions is done through the State Department of Licensing Business Licensing Service.

Information for Consideration:

The State is considering changing thresholds for licensing in FY 2025. A workgroup was established to talk through this. The stance they arrived at is attached.

File Attachments

AWC_PR~1.PDF (117 KB)

Subject :	5.05 Community Events Update - Ms. Reid
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	5. Staff Reports
Type :	Discussion, Information

Public Content

Historical Perspective:

Information for Consideration:

Update on Community Events like Farmers Market, Movies at the Park, and Fall Festival.

File Attachments

_Movie in the Park IF.jpg (287 KB)
2024 Big Rig Day Flyer 1 (Instagram Post).png (411 KB)

Subject :	5.06 August 2024 Development Update - Mr. Rizzitiello
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	5. Staff Reports

Type :	Discussion, Information

Public Content

Historical Perspective:

Information for Consideration:

Update on development activity across the City for August 2024.

File Attachments

DevelopmentTrackSheet_August2024.pdf (144 KB)

6. Closing Items

Subject :	6.01 Next Meeting: September 9, 2024
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	6. Closing Items
Type :	Information

Public Content

September 2nd is Labor Day, City Facilities Closed.

Subject :	6.02 Conclude
Meeting :	Aug 5, 2024 - College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic)
Category :	6. Closing Items
Type :	Procedural

College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic) (Monday, July 1, 2024)
Generated by Sherri St Clair on Monday, July 1, 2024

1. Opening Items

Procedural: 1.01 Call To Order

Chair Morehead called the meeting to order at 5:01 PM.

Information: 1.02 Roll Call

PRESENT:		
	Commission Members	Tracy Warner; Kelli Leen; arrived at 5:03PM. Left at 5:45PM. Allison Peck; Bruce Morehead
	Ex- Officio	Arlene Alen - Walla Walla Valley Chamber of Commerce
	Staff	City Administrator, Michael Rizzitiello Finance Director, Brian Carleton; City Clerk, Sherri St. Clair
Also Present:		Guy Glaeser - Visit Walla Walla
MEMBERS EXCUSED:		Doug Case
MEMBERS ABSENT:		Chloe Congleton

Procedural: 1.03 Public Comment - None

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for July 1, 2024
Action (Consent), Minutes: 2.02 Approve Minutes from June 3, 2024
Action (Consent): 2.03 Excusing the Absence of Commission Member Case
Action (Consent): 2.04 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing items for approval of the Commission by a single motion. Typically the items listed under the consent agenda are the minutes from previous meetings and the agenda for the current meeting. Documentation concerning these items has been provided to all Commission Members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Commission Member.

Commission Member Peck made a motion to approve the consent agenda. Second by Member Alen and the motion passed 4-0.

3. Guest Presentations

Discussion, Information: 3.01 Visit Walla Walla Area Wide Branding -
Mr. Guy Glaeser (Visit Walla Walla) presented tourism branding concepts to the committee, soliciting feedback on how to best represent the entire valley.

4. Action Agenda

Action: 4.01 12th & Larch Intersection Redesign -
Mr. Rizzitiello explained the opportunity for grant funding for the reconfiguration of the intersection at 12th and Larch. Which will include pedestrian crossing and expedite freight traffic.

Discussion ensued.

> **Commission Member Alen made a motion to support 12th & Larch Intersection Reconfiguration Project and permit Chair to sign Letter of Support for grant. Second by Member Peck and the motion passed 4-0.**

Action: 4.02 Support for Development of Flex Industrial Building -
Mr. Rizzitiello shared needs identified by the 2021-2022 planning study for light industrial space within the city. There is opportunity to build a Flex Industrial Building through the COALLA Joint Creative district.

> **Commission Member Leen made a motion to support development of Flex Industrial Building as part of Capital Request to State through the COALLA Joint Creative District. Second by Member Alen and the motion passed 4-0.**

Action: 4.03 County .09 Grant Request to Pay For Architectural Services for Lions Park Community Center -
Mr. Rizzitiello shared the opportunity for grant funding for architectural Plan Development for the Lions Park Community Center via the Walla Walla County .09 Grant Program.

> **Commission Member Peck made a motion to support grant application into Walla Walla County .09 Grant Program for Architectural Plan Development for Lions Park Community Center Replacement Project and permitting Chair to sign. Second by Member Warner and the motion passed 4-0.**

5. Staff Reports

Discussion, Information: 5.01 Comprehensive Economic Development Strategy (CEDS) -
Mr. Rizzitiello updated the committee that the application for the CEDS Planning Grant was approved for $40,000 towards developing a comprehensive plan.

Discussion, Information: 5.02 Drinking Water Reservoir #4 -
Mr. Rizzitiello updated the committee on the Reservoir #4 project, including location and increased size (1 million gal) to account for city expansion.

Discussion ensued.

Discussion, Information: 5.03 Police Station Concept -
Mr. Rizzitiello presented the Concepts for the new Police Station.

Discussion, Information: 5.04 FY 2025 to 2033 Strategic Plan Work -
Mr. Rizzitiello updated the commission on consultant progress with the updated strategic plan.

Discussion, Information: 5.05 July 2024 Development Activity -
Mr. Rizzitiello presented the July 2024 development activity.

Discussion ensued

6. Closing Items

Information: 6.01 Next Meeting: August 5, 2024

Procedural: 6.02 Conclude

Commission Member Peck made a motion to conclude the meeting at 5:58 PM. Second by Member Alen and, with no objections, the meeting concluded.

Approved:

____

Bruce Morehead - Chair

Attest:

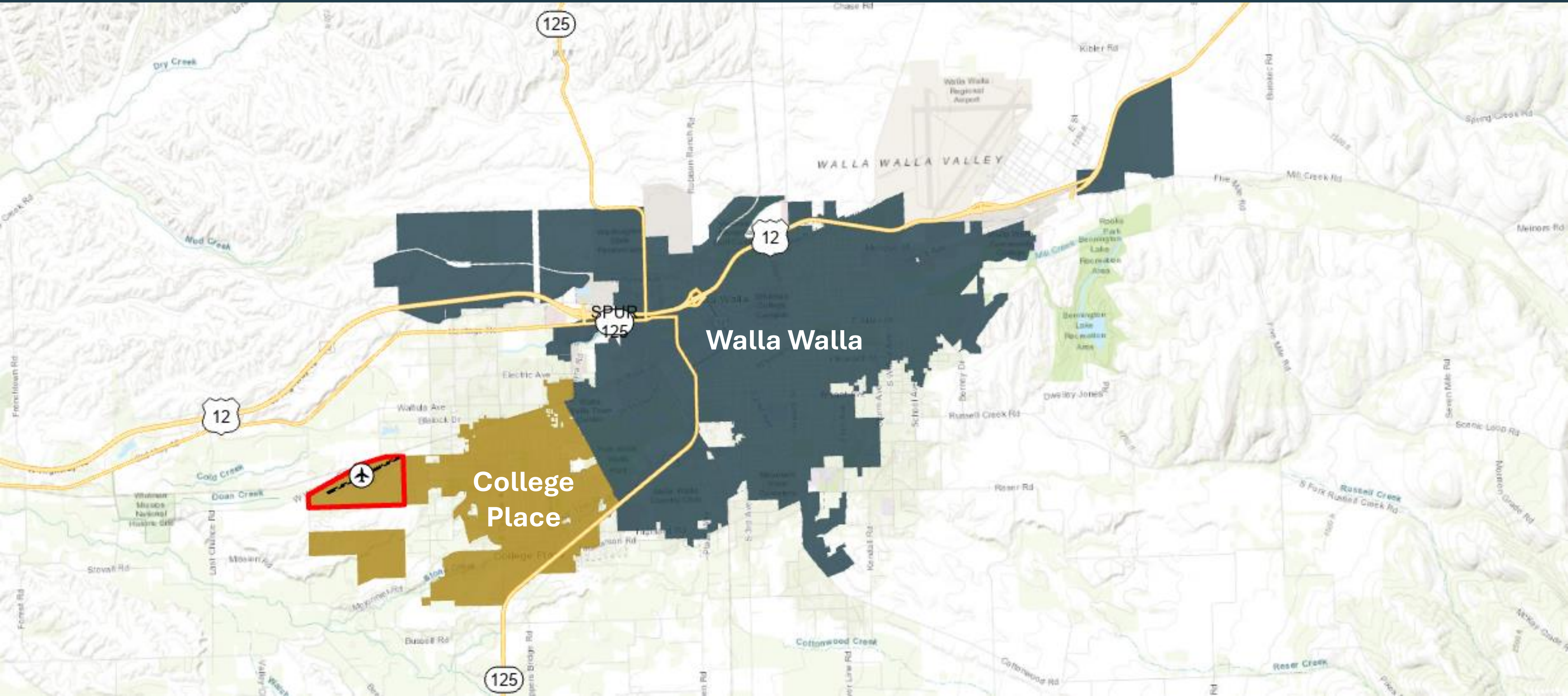
____

Athen Reid - Interim City Clerk

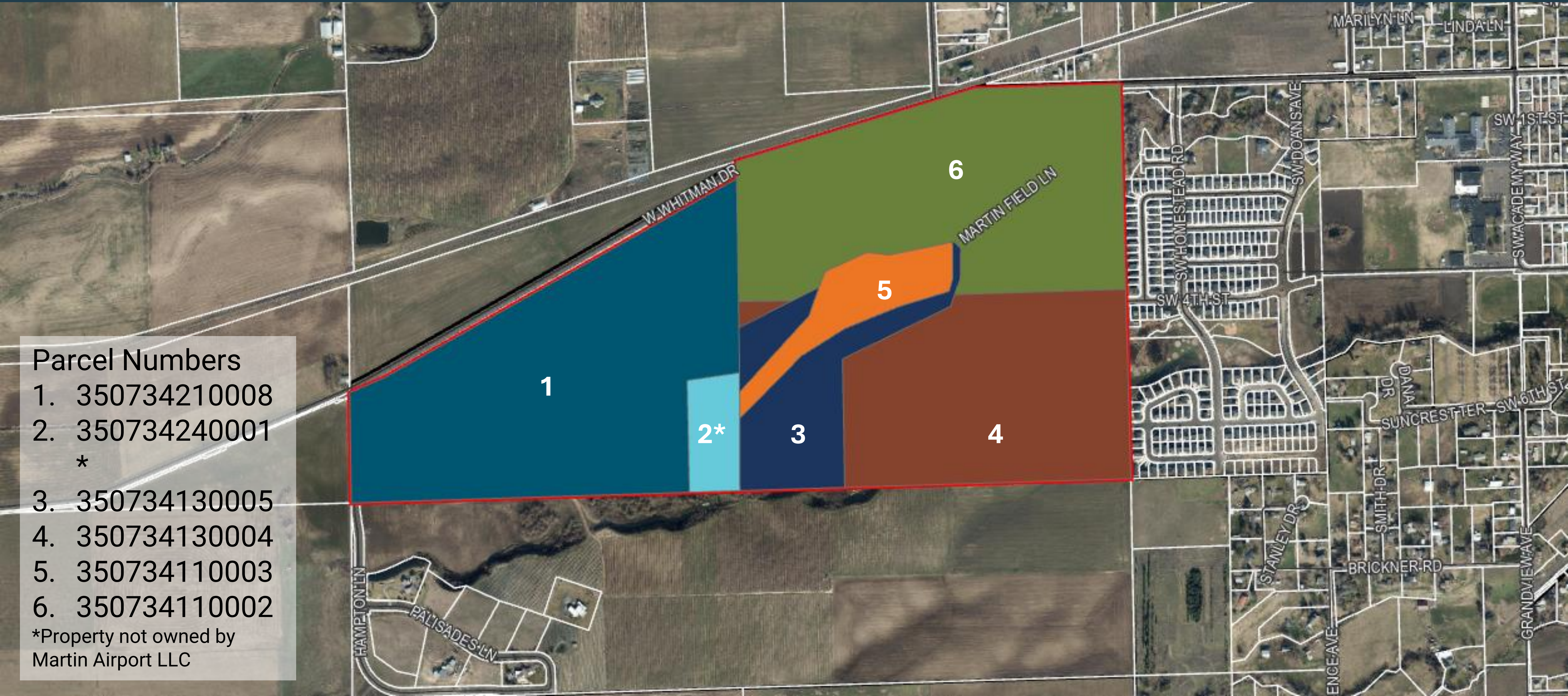
The foregoing minutes are the official record of the Economic Development, Tourism, and Events Commission meeting that occurred July 1, 2024. Further detail may be obtained by reviewing the actual audio recording made during this session.


THE CITY OF COLLEGE PLACE
MARTIN AIRFIELD AREA PLANNING STUDY
J-U-B FAMILY OF COMPANIES
THE LANGDON GROUP
J-U-B
GATEWAY MAPPING INC.
J-U-B ENGINEERS, INC.
CP
COLLEGE PLACE
WALLA WALLA VALLEY

Project Background



Project Background



Parcel Numbers
1. 350734210008
2. 350734240001 *
3. 350734130005
4. 350734130004
5. 350734110003
6. 350734110002

*Property not owned by Martin Airport LLC

Project Background

CERB Funding

City Match: $25,000

CERB: $100,000

- Evaluate the feasibility of the Martin Airfield area for development
- Economic Market Analysis
- Preliminary Engineering Analysis:
  - Transportation
  - Broadband
  - Water
  - Wastewater
  - Storm

PROPOSED TABLE OF CONTENTS

ECONOMIC REVITALIZATION CERB 40 Years of Excellence!

Overview of Scope

Kick Off Meeting	✓
Economic Feasibility	**In Progress**
Site Analysis	**In Progress**
Infrastructure Analysis	**Aug – Oct ‘ 24**
Final Plan Documentation	**Oct – Dec ‘24**

Current Progress

Economic Feasibility

- Contact those impacted by project

1

City

- Public Works
- Police Chief
- Economic Development Commission
- Fire Chief
- Jacobs Wastewater Treatment Plant Operator

2

Municipal

- Port of Walla Walla
- Walla Walla County Community Development
- Walla Walla County Public Works
- Walla Walla County Commissioner 3
- Walla Walla Valley MPO
- WSDOT

3

Other

- Homestead Subdivision HOA President
- Walla Walla University President
- Walla Walla University VP of Finance
- Superintendent of Valley Adventist Schools
- Martin Airfield Owner

Contacted and received a response

Current Progress

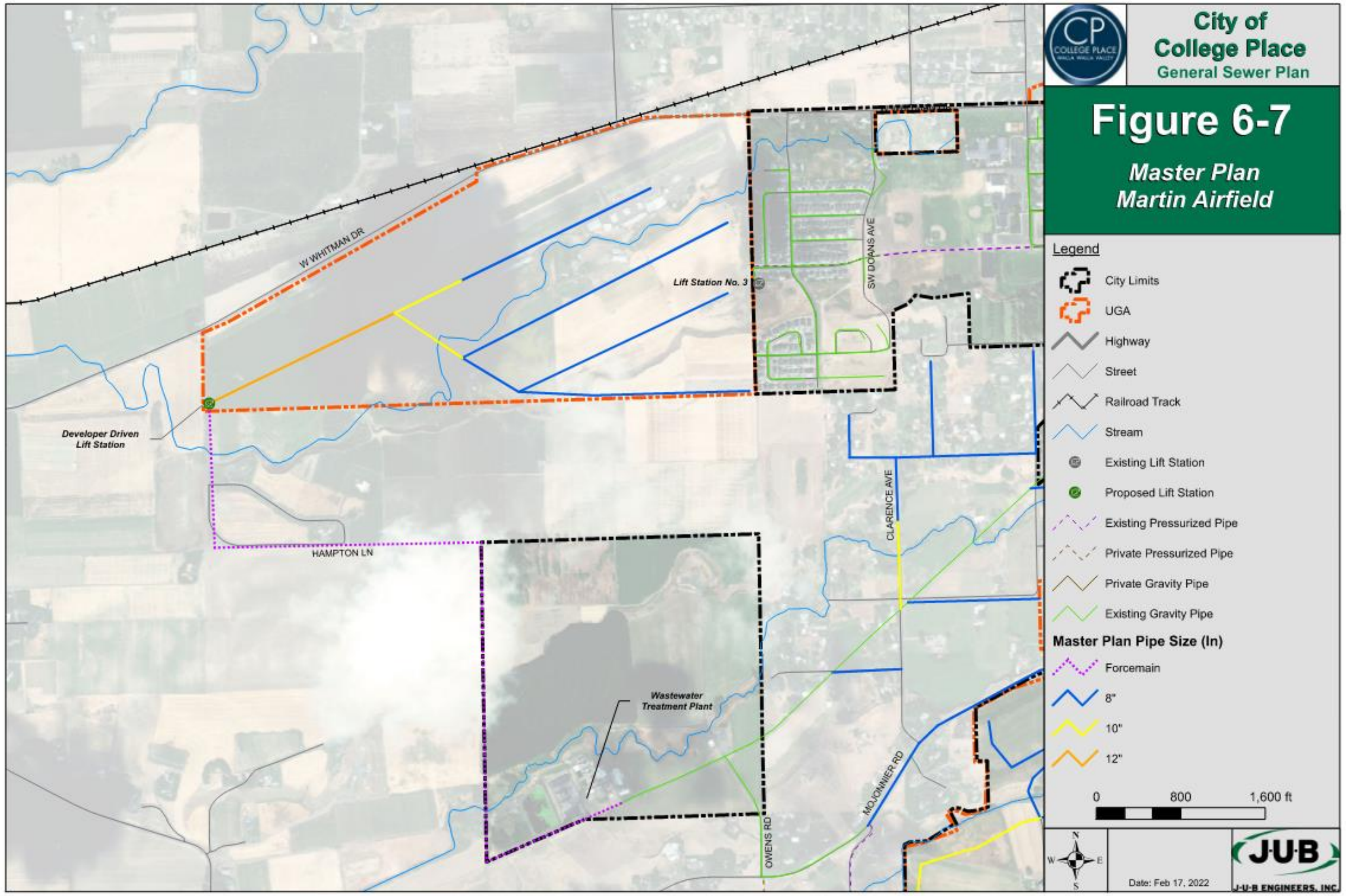
Economic Feasibility

DRAFT

Current Progress

Site Analysis

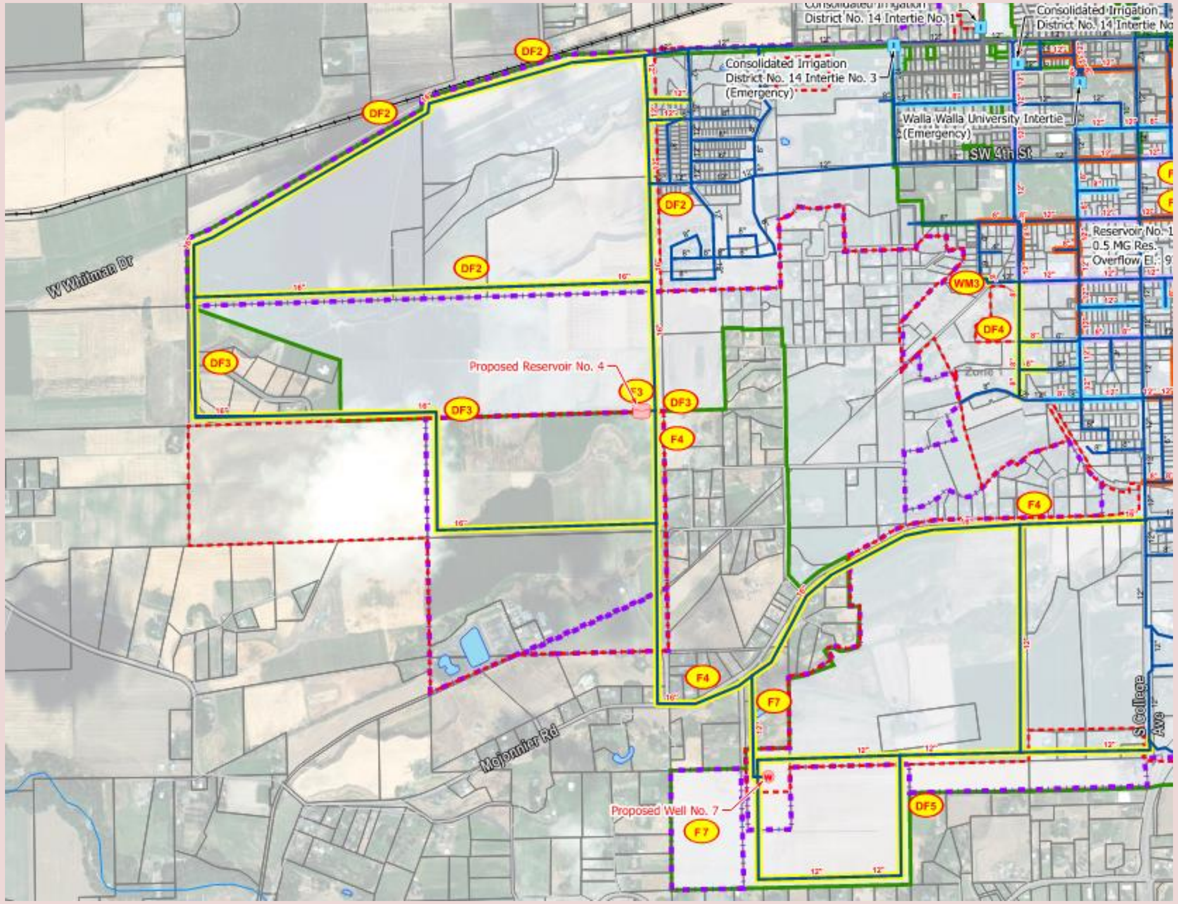
- Sanitary Sewer
  - No on-site collection system
  - Some on-site sewage/septic systems
  - 2022 GSP recommended new collection system and lift station pumping to WWTP
    - Growth assumed to be all residential (re-evaluating)
- Industrial Wastewater
  - No on-site collection system
  - Will evaluate need based on economic feasibility study



Current Progress

Site Analysis

- Potable Water Service
  - Within Retail Service Area
  - No on-site distribution system
  - 2020 WSP
    - 16-inch mainline network (DF2/DF3) fed by existing 12-inch supplies from east and new 16-inch supply from south (F4)
      - (F4) currently in design
    - New Reservoir No. 4 (F3)
      - 2023 Tech Memo recommended upsize from 0.50MG to 1.0MG
      - (F3) currently in design



From Figure 8-2, City of College Place 2020 WSP. RH2 Engineers

Current Progress

Site Analysis

- Irrigation
- Surface and Stormwater Management

DRAFT

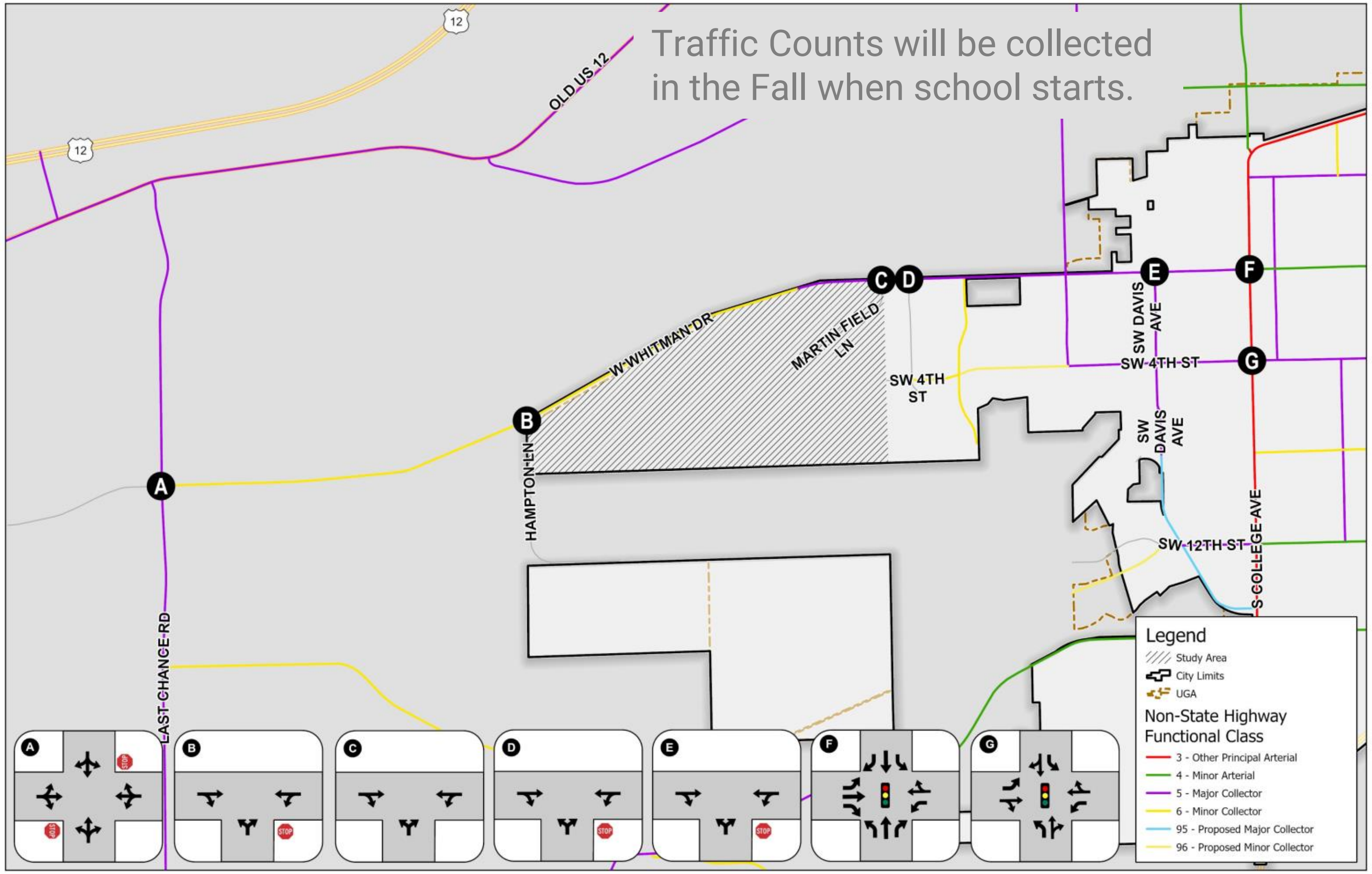
Current Progress

Site Analysis

Traffic

Intersections:

- Whitman Drive
  - a. Last Change Rd
  - b. Hampton Ln
  - c. Martin Field Ln
  - d. Homestead Ave
  - e. Davis Ave
  - f. College Ave
- College Ave
  - g. 4^{th} Ave

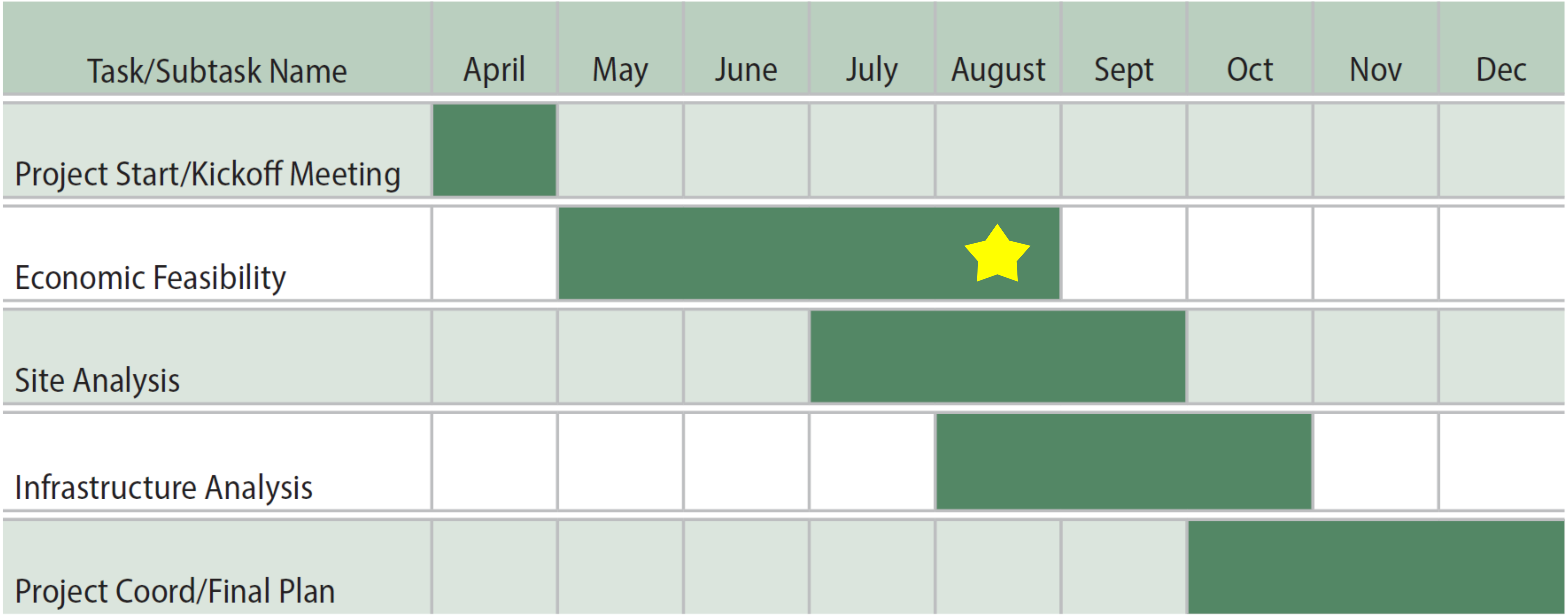


Current Progress

Site Analysis

- Drone Flight (7/26/24)

Schedule of Completion




THANK YOU!
J-U-B FAMILY OF COMPANIES
THE LANGDON GROUP
J-U-B
GATEWAY MAPPING INC.
J-U-B ENGINEERS, INC.
CP
COLLEGE PLACE
WALLA WALLA VALLEY

AGENDA BILL

College Place City Council
College Place, Washington

SUBJECT: Strategic Plan Work

FOR AGENDA OF 07/01/2024 **BILL NO:**________

Mayor's Approval: Choose

DEPARTMENT OF ORIGIN: Administration

DATE SUBMITTED: 06/25/2024

CLEARANCES:

City Administra	MJR
City Attorney	
Finance Direct	
City Clerk	

Finance Department Input Only

Job Code:

Contract Name:

Bars:

PROCEEDING: Administrative Report

EXHIBITS: 1. Chart
2. Current Strategic Plan

BUDGET IMPACT

EXPENDITURE REQUIRED $	AMOUNT BUDGETED $ 0		APPROPRIATION REQUIRED $	
Where would appropriation come from if it is necessary?				
Preferred Date:		Fiscal Impact?	Yes ☐	No ☐
Absolute Date:		Budgeted?	Yes ☐	No ☐

RECOMMENDED ACTION:

Listen to the presentation and ask questions.

HISTORICAL PERSPECTIVE:

The existing Strategic Plan was the first one the community ever done and was completed in 2017 with updates in 2019 and 2021. Since that time we have a new Mayor and three new Councilmembers.

INFORMATION FOR CONSIDERATION:

The Strategic Plan will govern mission, values, vision, goals, and objectives for the next eight years (2025 to 2033). The consultant will do targeted community member interviews, open public citizen survey, staff meetings, and then workshops with City Council to get this hopefully in place by the end of the year. Please encourage residents to fill out survey.

City of College Place, WA - Strategic Plan Detailed Phases, Tasks, and Pricing

Phases and Tasks		Deliverable	Proposed Dates (To be determined by client)	Proposed Cost	Notes
Phase 1 - Project Kick-Off and Background Information Review					
Task 1.1	Project Initiation Meeting (in-person) - 2 hour meeting)	Logistics meeting to review framework, process, milestones and deliverables. Develop schedule for meetings	Week of May 27	$ 300.00	On Site, would like a tour as well
Task 1.2	Weekly planning meetings (Zoom) and emails throughout the project	For updates, feedback, course correction (held w/ Staff)	Throughout Project	Included	Virtual, on Zoom
Task 1.3	Develop Detailed Project Schedule	Finalize list of meetings, input sessions, proposed Council date	May 31.	Included	
Task 1.4	Obtain and Review Background Info, Plans, and relevant Data	Review applicable plans, documents, budgets, and other items determined by the client.	May-June	$ 300.00	Independent Research by Sageland, documents provided by College Place
			TOTAL PHASE 1	**$ 600.00**	
Phase 2 - Community and Stakeholder Engagement					
Task 2.1	Up to 30 Confidential Interviews of Council, Staff, Board/Commission Members, and community stakeholders as idendified by the client.	Interviews to gain insights into the town's priorities, challenges, and opportunities. $200ea (virtual or in-person)	June 3 - June 21	$ 6,000.00	Virtual. In-person interviews (if any) would be scheduled while already on site to save travel costs.
Task 2.2	2 Online Surveys, one for Staff and one for the Community	Survey to assess the viewpoint of a broader audience, determine opinons on state of the city, future trends, and priorities.	June 3 - June 28	$ 2,000.00	
Task 2.3	Develop Marketing Flyers, QR Codes, and Social Media Posts for Survey	Marketing Materials to Promote Survey as Needed.	May 31.	$ 300.00	
Task 2.3	Develop Detailed Report on Board Engagement outlining findings and conclusions	Written Report to Strategic Planning team prior to retreat workshops	2-Jul-24	$ 250.00	Deliverable
			TOTAL PHASE 2	**$ 8,550.00**	
Phase 3 - Strategic Plan Retreat Sessions (City Council)					
Task 3.1	Facilitated Workshops with Council using the results of the engagement report to craft Mission, Vision, and Values Statements, form Priorities and Goals for the Community	Review Community Engagement Results (Community Priorities) and Outline Process	July 9.	$ 1,000.00	1 hour
		Craft Mission, Vision, and Values Statements	August 6.	$ 2,000.00	2 Hours
		Define 5-7 Overall Community Priorities	Sept 3.	$ 2,000.00	2 Hours
		Goal Setting	Oct. 1.	$ 3,000.00	3 Hours
		Strategic Plan Review	Nov 5.	$ 1,000.00	1 Hour
			TOTAL PHASE 3	**$ 9,000.00**	
Phase 4 - Staff Implementation Meeting/Retreat					
Task 4.1	Facilitated meeting with staff based on the Council workshops. Affirm the Council priroities and goals. Conduct an Implmentation planning meeting to determine action steps, projects, and other items to achieve the vision of Council.	Recommend Half Day Retreat or Extended Staff Meeting	November	$ 5,000.00	In person, on site
Task 4.2	Develop Implementation Plan	Written Report provided one week after retreat	End of November	$ 300.00	Document provided as appendix to Strategic Plan
			TOTAL PHASE 3	**$ 5,300.00**	
Phase 5 - Creation and Approval of Plan					

Task 3.1	Draft the Strategic Plan document for review by College Place. This document will be drafted through a graphic designer (included in cost).	Graphic Design Plan Document	August - Oct	$ 1,500.00	Begin framework and design while retreats are taking place. Have Draft plan ready for review by Oct. 15
Task 3.2	Review of Draft by College Place	Client Review Period	Oct 15-Oct 22	Included	
Task 3.3	Correction of Draft and Development of Final Document	Sageland creates final plan based on client review and feedback.	Oct 22- Oct 29	$ 250.00	Sageland Revises Document
Task 3.4	Submittal of Draft Strategic Plan for Council Workshop Nov. 5	Sageland provides College Place with electronic file of Final Plans, all reports, documents, and data	Oct 29.	Included	Document to Administraor and Clerk for Council Packet
Task 3.5	Presentation of Final Plan to College Place City Council	In Person Presentation of Final Plan in Council workshop for adoption	November 5.	Included Above	In-Person Workshop Presentation
Task 3.6	Virtual Attendance at Council Adoption Hearing	Virtual Attendance at City Council Adoption	November 12 or 26	$ 250.00	Virtual
			TOTAL PHASE 3	**$ 2,000.00**	
	Total Cost			$ 25,450.00	
	Travel Costs for onsite meetings (est 7 trips, Richland to College Place)	**Includes travel time, mileage, lodging (if needed), meals at GSA per diem rate. Billed at not-to-exceed unless advised otherwise.**	**Est $500/trip Richland, WA to College Place, WA**	$ 3,500.00	
	Total Not To Exceed Cost		**Scoped Project**	**$ 28,950.00**	

COLLEGE PLACE STRATEGIC PLAN

TAKE OUR SURVEY

Help shape the future of College Place!

COLLEGE PLACE
WALLA WALLA VALLEY

PLAN ESTRATÉGICO DE
COLLEGE PLACE

TOME NUESTRA ENCUESTA

Ayude a Dar Forma el Futuro de College Place

COLLEGE PLACE
WALLA WALLA VALLEY

City of College Place
Strategic Plan, 2017-2026

Where small-town living and learning meet

Table of Contents

Introduction

The College Place Strategic Plan was developed in 2017 by listening to the community about its aspirations. Through surveys, focus groups and one-on-conversations a picture developed for the City's current position and where it wants to be. What emerges is a picture beyond annual budgeting processes to a vision for what the City could be in 2027.

This vision together with the City's core values provide a compass. The Strategic Plan provides a foundation for prioritizing the use of resources and identifies how the City makes progress toward achieving the community's goals and objectives.

Following vision and values are key areas of activities, called Core Themes. Under each of these themes are goals and objectives laid out over the next decade which set out the work of City Council and Staff.

Objectives are supported by outcomes, the key measure of progress and milestones by year. The Strategic Plan is designed to be updated annually to reflect changing priorities and resources.

Vision

By 2027, College Place is noted for its vibrant downtown with a mix of small businesses and housing that interfaces with Walla Walla University that give residents and a growing tourist trade the feeling of a small town. The City has attracted large-scale commercial development along its most trafficked roads, thus growing its tax base.

Resourceful in the use of finance tools and grant opportunities, the City gets extra value from every dollar of local taxes. Resources support a staff of dedicated, competent employees adequate to provide safety and responsiveness. Deferred maintenance is a thing of the past as depreciation is funded and cash reserves prepare the city to pursue opportunities without excess risk.

Mutual respect is shared between the City Council, residents, and staff. Residents, retirees, students, professionals, and young families feel safe; they know their neighbors and many of the city employees by name. Citizens are engaged and knowledgeable of the affairs of the City due to the character of staff and the quality, timeliness, and context through which information is shared; cooperation is a community norm. Volunteerism is high across the commissions of the City.

People circulate easily irrespective of mode, whether car, foot or bike; a system of sidewalks and trails make foot traffic a preferred method to get around town. The community turns out regularly for the events calendared throughout the year, co-hosted in partnership with the municipality and institutions such as: businesses, volunteer organizations, College Place Public Schools, Rogers School, Walla Walla Valley Academy, and Walla Walla University.

Values

In its expression of civic leadership and service, Council and staff hold these core values.

Open and Honest

The City is transparent and fair in its dealings. It is plain spoken in its communication. The City is engaged with its citizens in two-way communication and desires an aware and informed citizenry. The municipality is accountable for its actions and choices.

Cooperation

College Place works well with others and values mutually-beneficial outcomes for the City and its partners.

Respect

The City fosters respect between its Council and staff, Citizens, neighbors, its natural resources and built environment, its resident businesses to bind College Place into a sustainable and prosperous community. The City honors its heritage.

Service

The City exists to provide services to its constituents. It is an organized, learning organization that makes data-driven decisions. It’s employees and Council are empathetic and humble.

Diversity

The City recognizes differences between people and values these differences as an asset. College Place fosters an environment where individuals find safety, dignity, and acceptance.

Optimal Operations

People of high character and capability power successful City operations. The City Council values its staff and sees Human Resources as its greatest asset. Integrating infrastructure and people are systems and tools that are current and people know how to use.

Goals and Objectives

1. The City is staffed to reflect state-recognized human resource levels.
    a. The City Police department is staffed to State governing agency criteria and sustainably funded. (Council)
    b. The City Fire department is staffed State governing agency criteria and sustainably funded. (Council)
    c. The City Public Works, Community Development, and Public Works departments are adequately staffed and sustainably funded. (Council)
    d. The City Finance, Clerk, and Human Resource Departments are adequately staffed and sustainably funded (Council).
2. The City constructs new and modifies existing City facilities based on nationally-recognized standards. (Public Works)
3. The City has a robust Human Resource function.
    a. Staff have opportunities for professional development and training. (Human resources)
    b. The City is prepared for succession in key leadership positions. (Human Resources)
    c. A learning culture is fostered. (Mayor and administrator)
4. GIS is used for comparative advantage and municipal leadership. (Administrator)
5. Technology is employed when increasing staff efficiency or public facing services (Administrator).

Timeline and Outcomes

Year	Activity	Result
2021	1. 2. 3-a. 4.	Incremental changes in staffing levels Capital facility plan recognizes changing space and use requirements for City services. Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2022	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2023	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2024	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2025	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2026	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.

Resource Development

To maintain its comparative advantage as a municipal government, College Place pursues new revenue streams not from increasing property tax rates, but from increasing local valuation through new commercial and residential development, while supporting not impeding development.

Goals and Objectives

1. The City develops and deploys a written Economic Development strategy to guide expansion of the commercial tax base.
   a. Land is identified for commercial and residential development. (Planning)
   b. Lodging development is pursued including the feasibility of meeting space. (Administrator)

c. A diversity of housing options is pursued including single-family, apartments, duplexes, condos, manufactured homes, accessory dwelling units and mixed-use. (Planning)

d. The City pursues a big box/chain retail development. (Administrator)

2. Downtown develops as a mixed-use zone with design standards that offer the developer a menu of possibilities rooted in a "main street" character.

   a. Business opportunities are developed with a focus on local residents so that the local economy and indigenous wealth grows. (Economic Development Commission)

   b. The inventory of mixed-use buildings in the downtown core increases. (Economic Development Commission)

   c. Parking lots are developed in the downtown core close to College Avenue. (Planning)

3. The City develops a venture with the Port of Walla Walla to develop incubator properties in the community, ideally near and in association with Walla Walla University. (Mayor)

4. The City pursues change to countywide planning policies, urban growth expansion and an infill strategy. (Planning)

5. The City develops tourism opportunities with its partners including Visit Walla Walla, Walla Walla University, Walla Walla Valley Chamber of Commerce, and local service businesses.

Timeline and Outcomes

Year	Activity	Result
2021	1-a. 1-a 1-b 1-c 1-c 1-c. 1-d 2-a.	The land inventory is updated. Figure out land use game plan for Martin Airfield site. City attempts to recourt lodging operators/developers for Whitman or Meadowbrook areas Countywide Housing Needs Assessment is Completed and Accepted by City Council City participates in formation of Common Roots Land Trust Housing Chapter action plan is reviewed. City petitions state to pursue Tax Increment Financing in key areas of town. The number of business starts on and near College Ave. are tracked and reported to Council at

		least annually.
	2-b.	The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually.
	3	City working on Flex Space Assessment with CERB Grant
	4	Countywide Planning Policies are reviewed
	5	Continued Joint marketing effort with Visit Walla Walla.
		Work with Downtown WW Foundation, City of WW, and others on Creative District designation.
2022	1-a.	The land inventory is updated.
	1-a	Work with owner of Martin Airfield on Zoning designation and get it finalized.
	1-b	Work with lodging developer to finalize deal to establish facility in College Place.
	1-c.	Housing Chapter action plan is reviewed.
	1-c	City works with Common Roots Land Trust, BMAC. And Housing Authority on development of Affordable Housing
	1-d	Courting big boxes for Whitman Drive (Price Property) and Stone Creek development areas.
	1-d	State and other taxing agencies allow us to establish TIF covering key commercial areas in town.
	2-a.	The number of business starts on and near College Ave. are tracked and reported to Council at least annually.
	2-b.	The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually.
	3	City work on identifying key components of flex space as well as partners. Secure land and financing for it.
	4	Updated Countywide Planning Policies are adopted.
	5	Continued joint marketing effort with Visit Walla Walla
	5.	Region gets accepted by Arts Washington as a Creative District.
2023	1-a.	The land inventory is updated.
	1-b.	Ground breaks on lodging property development
	1-c	City works with Common Roots Land Trust, BMAC, and Housing Authority on development of Affordable Housing.
	1-c.	Housing Chapter action plan is reviewed.
	1-d.	Commercial big box development opens.
	2-a.	The number of business starts on and near College Ave. are tracked and reported to Council at least annually.
	2-b.	The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually.
	3.	City and/or partners begin work on engineering/architecture work for Flex Building
	4.	County opens up urban growth boundary adjustment process. Work on adjustment. Conduct and adopt residential and commercial building land capacity inventories.
	5.	Continued joint marketing effort with Visit Walla Walla
2024	1-a.	The land inventory is updated.
	1-a.	Martin Airfield land use designation is finalized.
	1-b	Lodging development opens.
	1-c.	Housing Chapter action plan is reviewed.
	1-c	City works with Common Roots Land Trust, BMAC, and Housing Authority on development of Affordable Housing.
	1-d.	Big-box store opens.
	2-a.	The number of business starts on and near College Ave. are tracked and reported to Council at least annually.
	2-b.	The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually.
	3.	City and/or partners begin construction on Flex facility.
	4.	Amended Urban Growth Area is accepted by Walla Walla County.
	5.	Continued joint marketing effort with Visit Walla Walla.
2025	1-a.	The land inventory is updated.
	1-c.	Housing Chapter action plan is reviewed.

	1-c. 1-d 2-a. 2-b. 3. 5.	City works with Common Roots Land Trust, BMAC, and Housing Authority on development of Affordable Housing Attract pad retail and hospitality establishments near new big boxes. The number of business starts on and near College Ave. are tracked and reported to Council at least annually. The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually. City & partners Flex Space is under construction. Continued joint marketing effort with Visit Walla Walla.
2026	1-a. 1-c. 1-c. 1-d. 2-a. 2-b. 2.c. 3. 5.	The land inventory is updated. Housing Chapter action plan is reviewed. City works with Common Roots Land Trust, BMAC, and Housing Authority on development of Affordable Housing Attract pad retail and hospitality establishments near new big boxes. The number of business starts on and near College Ave. are tracked and reported to Council at least annually. The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually. A plan for parking lot development is complete. City & partners Flex Space is complete. Continued joint marketing effort with Visit Walla Walla.

Cooperation and Connection

The City values connection with its residents and to its heritage. The City strives for win-win outcomes in relationships and partnerships internally and externally. The City's residents value connection to each other, which the City fosters and grows.

Goals and Objectives

1. Create annual community events
    a. Identify opportunity for specific College Place events that are tied to Walla Walla University, Adventist Schools, or College Place Public Schools activities like Alumni Weekend and graduations. (Economic Development Commission)
    b. Create events which draw visitors from neighboring communities and regions. (Economic Development Commission)
2. The City's outreach program effectively reaches all of its population.
    a. Develop a City Brand guidelines (Administrator)

    b. Students are actively involved in College Place City Council meetings and Council is involved at schools. (Council)
    c. The City increases the use and effectiveness of social media channels that are used by stakeholders. (Departmental Social Media Managers)
    d. The City maintains an active release of news to local media outlets for regularly occurring items and crisis communication. (City Administrator & Departmental PIO's)
    e. School events are promoted to the Community. (Departmental Social Media Managers)
3. The City explores the feasibility of a multi-use community center. (Parks, Arbor & Recreation Commission)
4. The City shares leadership with its residents through volunteer service on Commissions, as follows. (City Clerk & Human Resources)
    a. Planning Commission
    b. Historic Preservation Commission
    c. Civil Service Commission
    d. Economic Development, Tourism, and Events Commission
    e. Parks, Arbor, and Recreation Board
    f. Utilities & Transportation Advisory Commission
    g. Diversity & Inclusion Advisory Board
    h. Youth Advisory Commission
5. Walla Walla University and City of College Place staff and administration participate on each other's boards and commissions in order to mutually aid their missions. (Mayor)
6. College Place builds and fosters interlocal partnerships in the following areas. (Mayor and Administrator)
    a. Utilities
    b. Bidding on joint construction projects
    c. Library

d. Court
e. Information Technology
f. Emergency Management
g. School security
h. Park and Recreation programs
i. Police Training (Ex: Regional Shooting Range)
j. Fire Training (Ex: Fire Training Tower)
k. Economic Development
l. Broadband
m. Housing

Timeline and Outcomes

Year	Activity	Result
2021	2.	Staff provides social media report to Council highlighting channels, number of followers and number of posts.
	2-d	Administrator presents annual report of news coverage and reporting.
	2-e.	School event information is included in utility statement mailings.
	4.	All Commissions are fully appointed with local residents by Council who also monitor calendaring of commission meetings.
	6.	The number of interlocal agreements increases.
	6-f	Work with County and other partners to secure grant funds to move Emergency Management.
	6-h	City & partners establish youth recreation programming.
	6-l	City partners with area agencies to pursue grant funding for regional public dark fiber system.
	6-m	Common Roots Land Trust officially forms.
2022	1-a.	Work to bring back Block Party or similar event in which University, Public Schools, Private Schools, and Library can partner.
	1-b.	Partner with City of Walla Walla to bring regional events (Music Festivals, etc) here to the Valley.
	2-c.	Staff provides social media report to Council highlighting channels, number of followers and number of posts.
	2-d.	Administrator presents annual report of news coverage and reporting.
	2-e.	School event information is included in utility statement mailings.
	4.	All Commissions are fully appointed with local residents by Council who also monitor calendaring of commission meetings.
	6.	The number of interlocal agreements increases.
	6-h.	Youth recreation programming grows.
	6-i.	Regional Police Shooting Range facility is complete.
	6-j.	Regional Fire Training Tower is under construction.
	6-l	City and partners secure funding for publicly owned dark-fiber system. Begin engineering.

	6-m.	First property for Common Roots to possess affordable housing on is sighted.
2023	2-c 2-d 2-e. 4. 6. 6-f. 6-h. 6-j. 6-l 6-m.	Staff provides social media report to Council highlighting channels, number of followers and number of posts. Administrator presents annual report of news coverage and reporting. School event information is included in utility statement mailings. All Commissions are fully appointed with local residents by Council who also monitor calendaring of commission meetings. The number of interlocal agreements increases. Emergency Management is at new, safe, secure location. Youth recreation programming grows. Regional fire training tower is fully constructed and operational. City and partners wrap up engineering and begin construction of publicly owned dark fiber system. Increase in affordable housing development through land trust, BMAC, and Housing Authority.
2024	2-c.. 2-d. 2-e. 4. 6. 6-h. 6-l. 6-m.	Staff provides social media report to Council highlighting channels, number of followers and number of posts. Administrator presents annual report of news coverage and reporting. School event information is included in utility statement mailings. All Commissions are fully appointed with local residents by Council who also monitor calendaring of commission meetings. The number of interlocal agreements increases. Youth Recreation Programming offerings grows. Construction of publicly owned dark fiber system wraps. Is ready to be leased and lit. Increase in affordable housing development through land trust, BMAC, and Housing Authority.
2025	2-c. 2-d. 2-e. 4. 6. 6-h. 6-l. 6-m.	Staff provides social media report to Council highlighting channels, number of followers and number of posts. Administrator presents annual report of news coverage and reporting. School event information is included in utility statement mailings. All Commissions are fully appointed with local residents by Council who also monitor calendaring of commission meetings. The number of interlocal agreements increases. Youth Recreation Programming offerings grows. Number of internet providers increases and monthly cost of internet decreases. Increase in affordable housing development through land trust, BMAC, and Housing Authority.
2026	2-c. 2-d. 2-e. 4. 6. 6-h. 6-l. 6-m.	Staff provides social media report to Council highlighting channels, number of followers and number of posts. Administrator presents annual report of news coverage and reporting. School event information is included in utility statement mailings. All Commissions are fully appointed with local residents by Council who also monitor calendaring of commission meetings. The number of interlocal agreements increases. Youth Recreation Programming offerings grows. Number of internet providers increases and monthly cost of internet decreases Increase in affordable housing development through land trust, BMAC, and Housing Authority.

Infrastructure Investment

A healthy and vital College Place requires new and renewing investments above and below ground. Residents expect and receive reliable and safe services from these investments.

Goals and Objectives

1. The City strives a attain a fully-funded storm water utility via a combination of utility rates and external grants. (Public Works/On-Call Engineer)
2. The City has a fully-funded drinking water utility via a combination of utility rates and external grants. (Public Works)
    a. Water treatment infrastructure is replaced in the next ten years (Public Works)
    b. Water rights and water availability are secured. (Public Works)
    c. A conservation program is developed and in place to a point where the aquifer is recharging (Public Works).
    d. Explore consolidation with neighboring irrigation districts if fiscally responsible (Public Works).
    e. The City will monitor closely aquifer levels and develop conservation programs, additional water acquisition infrastructure as needed.
3. The City has a fully-funded wastewater utility via a combination of utility rates and external grants. (Public Works)
    a. The City has a plan to replace aging collection system. (Public Works
    b. The City has a plan in place to finance the Wastewater Treatment Plan improvements mandated by the State Department of Ecology by the end of 2023 for Phase 1.
4. All local streets are refurbished and/or rebuilt.
    a. The Transportation Benefit District has a funding mechanism that begins to fund renewal. (Administrator)

b. There are sidewalks, bike lanes and sharrows where practicable, preserving character of historic neighborhoods. (Planning)

c. Fully-controlled intersections are constructed at important crossings. (Engineering)

d. LED Street lights expands LED Street lights throughout the City. (Public Works)

5. Working with partners, the City promotes sustainability and conservation in the use of renewable resources, such as facilitating solar array installation on roofs and walls. (Planning)
6. Revize development regulations to further incorporate community needs and smart growth principles. (Planning)
7. The City provides internet access as key infrastructure. (Mayor and Administrator)
    a. Community-wide Wi-Fi improves access to internet.
    b. Fiber cable is installed wherever development occurs.
    8. The City works with partners to develop a true recycling program.

Timeline and Outcomes

Year	Activity	Result
2021	1. 2. 2. 3. 3. 4. 4b. 7.	 The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Southwest Wastewater Trunk Line is constructed and operational. The linear feet of roadway refurbished or rebuilt is reported to Council. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council
2022	3-c. 1. 2. 2. 3. 3.	LED lights power all City street lights The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Construction begins at Wastewater Treatment Plant /Amount of Sewage treated at WTTP The linear feet of roadway refurbished or rebuilt is reported to Council.

	4. 4a. 4b. 7. 8.	Council begins identification of financing strategies for Transportation Benefit District. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council Workgroup established to begin figuring out challenges to restarting Recycling program.
2023	1. 2. 2. 3. 3. 4. 4a. 4b. 7. 8.	The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Construction concludes at Wastewater Treatment Plant/Amount of Sewage treated at WTTP. The linear feet of roadway refurbished or rebuilt is reported to Council. Council selects financing strategy for Transportation Benefit District/is monetized. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council Number of strategies identified by workgroup to deal with Recycling.
2024	. 1. 2. 2. 3. 3. 4. 4b. 7. 8.	The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Amount of Sewage treated at WTTP. The linear feet of roadway refurbished or rebuilt is reported to Council. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council Number of strategies identified by workgroup to deal with Recycling.
2025	1. 2. 2. 2. 3. 3. 3. 4 4b. 7. 8.	The linear feet of stormwater lines replaced or relined is reported to Council. All residents have access to municipal water supply. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The wastewater utility meets WA Department of Ecology requirements. The linear feet of wastewater pipe replaced or relined is reported to Council. Amount of Sewage treated at WTTP. The linear feet of roadway refurbished or rebuilt is reported to Council. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council Pilot recycling strategy implemented.
2026	1. 2. 2. 3. 3. 4. 4b. 7. 8..	The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Amount of Sewage treated at WTTP. The linear feet of roadway refurbished or rebuilt is reported to Council. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council Recycling program operational/Tons of material recycled.

Planning for Prosperity

The City uses transparent and accountable planning processes so residents understand how College Place grows and changes. Planning documents are clear with a vision for how to sustainably fund services while maintaining high levels of citizen satisfaction and add to the local population as well as the Urban Growth Area (UGA).

Goals and Objectives

1. The City produces and adopts a Comprehensive Plan
    a. There is a written redevelopment strategy for the College Avenue corridor. (Planning)
    b. An historic preservation strategy is developed. (Historic preservation commission)
    c. The City develops, maintains and funds a sustainable infrastructure replacement plan. (Finance)

    The City has a Parks master plan that meets RCO standards and integrates the Blue Mountain Regional Trail Network (Parks, Arbor and Recreation Board)

    d. The Walla Walla University Master Plan is integrated. (Mayor and Administrator)
2. City government is flexible enough to permit innovation.
    a. Lean methodologies are applied to continuously improve the City's development processes. (Mayor and Administrator)
    b. Municipal code is simplified to improve usability. (City Clerk)
3. By 2027, the City will complete its third Comprehensive plan.

Timeline and Outcomes

Year	Activity	Result
2021	2.	Report to Council on the number of process improvement groups formed.

2022	2.	Report to Council on the number of process improvement groups formed. Urban Growth Area reviewed by the Planning Commission and City Council.
2023	2.	Report to Council on the number of process improvement groups formed.
2024	2.	Report to Council on the number of process improvement groups formed.
2025	2.	Report to Council on the number of process improvement groups formed.
2026	2. 3.	Report to Council on the number of process improvement groups formed. Comprehensive Plan development commences.

Revising the Plan

The plan will be reviewed and updated annually. Recommendations for any interim changes to the plan should address the following questions:

- Why should the changes be made?
- What specific changes should be made, including to areas, goals, objectives, strategies timelines and responsibilities?

COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY FINANCIAL PROFORMA

PREPARED FOR

College Place, Washington

PREPARED BY

Core Distinction Group, LLC

Lisa Pennau - Founding Partner
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Jessica Junker - Managing Partner
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Offices in Wisconsin

INCLUDES

Projected Land Costs
Projected Building Costs
Projected Fixture, Furnishings, and Equipment Costs
Projected Soft Costs
Projected Investment
Projected Revenue
Projected Expenses
Projected Return on Investment

Core Distinction Group

TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL

Cobblestone Hotel & Suites
College Place, WA

Number of Units: 78

Building Specifications: 78 unit, four (4) story, Main St prototype Cobblestone Hotel & Suites, with an expanded guest wine & beer bar, standard (king & queen/queen) rooms, 2-room extended stay suites, free hot breakfast for all guests, guest fitness room, guest laundry room, pool, elevator and meeting room (no restaurant)

Total Land & Prep	**$2,811,720**
per room	*$36,048*
Raw Land	$1,611,720
Permit & Community (plan review/permit/inspect/impact/tap fees/etc.)	$450,000
Site Utility & Excav. (sewer/water/electric/grading & fill/drainage/etc.)	$750,000
Building Construction	**$9,565,000**
per room	*$122,628*
Fixtures, Furnishings, and Equipment	**$1,437,000**
per room	*$18,423*
Indirect/Soft Costs	**$2,387,000**
per room	*$30,603*
Appraisal	$7,000
Architectural / Engineering	$120,000
WA/:Local Taxes	$750,000
Cobblestone Franchise Fee	$40,000
Surveys	$15,000
Development Services	$800,000
Pre-Opening Services	$40,000
Working Capital	$170,000
Legal and Accounting Fees	$15,000
Construction Period Interest / Loan Fees / Closing	$250,000
Insurance & Taxes During Construction	$30,000
Project Contingency	$150,000
Total Project Costs:	**$16,200,720**
per room	*$207,702*

Requested Loan Amount:	$11,340,504	70.0%
Expected Cash Injection:	$4,860,216	30.0%

Sources of Funding

Bank Loan	11,340,504	**Debt Interest:**	7.50%
Expected Cash Injection	4,860,216	**Debt Terms:**	25
Total:	**$16,200,720**	**Debt Service:**	$1,005,664

NOTE: *Development cost breakdown and price structure is valid for 90 days, and could be subject to change before due to any economic changes in the community or region. Brimark Builders, LLC and it's representatives make no projected financial representations based on this specific or any other markets as it relates to this hotel and or development cost as shown above.*

First Full Year Open

Rooms: 78

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Lodging Rooms Available	2,418	2,184	2,418	2,340	2,418	2,340	2,418	2,418	2,340	2,418	2,340	2,418	28,470
Lodging Occupancy %	48.5%	55.6%	60.5%	65.4%	71.9%	78.1%	78.1%	78.7%	75.4%	65.0%	53.5%	50.5%	65.1%
Total Occ. Rooms	1,172	1,215	1,463	1,531	1,739	1,827	1,888	1,903	1,765	1,572	1,251	1,221	18,546
Average Daily Rate	$131.23	$135.83	$142.84	$152.50	$162.23	$166.05	$168.97	$167.30	$168.05	$155.24	$145.32	$151.79	$155.93
Revenue Per Available Room (REVPAR)	$63.59	$75.53	$86.40	$99.76	$116.69	$129.67	$131.96	$131.68	$126.73	$100.92	$77.70	$76.63	$101.58
Revenue:													
Guest Room Revenue	153,749	164,966	208,914	233,443	282,156	303,437	319,075	318,407	296,554	244,031	181,826	185,284	2,891,843
Meeting Room Revenue	586	607	731	765	870	914	944	952	882	786	626	610	9,273
Marketplace/Lounge	5,858	6,073	7,313	7,654	8,696	9,137	9,441	9,516	8,824	7,860	6,256	6,103	92,731
TOTAL HOTEL REVENUE	**160,193**	**171,646**	**216,958**	**241,862**	**291,722**	**313,488**	**329,460**	**328,875**	**306,260**	**252,677**	**188,708**	**191,998**	**2,993,847**
Hotel Payroll Expenses:													
Hotel Manager	6,667	6,667	6,667	6,667	6,667	6,667	6,667	6,667	6,667	6,667	6,667	6,667	80,000
AGM/SALES	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	50,000
Maintenance	2,306	2,474	3,134	3,502	4,232	4,552	4,786	4,776	4,448	3,660	2,727	2,779	43,378
Housekeeping	8,787	9,109	10,970	11,481	13,044	13,705	14,162	14,274	13,235	11,789	9,384	9,155	139,096
Front Desk	8,928	8,352	11,160	10,800	13,392	12,960	13,392	13,392	12,960	11,160	8,640	8,928	134,064
Workers Comp Insurance	771	769	902	915	1,038	1,051	1,079	1,082	1,037	936	790	792	11,163
Payroll Tax	3,953	3,942	4,625	4,691	5,317	5,388	5,532	5,545	5,314	4,797	4,047	4,061	57,213
TOTAL HOTEL PAYROLL	**35,579**	**35,480**	**41,624**	**42,222**	**47,857**	**48,489**	**49,785**	**49,902**	**47,828**	**43,177**	**36,421**	**36,549**	**514,914**
Hotel Operating Expenses:													
Cleaning Supplies	644	668	804	842	957	1,005	1,039	1,047	971	865	688	671	10,200
Laundry Supplies	586	607	731	765	870	914	944	952	882	786	626	610	9,273
Linens	879	911	1,097	1,148	1,304	1,371	1,416	1,427	1,324	1,179	938	916	13,910
Guest Supplies	1,172	1,215	1,463	1,531	1,739	1,827	1,888	1,903	1,765	1,572	1,251	1,221	18,546
Operating Supplies	996	1,032	1,243	1,301	1,478	1,553	1,605	1,618	1,500	1,336	1,064	1,038	15,764
Repairs & Maintenance	1,537	1,650	2,089	2,334	2,822	3,034	3,191	3,184	2,966	2,440	1,818	1,853	28,918
Swimming Pool Maintenance	833	833	833	833	833	833	833	833	833	833	833	833	10,000
Franchise Fees	9,068	8,190	9,068	8,775	9,068	8,775	9,068	9,068	8,775	9,068	8,775	9,068	106,763
Marketing Funds Fee	1,814	1,638	1,814	1,755	1,814	1,755	1,814	1,814	1,755	1,814	1,755	1,814	21,353
Reservation Expense	775	775	775	775	775	775	775	775	775	775	775	775	9,300
PMS Fee	546	546	546	546	546	546	546	546	546	546	546	546	6,552
Complimentary Breakfast	4,101	4,251	5,119	5,358	6,087	6,396	6,609	6,661	6,176	5,502	4,379	4,272	64,912
Travel Agent Fees	6,150	6,599	8,357	9,338	11,286	12,137	12,763	12,736	11,862	9,761	7,273	7,411	115,674
Vending Expense	2,929	3,036	3,657	3,827	4,348	4,568	4,721	4,758	4,412	3,930	3,128	3,052	46,365
Marketing / Advertising	769	825	1,045	1,167	1,411	1,517	1,595	1,592	1,483	1,220	909	926	14,459
Utilities	4,005	4,291	5,424	6,047	7,293	7,837	8,237	8,222	7,657	6,317	4,718	4,800	74,846
Cable/Internet/Phone	2,418	2,184	2,418	2,340	2,418	2,340	2,418	2,418	2,340	2,418	2,340	2,418	28,470
Credit Card Expense	3,604	3,862	4,882	5,442	6,564	7,053	7,413	7,400	6,891	5,685	4,246	4,320	67,362
Management Fee	9,612	10,299	13,017	14,512	17,503	18,809	19,768	19,733	18,376	15,161	11,322	11,520	179,631
TOTAL OPERATING EXPENSES	**52,436**	**53,412**	**64,381**	**68,636**	**79,115**	**83,048**	**86,642**	**86,686**	**81,287**	**71,207**	**57,385**	**58,063**	**842,297**
Income Before Fixed Expenses	72,178	82,754	110,953	131,004	164,749	181,951	193,034	192,287	177,145	138,293	94,902	97,386	1,636,635
Gross Operating Profit (GOP)	45.06%	48.21%	51.14%	54.16%	56.47%	58.04%	58.59%	58.47%	57.84%	54.73%	50.29%	50.72%	54.67%
Reserves & Fixed Expenses:													
Debt Service	83,805	83,805	83,805	83,805	83,805	83,805	83,805	83,805	83,805	83,805	83,805	83,805	1,005,664
Real Estate Taxes (Estimates)	7,773	7,773	7,773	7,773	7,773	7,773	7,773	7,773	7,773	7,773	7,773	7,773	93,282
Insurance	2,403	2,575	3,254	3,628	4,376	4,702	4,942	4,933	4,594	3,790	2,831	2,880	44,908
Reserves For Replacement	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL RESERVES & FIXED	**93,982**	**94,153**	**94,833**	**95,207**	**95,955**	**96,281**	**96,521**	**96,512**	**96,173**	**95,369**	**94,409**	**94,459**	**1,143,853**
NET OPERATING INCOME (NOI)	**62,001**	**72,406**	**99,925**	**119,603**	**152,600**	**169,475**	**180,319**	**179,580**	**164,778**	**126,730**	**84,298**	**86,732**	**1,498,446**
NET CASH FLOW	**(21,804)**	**(11,400)**	**16,120**	**35,797**	**68,795**	**85,670**	**96,513**	**95,775**	**80,972**	**42,924**	**492**	**2,927**	**492,782**

Five Year Numbers Projected Summary

	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
	AMOUNT		AMOUNT		AMOUNT		AMOUNT		AMOUNT	
Lodging Rooms Available	28,470		28,470		28,470		28,470		28,470	
Lodging Occupancy %	65.1%		67.1%		69.1%		70.5%		71.9%	
Total Occ. Rooms	18,546		19,103		19,676		20,069		20,471	
Average Daily Rate	$155.93		$160.60		$165.42		$170.39		$173.79	
REVENUE:										
Guest Room Revenue	2,891,843	96.6%	3,067,956	96.7%	3,254,795	96.8%	3,419,487	96.9%	3,557,635	96.9%
Meeting Room Revenue	9,273	0.3%	9,551	0.3%	9,838	0.3%	10,035	0.3%	10,235	0.3%
Marketplace/Lounge	92,731	3.1%	95,513	3.0%	98,378	2.9%	100,346	2.8%	102,353	2.8%
	=======		=======		=======		=======		=======	
TOTAL HOTEL REVENUE	**2,993,847**	**100.0**	**3,173,020**	**100.0**	**3,363,011**	**100.0**	**3,529,868**	**100.0**	**3,670,223**	**100.0**

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

5 Year Projection

Rooms: 78

	Year 1	Year 2	Year 3	Year 4	Year 5
Lodging Rooms Available	28,470	28,470	28,470	28,470	28,470
Lodging Occupancy %	65.1%	67.1%	69.1%	70.5%	71.9%
Total Occ. Rooms	18,546	19,103	19,676	20,069	20,471
Average Daily Rate	$155.93	$160.60	$165.42	$170.39	$173.79
Revenue Per Available Room (REVPAR)	$101.58	$107.76	$114.32	$120.11	$124.96
Revenue:					
Guest Room Revenue	2,891,843	3,067,956	3,254,795	3,419,487	3,557,635
Meeting Room Revenue	9,273	9,551	9,838	10,035	10,235
Marketplace/Lounge	92,731	95,513	98,378	100,346	102,353
TOTAL HOTEL REVENUE	**2,993,847**	**3,173,020**	**3,363,011**	**3,529,868**	**3,670,223**
Hotel Payroll Expenses:					
Hotel Manager	80,000	81,200	82,418	83,654	84,909
AGM/SALES	50,000	50,750	51,511	52,284	53,068
Maintenance	43,378	50,621	56,959	63,261	71,153
Housekeeping	139,096	143,269	147,567	150,519	153,529
Front Desk	134,064	138,086	142,228	146,495	150,890
Workers Comp Insurance	11,163	11,598	12,017	12,405	12,839
Payroll Tax	57,213	59,441	61,588	63,577	65,798
TOTAL HOTEL PAYROLL	**514,914**	**534,965**	**554,289**	**572,195**	**592,186**
Hotel Operating Expenses:					
Cleaning Supplies	10,200	10,506	10,822	11,038	11,259
Laundry Supplies	9,273	9,551	9,838	10,035	10,235
Linens	13,910	14,327	14,757	15,052	15,353
Guest Supplies	18,546	19,103	19,676	20,069	20,471
Operating Supplies	15,764	16,237	16,724	17,059	17,400
Repairs & Maintenance	28,918	30,680	40,685	42,744	53,365
Swimming Pool Maintenance	10,000	11,500	13,225	15,209	17,490
Franchise Fees	106,763	106,763	106,763	106,763	106,763
Marketing Funds Fee	21,353	21,353	21,353	21,353	21,353
Reservation Expense	9,300	9,300	9,300	9,300	9,300
PMS Fee	6,552	6,552	6,552	6,552	6,552
Complimentary Breakfast	64,912	66,859	68,865	70,242	71,647
Travel Agent Fees	115,674	122,718	130,192	136,779	142,305
Vending Expense	46,365	47,756	49,189	50,173	51,176
Marketing / Advertising	14,459	15,340	16,274	17,097	17,788
Utilities	74,846	79,326	84,075	88,247	91,756
Cable/Internet/Phone	28,470	29,324	30,204	31,110	32,043
Credit Card Expense	67,362	71,393	75,668	79,422	82,580
Management Fee	179,631	190,381	201,781	211,792	220,213
TOTAL OPERATING EXPENSES	**842,297**	**878,968**	**925,940**	**960,034**	**999,048**
Income Before Fixed Expenses / Gross Operating Profit (GOP)	1,636,635	1,759,087	1,882,782	1,997,638	2,078,988
Reserves & Fixed Expenses:					
Real Estate Taxes (Estimates)	93,282	93,282	93,282	93,282	93,282
Insurance	44,908	47,595	50,445	52,948	55,053
Reserves For Replacement	0	63,460	100,890	141,195	146,809
NET OPERATING INCOME (NOI)	**1,498,446**	**1,554,750**	**1,638,165**	**1,710,214**	**1,783,844**
Loan (Interest Payment)	845,093	832,627	819,194	804,715	789,118
Loan (Principal Reduction)	160,571	173,037	186,470	200,949	216,546
NET CASH FLOW	**$492,782**	**$549,086**	**$632,501**	**$704,550**	**$778,180**
RETURN ON INVESTMENT (ROI) %	**10.14%**	**11.30%**	**13.01%**	**14.50%**	**16.01%**
ROI % (Including Principal Reduction)	**13.44%**	**14.86%**	**16.85%**	**18.63%**	**20.47%**

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

5 Year Break Even

Rooms: 78

	Year 1	Year 2	Year 3	Year 4	Year 5
Lodging Rooms Available	28,470	28,470	28,470	28,470	28,470
Lodging Occupancy %	49.0%	49.3%	48.9%	48.5%	48.0%
Total Occ. Rooms	13,960	14,027	13,935	13,800	13,674
Average Daily Rate	$155.93	$160.60	$165.42	$170.39	$173.79
Revenue Per Available Room (REVPAR)	$76.46	$79.13	$80.97	$82.59	$83.47
Revenue:					
Guest Room Revenue	2,176,736	2,252,799	2,305,164	2,351,317	2,376,446
Meeting Room Revenue	6,980	7,014	6,968	6,900	6,837
Marketplace/Lounge	69,800	70,135	69,675	69,000	68,370
TOTAL HOTEL REVENUE	**2,253,516**	**2,329,948**	**2,381,807**	**2,427,217**	**2,451,653**
Hotel Payroll Expenses:					
Hotel Manager	80,000	82,400	84,872	87,418	90,041
AGM/SALES	50,000	50,750	51,511	52,284	53,068
Maintenance	32,651	37,171	40,340	43,499	47,529
Housekeeping	104,700	105,203	104,513	103,500	102,555
Front Desk	90,000	92,700	95,481	98,345	101,296
Workers Comp Insurance	8,934	9,206	9,418	9,626	9,862
Payroll Tax	45,786	47,179	48,267	49,334	50,544
TOTAL HOTEL PAYROLL	**412,070**	**424,608**	**434,402**	**444,007**	**454,895**
Hotel Operating Expenses:					
Cleaning Supplies	7,678	7,715	7,664	7,590	7,521
Laundry Supplies	6,980	7,014	6,968	6,900	6,837
Linens	10,470	10,520	10,451	10,350	10,256
Guest Supplies	13,960	14,027	13,935	13,800	13,674
Operating Supplies	11,866	11,923	11,845	11,730	11,623
Repairs & Maintenance	21,767	22,528	28,815	29,391	35,647
Swimming Pool Maintenance	10,000	11,500	13,225	15,209	17,490
Franchise Fees	106,763	106,763	106,763	106,763	106,763
Marketing Funds Fee	21,353	21,353	21,353	21,353	21,353
Reservation Expense	9,300	9,300	9,300	9,300	9,300
PMS Fee	6,552	6,552	6,552	6,552	6,552
Complimentary Breakfast	55,840	56,108	55,740	55,200	54,696
Travel Agent Fees	87,069	90,112	92,207	94,053	95,058
Vending Expense	34,900	35,068	34,838	34,500	34,185
Marketing / Advertising	10,884	11,264	11,526	11,757	11,882
Utilities	78,873	81,548	83,363	84,953	85,808
Cable/Internet/Phone	28,470	29,324	30,204	31,110	32,043
Credit Card Expense	50,704	52,424	53,591	54,612	55,162
Management Fee	135,211	139,797	142,908	145,633	147,099
TOTAL OPERATING EXPENSES	**708,640**	**724,838**	**741,245**	**750,754**	**762,947**
Income Before Fixed Expenses **Gross Operating Profit (GOP)**	1,132,806	1,180,502	1,206,159	1,232,455	1,233,811
Reserves & Fixed Expenses:					
Real Estate Taxes (Estimates)	93,282	93,282	93,282	93,282	93,282
Insurance	33,803	34,949	35,727	36,408	36,775
Reserves For Replacement	0	46,599	71,454	97,089	98,066
NET OPERATING INCOME (NOI)	**1,005,722**	**1,005,672**	**1,005,696**	**1,005,677**	**1,005,688**
Loan (Interest Payment)	845,093	832,627	819,194	804,715	789,118
Loan (Principal Reduction)	160,571	173,037	186,470	200,949	216,546
NET CASH FLOW	**$58**	**$8**	**$32**	**$13**	**$24**

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

Lodging Demand Analysis

1st Quarter (Jan-Mar)	January	February	March	
Lodging Rooms Available	2,418	2,184	2,418	
Lodging Occupancy %	48.5%	55.6%	60.5%	
Total Occ. Rooms	1,172	1,215	1,463	
Average Daily Rate	131.23	135.83	142.84	
Total Revenue	**$153,749**	**$164,966**	**$208,914**	
2nd Quarter (Apr-June)	**April**	**May**	**June**	
Lodging Rooms Available	2,340	2,418	2,340	
Lodging Occupancy %	65.4%	71.9%	78.1%	
Total Occ. Rooms	1,531	1,739	1,827	
Average Daily Rate	152.50	162.23	166.05	
Total Revenue	**$233,443**	**$282,156**	**$303,437**	
3rd Quarter (July-Sept)	**July**	**August**	**September**	
Lodging Rooms Available	2,418	2,418	2,340	
Lodging Occupancy %	78.1%	78.7%	75.4%	
Total Occ. Rooms	1,888	1,903	1,765	
Average Daily Rate	168.97	167.30	168.05	
Total Revenue	**$319,075**	**$318,407**	**$296,554**	
4th Quarter (Oct-Dec)	**October**	**November**	**December**	**TOTAL**
Lodging Rooms Available	2,418	2,340	2,418	28,470
Lodging Occupancy %	65.0%	53.5%	50.5%	65.1%
Total Occ. Rooms	1,572	1,251	1,221	18,546
Average Daily Rate	155.24	145.32	151.79	$155.93
Total Revenue	**$244,031**	**$181,826**	**$185,284**	**2,891,843**

** The above forecasts represent projections for occupancy, ADR, and revenue of a developed 78 unit lodging option. Financial Returns projected based on specific brand chosen for development. Development costs and FDD required by each brand for financial projection estimates.*

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

Source: Core Distinction Group LLC

1-5 Year Projections:

OCC%	ADR:	REVPAR	Room Revenue:	
65.1%	**$155.93**	**$101.58**	**$2,891,843**	**YEAR 1**
OCC%	ADR:	REVPAR	Room Revenue:	
67.1%	**$160.60**	**$107.76**	**$3,067,956**	**YEAR 2**
OCC%	ADR:	REVPAR	Room Revenue:	
69.1%	**$165.42**	**$114.32**	**$3,254,795**	**YEAR 3**
OCC%	ADR:	REVPAR	Room Revenue:	
70.5%	**$170.39**	**$120.11**	**$3,419,487**	**YEAR 4**
OCC%	ADR:	REVPAR	Room Revenue:	
71.9%	**$173.79**	**$124.96**	**$3,557,635**	**YEAR 5**

It should be noted that the above projections are considered to be forecasted for the first full year open. Consideration for a ramp up period at a minimum of 90 to 180 days is typical for new hotel development. It should be noted that projections shown in any forward reaching Pro Forma will indicate a first partial year ramp up period for comparison and budget planning. The opening of this potential hotel development should be in timing up to 90 days prior to peak season to ensure highest potential profitability in year 1. A minimum of $150k should be factored into the total project cost under working capital to offset this first year ramp up period loss potential. Hotels used in this seasonality analysis are from the regional market of College Place, WA. The market's demand patterns appear average.

Source: Core Distinction Group LLC

Proposed Property

In this section of the report, Core Distinction Group has compiled a projection of income and expense for the proposed hotel development. This projection is based on the hotel's recommendations stated throughout this report, as well as the occupancy and average rate projected throughout this report. This section of the report also details construction/development costs gathered by Core Distinction Group.

Proposed Property Description

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.

Projected Construction/Development Costs

Gathering the most accurate costs available may help ensure the hotel project projection estimates set in this report be as accurate as possible. Core Distinction Group requested construction/development costs directly from a reputable hotel construction company and/or the brand selected by the client. Core Distinction Group is not responsible for any discrepancies in costs in the future. The total estimated costs for this proposed hotel development project are listed in table below:

Hotel Construction/Development Costs in College Place, WA	
Total Estimated Costs	**$16,200,720**

Hotel Construction/Development Costs in College Place, WA		
Total Estimated Costs	**$207,702**	**per room/key**

Projected Hotel Development Revenue

In this section of this report, Core Distinction Group has compiled projections of revenue for the proposed hotel. This projection is based on the hotel's recommendations stated throughout this report, as well as the occupancy and average rate projected throughout this report. Room revenue is determined by two variables: occupancy and average rate. We projected occupancy and average rate in a previous section of this report. The proposed subject hotel is expected to stabilize by year three. Due to the scale of the proposed hotel development, the revenue will also contain a small amount of food and beverage revenue, telephone revenue, meeting space revenue and miscellaneous revenue. Below you will find a five year projection of total revenue for the proposed hotel development:

Five Year Projected Hotel Development Revenue
Year 1
$2,993,846.90
Year 2
$3,173,020.25
Year 3
$3,363,010.71

Projected Hotel Development Payroll

The projected hotel development payroll expenses consist of all payroll associated with the revenue obtained by the proposed property. Core Distinction Group includes; the General Manager salary, all maintenance payroll, all housekeeping payroll, all front desk payroll, as well as workers compensation insurance and any payroll taxes in its evaluation. Below you will find the forecasted five year proposed property's total payroll:

Five Year Projected Hotel Development Total Payroll
Year 1
$514,914.05
Year 2
$534,965.09
Year 3
$554,288.63

Projected Hotel Development Operating Expenses

The projected hotel development operating expenses consist of all operating expenses associated with the revenue obtained by the proposed property. Core Distinction Group includes the following in its operating expenses:

Cleaning Supply Expenses - All expenses related to the cleaning of the proposed hotel project.

Laundry Supply Expenses - All expenses related to the laundering of the linens at the proposed hotel project.

Linen Expenses - All expenses related to the ongoing cost of replacing linens at the proposed hotel project.

Guest Supply Expenses - All expenses related to the restocking of supplies used by the guest at proposed hotel project.

Operating Supply Expenses - All expenses related to the operations of the proposed hotel project.

Repairs and Maintenance Expenses - All expenses related to the repair and maintenance of the proposed hotel project. It should be noted that as a new hotel, these amounts may be lower in the first year or two of operation. However, this also does include any contracts such as elevator maintenance, fire alarm monitoring, etc.

Swimming Pool Maintenance Expenses - All expenses related to the upkeep of the pool at the proposed hotel project. It should be noted that if the proposed hotel does not have a pool, this number will not be present in the proposed hotel project expenses.

Grounds and Landscaping Expenses - All expenses related to the ongoing maintenance of lawn, landscaping and snow removal (if applicable) of the proposed hotel project.

Franchise Fee Expenses - All expenses related to the ongoing fees charged by the franchise to the proposed hotel project.

Property Management System Expenses - All expenses related to the ongoing fees charged by the property management system of the proposed hotel project.

Breakfast Expenses - All expenses related to the breakfast provided by the proposed hotel project.

Travel Agent Fee Expenses - All expenses related to the ongoing fees charged by any travel agent booking revenue at the proposed hotel project. This also includes online travel agent websites.

Reservation Expenses - All expenses related to the ongoing fees charged by the central reservation system of proposed hotel project.

Projected Hotel Development Operating Expenses (continued)

Vending and Bar Expenses - All expenses related to the bar or vending area of the proposed hotel project.

Office Expenses - All expenses related to the office supplies need at the proposed hotel project.

Marketing and Advertising Expenses - All expenses related to the marketing and advertising done for the proposed hotel project.

Utility Expenses - All expenses related to the utilities utilized at the proposed hotel project.

Telephone Expenses - All expenses related to the phone system at the proposed hotel project.

Internet Expenses - All expenses related to the internet system at the proposed hotel project.

Cable Expenses - All expenses related to the cable system at the proposed hotel project.

Waste Removal Expenses - All expenses related to the removal of waste at the proposed hotel project.

Dues and Subscription Expenses - All expenses related to any dues or subscriptions utilized at proposed hotel project.

Licenses and Permitting Expenses - All expenses related to any ongoing licenses or permits for the proposed hotel project.

Credit Card Processing Expenses - All expenses related to the credit card processing system at the proposed hotel project.

Management Fee Expenses - All expenses related to the ongoing professional hotel management fees of the proposed hotel project.

Accounting Service Expenses - All expenses related to the ongoing, professional accounting or accountant fees of the proposed hotel project.

Other Expenses/Frequent Stay Program Expenses - All expenses related to the brand's frequent stay program at the proposed hotel project. This line also includes any miscellaneous expenses.

Projected Hotel Development Operating Expenses (continued)

Below you will find the forecasted five year, proposed property's total operating expenses:

Five Year Projected Hotel Development Total Operating Expenses
Year 1
$842,297.46
Year 2
$878,968.04
Year 3
$925,940.03
Year 4
$960,034.24
Year 5
$999,047.90

Projected Hotel Development Reserves and Fixed Expenses

The projected hotel development reserves and fixed expenses consist of all fixed monthly expenses as well as the reserve for replacement expenses associated with the revenue obtained by the proposed property. Core Distinction Group includes the following in its reserves and fixed expenses:

Real Estate Tax Expenses - This expense relates to the real estate taxes assessed for the proposed hotel project. In some cases this item could be an estimate and/or may be reduced due to incentives. Depending on the taxing policy of the municipality, property taxes can be based on the value of the real property or the value of the personal property and the real property. We have based our estimate of the proposed subject property's market value (for tax purposes) on an analysis of assessments of comparable hotel properties in the local municipality. The numbers below are based on what was available to Core Distinction Group representatives at the time of conducting the research in this report.

Insurance Expenses - This expense relates to the ongoing property insurance for the proposed hotel project. In some cases this item could be an estimate. The insurance expense consists of the cost of insuring the hotel and its contents against damage or destruction by fire, weather, sprinkler leakage, boiler explosion, plate glass breakage, and so forth. General insurance costs also include premiums relating to liability, fidelity, and theft coverage. Insurance rates are based on many factors, including building design and construction, fire detection and extinguishing equipment, fire district, distance from the firehouse, and the area's fire experience. Insurance expenses do not vary with occupancy. The numbers to follow are based on what was available to Core Distinction Group representatives at the time of conducting the research in this report.

Reserve for Replacement Expenses - Furniture, fixtures, and equipment are essential to the operation of a lodging facility, and their quality often influences a property's revenue-producing abilities. This expense line includes all non-real estate items that are capitalized, rather than expensed. The furniture, fixtures, and equipment of a hotel are exposed to heavy use and must be replaced at regular intervals. The useful life of these items is determined by their quality, durability, and the amount of guest traffic and use. Periodic replacement of furniture, fixtures, and equipment is essential to maintain the quality, image, and revenue-producing potential of a lodging facility. Studies have indicated that on an ongoing basis a minimum of 4 percent is required to properly maintain hotels. Because the proposed hotel will be a new construction, we used a buildable approach whereas, in the first two years of operation, the reserve was estimated to be 3 percent and in subsequent years the reserve for replacement was estimated to be 4 percent of total sales and is estimated to provide sufficient funds for future capital improvements.

Projected Hotel Development Reserves and Fixed Expenses (continued)

Below you will find the forecasted five year, proposed property's total reserves and fixed expenses:

Five Year Projected Hotel Development Total Reserves and Fixed Expenses
Year 1
$138,189.59
Year 2
$204,337.59
Year 3
$244,617.37
Year 4
$287,424.61
Year 5
$295,144.13

Projected Hotel Development Loan Expenses

The projected hotel development loan expenses consist of all monthly expenses incurred by the proposed property. Based on our analysis of the current lodging industry's mortgage market and adjustments for specific factors, such as the property's site, proposed facility, and conditions in the hotel market, it is our opinion that a 7.5% interest, 25-year amortization mortgage is appropriate for the proposed subject hotel. In the mortgage equity analysis, we have applied a loan-to-cost ratio of 70%, which is reasonable to expect based on this interest rate and current parameters. Below you will find the forecasted five year, proposed property's total loan expenses:

Five Year Projected Hotel Development Total Interest Payment
Year 1
$845,093
Year 2
$832,627
Year 3
$819,194
Year 4
$804,715
Year 5
$789,118

Five Year Projected Hotel Development Total Principal Reduction
Year 1
$160,571
Year 2
$173,037
Year 3
$186,470
Year 4
$200,949
Year 5
$216,546

Projected Hotel Development Income

The projected hotel development income is measured by two separate parameters for the proposed property:

Return On Investment (ROI) is a performance measure used to evaluate the efficiency of an investment or compare the efficiency of a number of different investments. ROI tries to directly measure the amount of return on a particular investment relative to the investment's cost.

ROI % (Including Principal Reduction) is a calculation used to analyze the profitability of income-generating real estate investments. ROI equals all revenue from the property, minus all reasonably necessary operating expenses, and principle loan payment.

The projected Return On Investment (ROI) and Net Operating Income ROI % (Including Principal Reduction) are as follows:

Five Year Projected - Total Return On Investment (ROI)
Year 1
10.14%
Year 2
11.30%
Year 3
13.01%
Year 4
14.50%
Year 5
16.01%

Five Year Projected - ROI % (Including Principal Reduction)
Year 1
13.44%
Year 2
14.86%
Year 3
16.85%
Year 4
18.63%
Year 5
20.47%

COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY

PREPARED FOR

College Place, Washington

PREPARED BY

Core Distinction Group, LLC

Lisa Pennau - Founding Partner
l.pennau@coredistinctiongroup.com

Jessica Junker - Managing Partner
j.junker@coredistinctiongroup.com

Offices in Wisconsin

INCLUDES

Core Distinction Group

TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL

Date	Monday, July 8, 2024
Attn:	Mike Rizzitiello
Address	625 S. College Avenue
City, State, Zip	College Place, WA 99324

In accordance with our agreement, Core Distinction Group, LLC. has completed a Comprehensive Hotel Market Feasibility Study to determine if College Place, WA has the potential to support a new hotel. In addition, the aforementioned study includes a complete Pro Forma based on construction costs and operating costs provided by the brand(s) requested by you.

As in all studies of this type, the estimated results are based upon competent and efficient management and an effective marketing program and presume no significant change in the competitive position of the hotel industry from that set forth in this report. We have no responsibility to update this report for events and circumstances occurring after completion of our research conducted in June 2024. These projections are based upon estimates, assumptions and other information developed from our research and we do not warrant that they will be attained. We do not consider the legal and regulatory requirements applicable to this project, including zoning, permits, licenses and other state and local government regulations.

This report has been prepared for your use and guidance in determining whether hotel development should be pursued in your community and to share with developers, hotel franchise companies, and potential lenders/investors. Neither our name nor the material submitted may be used in any prospectus or used in offerings or representations in connection with the sale of securities or participation interests without our express written permission.

Please do not hesitate to call if Core Distinction Group can be of any further assistance in the interpretation and application of our findings, recommendations and conclusions. We appreciate the cooperation you extended to us during the course of our agreement and look forward to working with you again in the future.

Sincerely,

Jessica Junker
Partner

Core Distinction Group

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Table of Contents

Introduction

The following Comprehensive Lodging Feasibility Study Report will review the potential development of a hotel in College Place, WA.

Intended Use - This report is to be used by the Client for determining feasibility and attracting a new hotel.

Intended User - College Place, WA is the only intended user for this report.

Core Distinction Group LLC (CDG) has been engaged to provide this Comprehensive Lodging Feasibility Study Report for the College Place, WA market area. This Lodging Feasibility Study provides an overview of information concerning the market area and the factors that would affect the possible development of a hotel facility in this community.

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

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

This report provides statistical and highlighted narratives to support the conclusions regarding the market area and it's ability to support potential hotel development.

Introduction (continued)

General Assumptions - For the purpose of this assignment, we assumed the proposed property will be operated as an upper-mid scaled to upper scaled, franchised hotel with a central reservations system that is fully-integrated with a recognized marketing platform. If this or any of the following are not followed, it could affect the overall feasibility of subject property.

Operational Assumptions - For the purpose of this assignment, we assume the subject property would be managed by a professional hotel management company at an industry standard fee between five and seven percent.

Franchise Fees - For the purpose of this assignment, we assume the subject property would pay franchise fees quoted to Core Distinction Group, LLC by either the developer or franchise representative. In the event that Core Distinction Group is not able to receive a quote, fees will be based on the franchise's registered Franchise Disclosure Document.

COMMUNITY OVERVIEW

For the purpose of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group, LLC representatives gathered information and history about the market to give users of this report a brief summary of the community. This section offers that Community Overview.

Community Overview and History

College Place, Washington, is a small city located in Walla Walla County, known for its serene atmosphere, close-knit community, and strong educational presence. Incorporated in 1946, College Place has grown steadily while maintaining its small-town charm. The city covers an area of about 2.56 square miles and is home to approximately 9,000 residents. It offers a blend of urban amenities and rural tranquility, making it an appealing place for families, retirees, and students.

At the heart of College Place is Walla Walla University, a private Adventist university that significantly influences the city's character and activities. Founded in 1892, the university draws students from around the world, contributing to the town's cultural diversity and vibrant community life. The university's presence fosters a strong educational environment, with various programs and events that benefit both students and residents. Additionally, College Place Public Schools provide quality education to younger residents, ensuring a strong foundation for future success.

College Place boasts several parks and recreational facilities that cater to outdoor enthusiasts and families. Lions Park, one of the most popular parks in the city, offers playgrounds, picnic areas, and sports fields, making it a favorite spot for community gatherings and family outings. Kiwanis Park is another local gem, featuring walking trails, open green spaces, and a peaceful environment for relaxation. These parks provide residents with ample opportunities to engage in physical activities, enjoy nature, and build community connections.

The economy of College Place is diverse, with education, healthcare, and retail being the primary sectors. The presence of Walla Walla University significantly boosts the local economy, providing employment opportunities and attracting businesses that cater to the student population. Healthcare services are also a vital part of the community, with several clinics and medical facilities ensuring residents have access to quality care. Retail establishments, ranging from small local shops to larger stores, contribute to the economic vitality of College Place.

College Place hosts a variety of community events and activities throughout the year that foster a sense of togetherness and celebrate the town's culture. The annual Village Days festival is a highlight, featuring parades, live music, food vendors, and activities for all ages. Farmers markets, holiday celebrations, and university-sponsored events further enrich the community calendar. These events not only provide entertainment but also strengthen community bonds and promote local businesses.

Community Overview and History (Continued)

The housing market in College Place offers a range of options, from single-family homes to apartments and townhouses. The city's neighborhoods are known for their safety, friendly atmosphere, and well-maintained properties. The close proximity to Walla Walla University makes it a desirable location for students and university staff, while families and retirees appreciate the quiet, suburban feel. The real estate market is relatively affordable compared to larger cities, making homeownership accessible for many residents.

College Place is conveniently located near major highways, providing easy access to nearby cities and attractions. The city is just a short drive from Walla Walla, offering additional shopping, dining, and cultural experiences. Public transportation options, including bus services, ensure residents can travel within the city and to neighboring areas without hassle. The city's infrastructure supports pedestrian and bicycle traffic, promoting a healthy and environmentally friendly lifestyle. The combination of accessibility and transportation options enhances the quality of life for College Place residents.

EXECUTIVE SUMMARY

For the purpose of this Comprehensive Hotel Market Feasibility Study, an executive summary will provide an overview of the document to follow. The Executive Summary will contain the following information:

- Methodology
- Current Hotel Segment Recommendations for Market Studied
- Current Hotel Size Recommendations for Market Studied
- Current Hotel Room Configuration Recommendations for Market Studied
- Current Economic Impact of Hotel in Market Studied

Further detailed information on findings from research analysis conducted will be highlighted throughout this report. Further detail on the projections and conclusions can be found in the Projections section of this report.

Executive Summary

It is the opinion of Core Distinction Group, that at the time of this study, the community of College Place, Washington and the immediate surrounding areas within Walla Walla County, WA offer the current and future demand to support the proposed hotel development in this Comprehensive Hotel Market Feasibility Study . The conclusion and recommendations within this Comprehensive Hotel Market Feasibility Study was based on but not limited to the following criteria:

- Overall Economic Condition of Community
- Overall Market Demand Areas
- Location of Proposed Property
- Local Demand Generator Need
- Lodging Demand in Community
- Lodging Supply in Community
- Trending Lodging Data of Current Lodging Supply
- Impact of New Hotel Development on Current Lodging Supply
- Cost of Construction of New Hotel Development
- Potential Revenue of New Hotel Development
- Cost of Operation of New Hotel Development

Executive Summary (continued)

Based on the information provided to Core Distinction Group at the time of researching the subject community, the following recommendations are made:

Property segment recommended for the potential development of a hotel is an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that a new hotel would capture displaced Lodging Demand currently staying in markets surrounding College Place, WA. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve College Place and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

Property size recommendation of a newly developed hotel was researched to be between 70-80 guestrooms in this report. This would position it to be smaller in size to the average room size of 89 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms.

Executive Summary (continued)

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 12-18 full time equivalent jobs. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel. Below you will find a summary of the total Estimated Economic Impact of the potential new hotel project over the first five years open:

Estimated Increase in Sales Tax	$1,472,237
Estimated Increase in Lodging Tax	$323,834
Estimated Increase in Real Estate Tax	$466,409
Estimated Increase in Restaurant Sales Revenue	$5,676,114
Estimated Increase in Entertainment Revenue	$5,382,522
Estimated Increase in Alcohol Sales Revenue	$2,642,329
Estimated Increase in Tips Revenue	$3,229,513
Total Estimated Increase in Economic Impact	**$19,192,959**

*Details found in Economic Impact Summary

ECONOMIC OVERVIEW

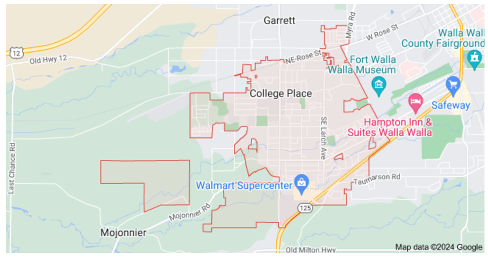
For the purpose of this Comprehensive Hotel Market Feasibility Study, an Economic Overview will provide an overview of the economic condition of the market studied. In most cases, the data shown in this section of the report is not pertinent to the overall demand for lodging but can be taken into consideration. The Economic Overview will contain the following information:

- Daytime Employment
    - Business Employment by Type
- Demographic Detail Report
    - Population by Radius
    - Population by Age
    - Population by Race
    - Population by Occupation
    - Households by Marital Status
    - Population by Education
    - Population by Occupation
    - Worker Travel Time to Job
    - Households
    - Households by Income
    - Occupied Housing
    - Housing Units
    - Housing Value
    - Housing Units

Daytime Employment Report

1 Mile Radius

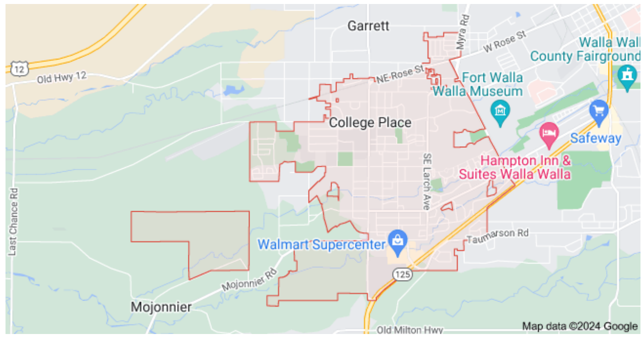
College Place, WA 99324



Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	221	1,645	7
Retail & Wholesale Trade	28	342	12
Hospitality & Food Service	12	112	9
Real Estate, Renting, Leasing	9	23	3
Finance & Insurance	11	44	4
Information	8	45	6
Scientific & Technology Services	16	78	5
Management of Companies	0	0	0
Health Care & Social Assistance	53	375	7
Educational Services	8	178	22
Public Administration & Sales	7	67	10
Arts, Entertainment, Recreation	0	0	0
Utilities & Waste Management	7	35	5
Construction	29	179	6
Manufacturing	10	57	6
Agriculture, Mining, Fishing	3	8	3
Other Services	20	102	5

Demographic Detail Report

College Place, WA 99324



Radius	1 Mile		5 Mile		10 Mile	
Population						
2028 Projection	10,122		55,515		66,507	
2023 Estimate	10,033		54,806		65,876	
2010 Census	9,440		50,379		61,601	
Growth 2023 - 2028	0.89%		1.29%		0.96%	
Growth 2010 - 2023	6.28%		8.79%		6.94%	
2023 Population by Age	10,033		54,806		65,876	
Age 0 - 4	603	6.01%	2,924	5.34%	3,596	5.46%
Age 5 - 9	619	6.17%	3,117	5.69%	3,864	5.87%
Age 10 - 14	611	6.09%	3,324	6.07%	4,156	6.31%
Age 15 - 19	676	6.74%	3,852	7.03%	4,681	7.11%
Age 20 - 24	833	8.30%	4,460	8.14%	5,251	7.97%
Age 25 - 29	788	7.85%	3,883	7.08%	4,660	7.07%
Age 30 - 34	738	7.36%	3,535	6.45%	4,280	6.50%
Age 35 - 39	705	7.03%	3,534	6.45%	4,205	6.38%
Age 40 - 44	600	5.98%	3,312	6.04%	3,929	5.96%
Age 45 - 49	491	4.89%	2,988	5.45%	3,575	5.43%
Age 50 - 54	453	4.52%	2,883	5.26%	3,474	5.27%
Age 55 - 59	477	4.75%	3,016	5.50%	3,623	5.50%
Age 60 - 64	510	5.08%	3,161	5.77%	3,765	5.72%
Age 65 - 69	521	5.19%	3,175	5.79%	3,760	5.71%
Age 70 - 74	473	4.71%	2,808	5.12%	3,328	5.05%
Age 75 - 79	372	3.71%	2,079	3.79%	2,464	3.74%
Age 80 - 84	257	2.56%	1,331	2.43%	1,585	2.41%
Age 85+	305	3.04%	1,424	2.60%	1,681	2.55%
Age 65+	1,928	19.22%	10,817	19.74%	12,818	19.46%
Median Age	36.00		38.30		37.90	
Average Age	38.90		39.90		39.70	

Demographic Detail Report

College Place, WA 99324

Radius	1 Mile		5 Mile		10 Mile	
2023 Population By Race	10,033		54,806		65,876	
White	9,177	91.47%	49,644	90.58%	60,159	91.32%
Black	194	1.93%	1,314	2.40%	1,383	2.10%
Am. Indian & Alaskan	95	0.95%	821	1.50%	973	1.48%
Asian	250	2.49%	1,128	2.06%	1,220	1.85%
Hawaiian & Pacific Island	32	0.32%	215	0.39%	226	0.34%
Other	285	2.84%	1,684	3.07%	1,915	2.91%
Population by Hispanic Origin	10,033		54,806		65,876	
Non-Hispanic Origin	7,847	78.21%	42,401	77.37%	49,309	74.85%
Hispanic Origin	2,186	21.79%	12,405	22.63%	16,567	25.15%
2023 Median Age, Male	33.90		37.30		36.80	
2023 Average Age, Male	37.00		39.00		38.70	
2023 Median Age, Female	38.50		39.50		39.20	
2023 Average Age, Female	40.70		40.90		40.70	
2023 Population by Occupation Classification	8,064		44,670		53,324	
Civilian Employed	4,611	57.18%	23,804	53.29%	28,505	53.46%
Civilian Unemployed	281	3.48%	1,159	2.59%	1,364	2.56%
Civilian Non-Labor Force	3,172	39.34%	19,643	43.97%	23,386	43.86%
Armed Forces	0	0.00%	64	0.14%	69	0.13%
Households by Marital Status						
Married	1,830		9,902		12,060	
Married No Children	1,203		6,134		7,377	
Married w/Children	627		3,768		4,684	
2023 Population by Education	7,024		39,534		47,136	
Some High School, No Diploma	789	11.23%	4,174	10.56%	5,645	11.98%
High School Grad (Incl Equivalency)	820	11.67%	7,382	18.67%	9,316	19.76%
Some College, No Degree	2,614	37.22%	14,449	36.55%	17,166	36.42%
Associate Degree	334	4.76%	2,406	6.09%	2,809	5.96%
Bachelor Degree	1,481	21.08%	6,392	16.17%	7,139	15.15%
Advanced Degree	986	14.04%	4,731	11.97%	5,061	10.74%

Demographic Detail Report

College Place, WA 99324

Radius	1 Mile		5 Mile		10 Mile	
2023 Population by Occupation	8,693		44,087		52,902	
Real Estate & Finance	150	1.73%	1,036	2.35%	1,097	2.07%
Professional & Management	1,931	22.21%	10,579	24.00%	12,227	23.11%
Public Administration	377	4.34%	1,341	3.04%	1,694	3.20%
Education & Health	1,741	20.03%	7,135	16.18%	8,377	15.83%
Services	1,067	12.27%	5,501	12.48%	6,560	12.40%
Information	84	0.97%	354	0.80%	393	0.74%
Sales	1,172	13.48%	4,836	10.97%	5,790	10.94%
Transportation	30	0.35%	237	0.54%	258	0.49%
Retail	439	5.05%	2,653	6.02%	3,361	6.35%
Wholesale	164	1.89%	488	1.11%	532	1.01%
Manufacturing	219	2.52%	1,927	4.37%	2,213	4.18%
Production	412	4.74%	3,017	6.84%	3,709	7.01%
Construction	280	3.22%	1,289	2.92%	1,629	3.08%
Utilities	202	2.32%	1,050	2.38%	1,288	2.43%
Agriculture & Mining	85	0.98%	1,027	2.33%	1,583	2.99%
Farming, Fishing, Forestry	71	0.82%	597	1.35%	920	1.74%
Other Services	269	3.09%	1,020	2.31%	1,271	2.40%
2023 Worker Travel Time to Job	4,182		21,461		25,920	
<30 Minutes	3,918	93.69%	19,222	89.57%	22,653	87.40%
30-60 Minutes	148	3.54%	1,328	6.19%	2,238	8.63%
60+ Minutes	116	2.77%	911	4.24%	1,029	3.97%
2010 Households by HH Size	3,761		18,739		22,818	
1-Person Households	1,185	31.51%	5,595	29.86%	6,594	28.90%
2-Person Households	1,416	37.65%	6,514	34.76%	7,863	34.46%
3-Person Households	484	12.87%	2,548	13.60%	3,150	13.80%
4-Person Households	367	9.76%	2,131	11.37%	2,643	11.58%
5-Person Households	197	5.24%	1,155	6.16%	1,479	6.48%
6-Person Households	71	1.89%	478	2.55%	651	2.85%
7 or more Person Households	41	1.09%	318	1.70%	438	1.92%
2023 Average Household Size	2.30		2.40		2.50	
Households						
2028 Projection	4,076		20,879		24,897	
2023 Estimate	4,040		20,606		24,648	
2010 Census	3,762		18,739		22,819	
Growth 2023 - 2028	0.89%		1.32%		1.01%	
Growth 2010 - 2023	7.39%		9.96%		8.02%	

Demographic Detail Report

College Place, WA 99324

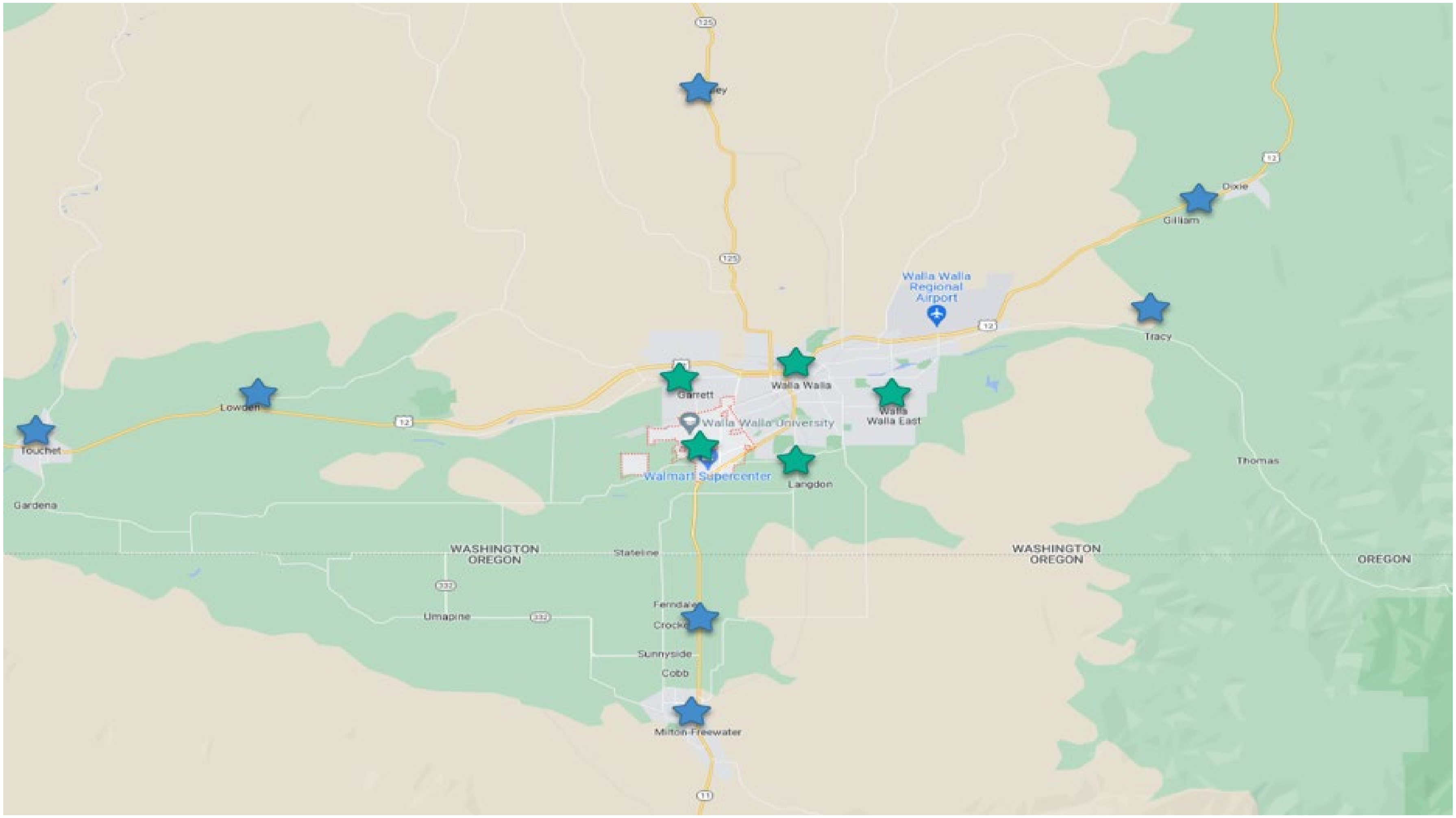
Radius	1 Mile		5 Mile		10 Mile	
2023 Households by HH Income	4,039		20,606		24,649	
<$25,000	681	16.86%	4,002	19.42%	4,839	19.63%
$25,000 - $50,000	1,145	28.35%	4,335	21.04%	5,304	21.52%
$50,000 - $75,000	450	11.14%	3,479	16.88%	4,151	16.84%
$75,000 - $100,000	468	11.59%	2,599	12.61%	3,296	13.37%
$100,000 - $125,000	441	10.92%	1,861	9.03%	2,183	8.86%
$125,000 - $150,000	474	11.74%	1,645	7.98%	1,819	7.38%
$150,000 - $200,000	194	4.80%	1,470	7.13%	1,667	6.76%
$200,000+	186	4.61%	1,215	5.90%	1,390	5.64%
2023 Avg Household Income	$80,923		$84,148		$82,480	
2023 Med Household Income	$58,028		$63,277		$62,337	
2023 Occupied Housing	4,039		20,606		24,648	
Owner Occupied	2,269	56.18%	12,671	61.49%	15,197	61.66%
Renter Occupied	1,770	43.82%	7,935	38.51%	9,451	38.34%
2010 Housing Units	4,034		21,374		25,296	
1 Unit	2,908	72.09%	16,276	76.15%	19,277	76.21%
2 - 4 Units	711	17.63%	2,014	9.42%	2,317	9.16%
5 - 19 Units	350	8.68%	1,611	7.54%	1,941	7.67%
20+ Units	65	1.61%	1,473	6.89%	1,761	6.96%
2023 Housing Value	2,269		12,672		15,197	
<$100,000	129	5.69%	967	7.63%	1,348	8.87%
$100,000 - $200,000	274	12.08%	1,496	11.81%	2,219	14.60%
$200,000 - $300,000	522	23.01%	2,512	19.82%	2,833	18.64%
$300,000 - $400,000	660	29.09%	2,982	23.53%	3,392	22.32%
$400,000 - $500,000	291	12.83%	1,789	14.12%	2,074	13.65%
$500,000 - $1,000,000	393	17.32%	2,730	21.54%	3,017	19.85%
$1,000,000+	0	0.00%	196	1.55%	314	2.07%
2023 Median Home Value	$331,742		$345,640		$335,333	
2023 Housing Units by Yr Built	4,358		22,451		27,095	
Built 2010+	586	13.45%	2,653	11.82%	2,870	10.59%
Built 2000 - 2010	598	13.72%	2,269	10.11%	2,600	9.60%
Built 1990 - 1999	648	14.87%	2,181	9.71%	2,838	10.47%
Built 1980 - 1989	352	8.08%	1,204	5.36%	1,595	5.89%
Built 1970 - 1979	653	14.98%	3,182	14.17%	3,855	14.23%
Built 1960 - 1969	404	9.27%	1,974	8.79%	2,461	9.08%
Built 1950 - 1959	325	7.46%	2,497	11.12%	2,973	10.97%
Built <1949	792	18.17%	6,491	28.91%	7,903	29.17%
2023 Median Year Built	1979		1970		1970	

MARKET DEMAND AREAS

The economic vitality of the market and the surrounding markets or feeder markets, is an important consideration in forecasting lodging demand and future revenue potential. The market lodging demand area for a lodging facility is the geographical region where the sources of demand and the competitive supply are located. In the following document you will find a map of the estimated market lodging demand area for the subject market.

- Market Demand Area Map
- Feeder Market Community Overviews

Market Lodging Demand Area: (Focus Area of Sales Efforts of Additional Lodging)



** Feeder Market = Outlying Community that feeds travelers into desired market (Sales Focus Area)
Source: Google Maps; Core Distinction Group, LLC.

Feeder Market Community Overviews

Hadley, WA: Hadley, Washington, is a quaint rural community nestled in the scenic landscape of Walla Walla County. Known for its agricultural roots, Hadley boasts expansive farmlands and orchards, contributing significantly to the local economy. The town's close-knit community enjoys a peaceful lifestyle with a strong emphasis on outdoor activities. Although Hadley itself may not host major tourist attractions, its proximity to the Blue Mountains offers residents and visitors opportunities for hiking, fishing, and camping. The nearby Walla Walla Valley wine region also provides a draw for wine enthusiasts looking to explore local vineyards and tasting rooms.

Dixie, WA: Dixie, Washington, is a small, unincorporated community located northeast of Walla Walla. With a population that reflects its rural character, Dixie offers a quiet retreat from the hustle and bustle of larger towns. The town is surrounded by rolling hills and agricultural fields, making it a picturesque spot for visitors. While Dixie does not have significant tourist attractions within its boundaries, it serves as a gateway to outdoor recreational activities in the Umatilla National Forest, which offers hiking, hunting, and wildlife viewing. The scenic route through Dixie also attracts those exploring the historic landscapes of southeastern Washington.

Tracy, WA: Tracy, Washington, is a small community situated in the fertile agricultural region of Walla Walla County. Known for its farming and ranching heritage, Tracy is surrounded by vast fields of wheat, barley, and other crops. The town's rural charm is complemented by its proximity to several wineries in the Walla Walla Valley, attracting oenophiles to the area. Visitors can enjoy scenic drives through the countryside, visiting local tasting rooms and enjoying the tranquil beauty of the region. Tracy's serene environment makes it a perfect spot for those looking to experience the agricultural lifestyle of southeastern Washington.

Milton-Freewater, OR: Milton-Freewater, Oregon, is a vibrant town located just south of the Washington-Oregon border. Known for its rich agricultural heritage, Milton-Freewater is a hub for fruit orchards, vineyards, and farms. The town hosts several annual events, including the Muddy Frogwater Country Classic Festival, which celebrates the community's unique character with music, food, and entertainment. One of the major attractions in Milton-Freewater is the Blue Mountain Cider Company, where visitors can tour the cider-making facilities and sample a variety of craft ciders. The town's proximity to the Walla Walla Valley wine region also makes it a popular destination for wine tourism.

Feeder Market Community Overviews (continued)

Ferndale, OR: Ferndale, Oregon, is a small, rural community in the scenic foothills of the Blue Mountains. Known for its lush landscapes and agricultural activities, Ferndale offers a peaceful retreat for those seeking a connection with nature. The town is surrounded by farmland and forests, providing ample opportunities for outdoor recreation such as hiking, bird watching, and fishing. While Ferndale itself may not have major tourist attractions, its location near the Blue Mountains and the Walla Walla Valley makes it an ideal base for exploring the natural beauty and wineries of the region.

Touchet, WA: Touchet, Washington, is a charming small town located in the heart of the Walla Walla Valley. With its roots deeply embedded in agriculture, Touchet is surrounded by picturesque vineyards and wheat fields. The town is known for its friendly community and relaxed pace of life. A notable attraction near Touchet is the L'Ecole No 41 Winery, housed in a historic schoolhouse, where visitors can enjoy wine tastings and tours. The nearby Columbia River provides opportunities for fishing, boating, and picnicking, making Touchet a delightful destination for those seeking both relaxation and adventure.

Garrett, WA: Garrett, Washington, is a serene residential community located just outside Walla Walla. Known for its suburban feel and family-friendly environment, Garrett offers a peaceful lifestyle with easy access to the amenities of the larger Walla Walla area. The town is primarily residential, with well-maintained homes and parks providing a comfortable living space. While Garrett itself does not have significant tourist attractions, its proximity to Walla Walla means that residents and visitors can easily explore the region's wineries, restaurants, and cultural sites, including the Fort Walla Walla Museum and the Walla Walla Symphony.

Walla Walla, WA: Walla Walla, Washington, is a vibrant city renowned for its rich history, thriving wine industry, and cultural attractions. As the largest city in the region, Walla Walla is a hub of activity and innovation. The city's downtown area is bustling with boutique shops, art galleries, and gourmet restaurants. Walla Walla is perhaps best known for its world-class wineries, with over 120 wineries and tasting rooms attracting wine enthusiasts from around the globe. Major attractions include the Whitman Mission National Historic Site, Fort Walla Walla Museum, and the annual Walla Walla Balloon Stampede. The city's lively arts scene, coupled with its historical significance and scenic beauty, makes Walla Walla a premier destination in southeastern Washington.

SITE/S ANALYSIS

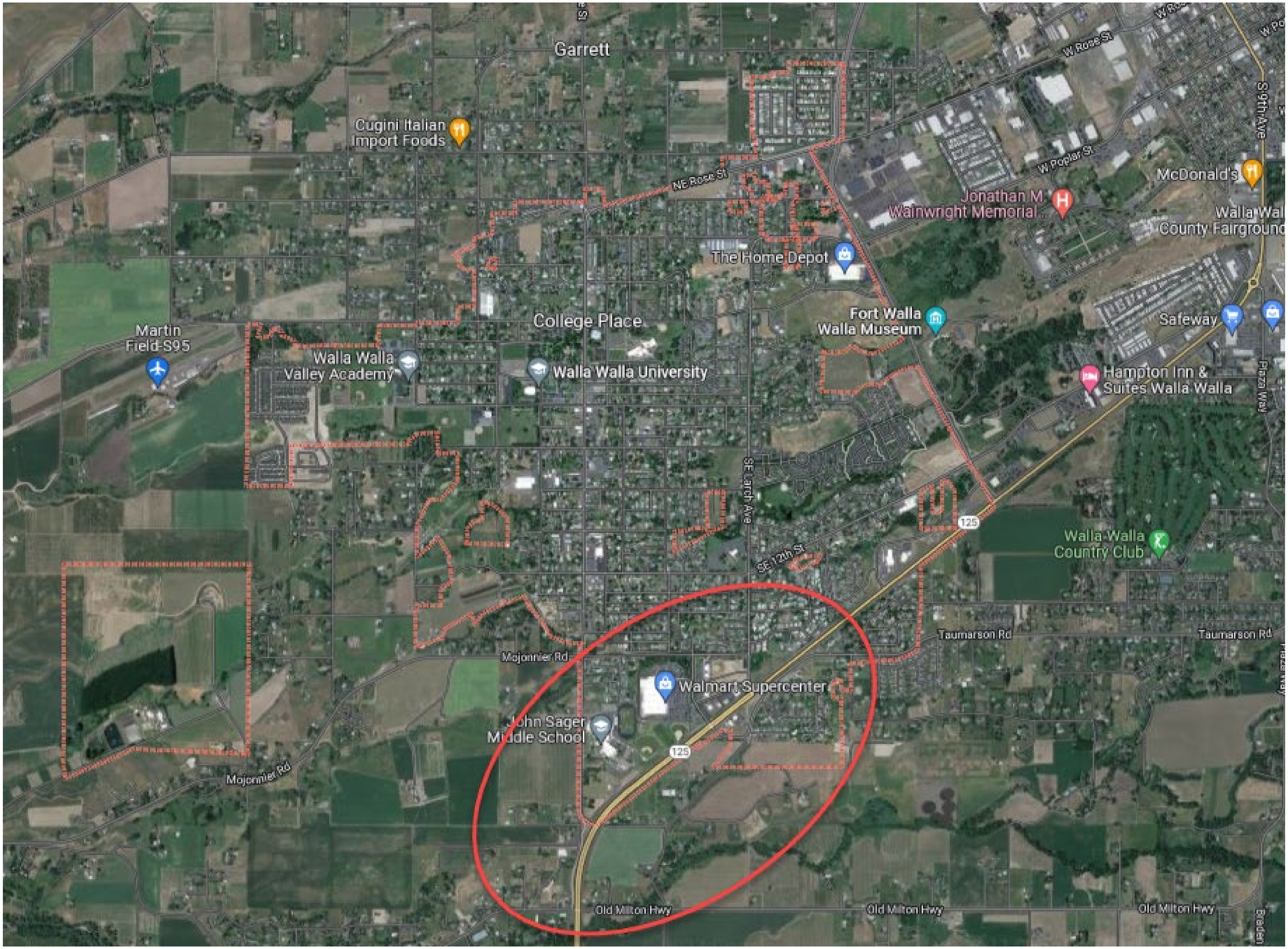
For the purposes of this Comprehensive Hotel Market Feasibility Study, a representative with Core Distinction Group LLC evaluated all sites requested by the client. The potential location/s are detailed in the following pages including analysis of each site.

- Site Rating
  - Visibility
  - Accessibility
  - Traffic Counts
  - Site Prep
  - Major Utilities
  - Zoning
  - Area Support Services
  - Demand
  - Generators
  - Competition Position
- Location
- Land Area
- Frontage
- Drainage
- Environmental Hazards
- Ground Stability
- Utilities
- Parking
- Easement, Encroachments, Restrictions

It is important to analyze the site with respect to regional and local transportation routes and demand generators, including ease of access. A detail of traffic information will follow the individual site information in this report.

Vicinity of Highway 125 in the Commerce Area of College Place					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Demand Generator Position	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			96%	43	45

Location	Located in the vicinity of Walmart and the commerce area on Highway 125 in College Place, Washington.
Land Area	The recommended site size for proposed property is two to three acres.
Frontage	This proposed should offer frontage or high visibility to Highway 125.
Topography	The area offers many options with very little issues. The topography does not appear to have development issues at this time.
Drainage	No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit.
Environmental Hazards	An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is not adversely affected by these
Ground Stability	A soil report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is not adversely affected by these hazards.
Utilities	It is to the understanding of Core Distinction Group that water, electricity and sewer are available in the general area.
Parking	This area is assumed to offer a site that will be able to accommodate the appropriate number of parking spaces.
Easements, Encroachments and Restrictions	Core Distinction Group was not provided a title report on said site and was not made aware of any easements, encroachments or restrictions that would affects this site.


Garrett
Cugini Italian Import Foods
NE Rose St
W Rose St
W Poplar St
McDonald's
Jonathan M. Wainwright Memorial...
Walla Walla County Fairground
The Home Depot
College Place
Martin Field-S95
Walla Walla Valley Academy
Walla Walla University
Fort Walla Walla Museum
Safeway
Hampton Inn & Suites Walla Walla
SE Larch Ave
SE 12th St
125
Walla Walla Country Club
Taumarson Rd
Majonnier Rd
Walmart Supercenter
John Sager Middle School
Old Milton Hwy
S 9th Ave
Plaza Way

Vicinity of Walla Walla University Campus in College Place					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Demand Generator Position	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			82%	37	45

Location	Located in the vicinity of the Walla Walla University in College Place, Washington.
Land Area	The recommended site size for proposed property is two to three acres.
Frontage	This proposed should offer frontage or high visibility from Walla Walla University.
Topography	The area offers many options with very little issues. The topography does not appear to have development issues at this time.
Drainage	No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit.
Environmental Hazards	An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group's scope of work and expertise. It is assumed that property is not adversely affected by these
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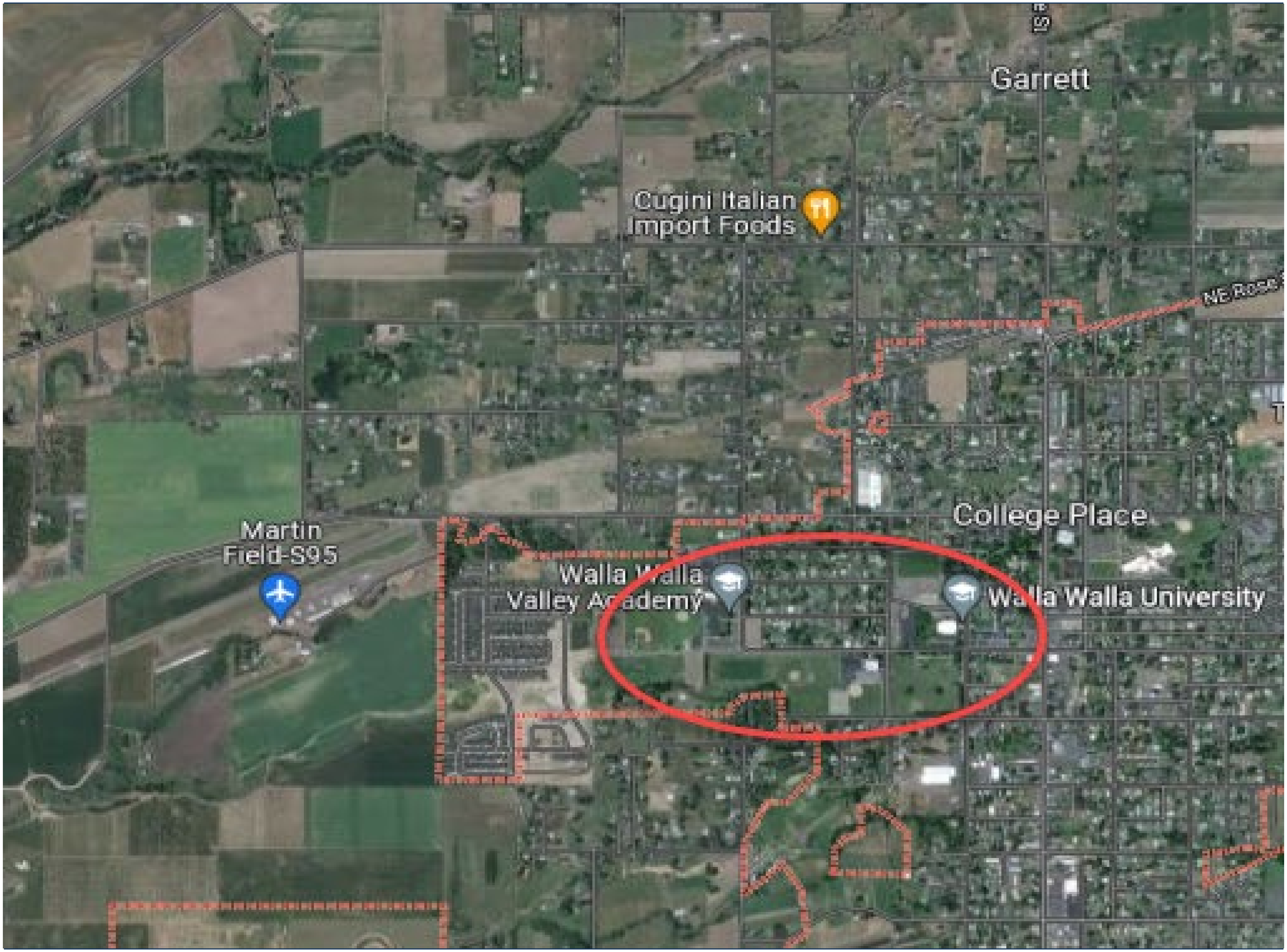
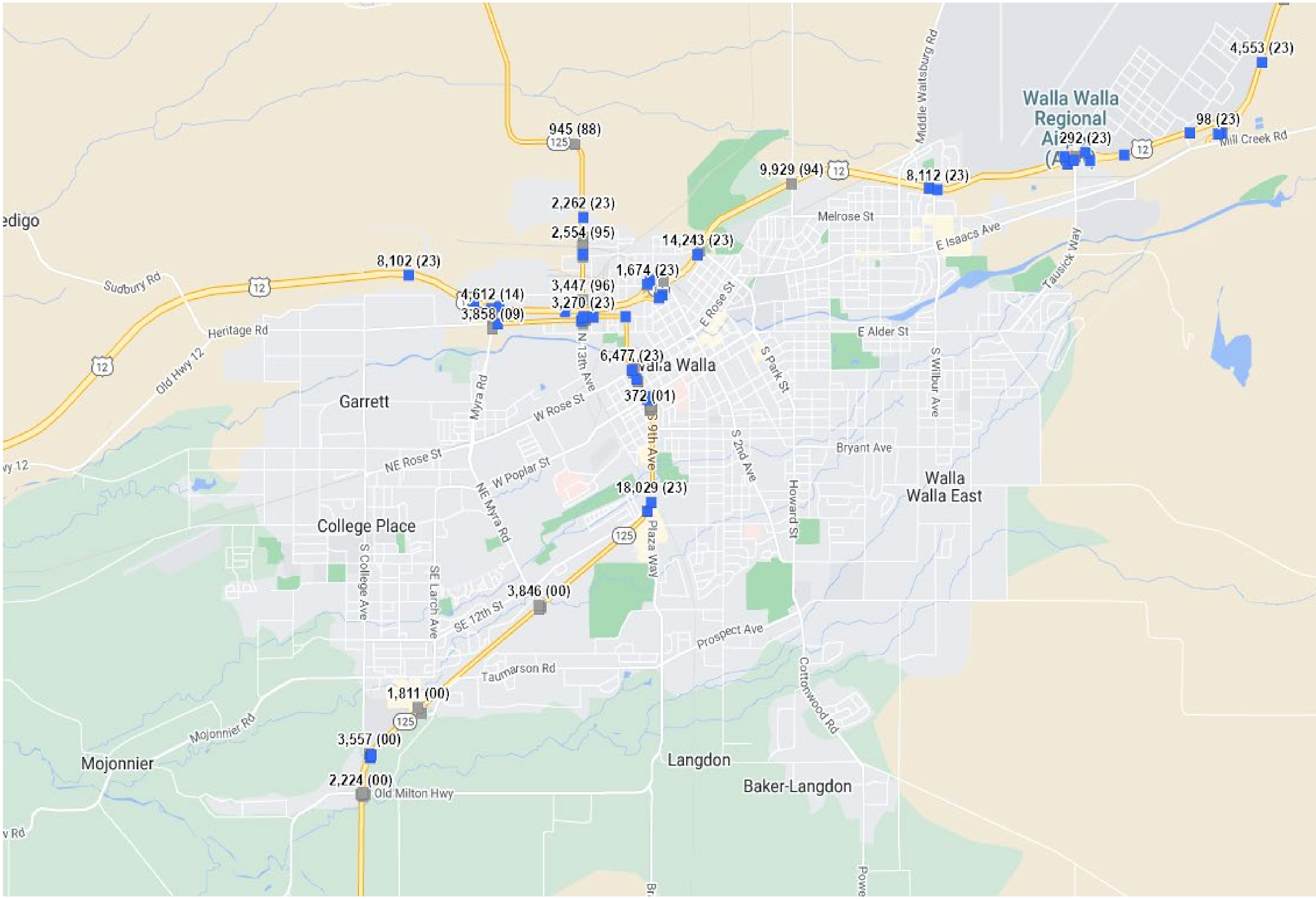
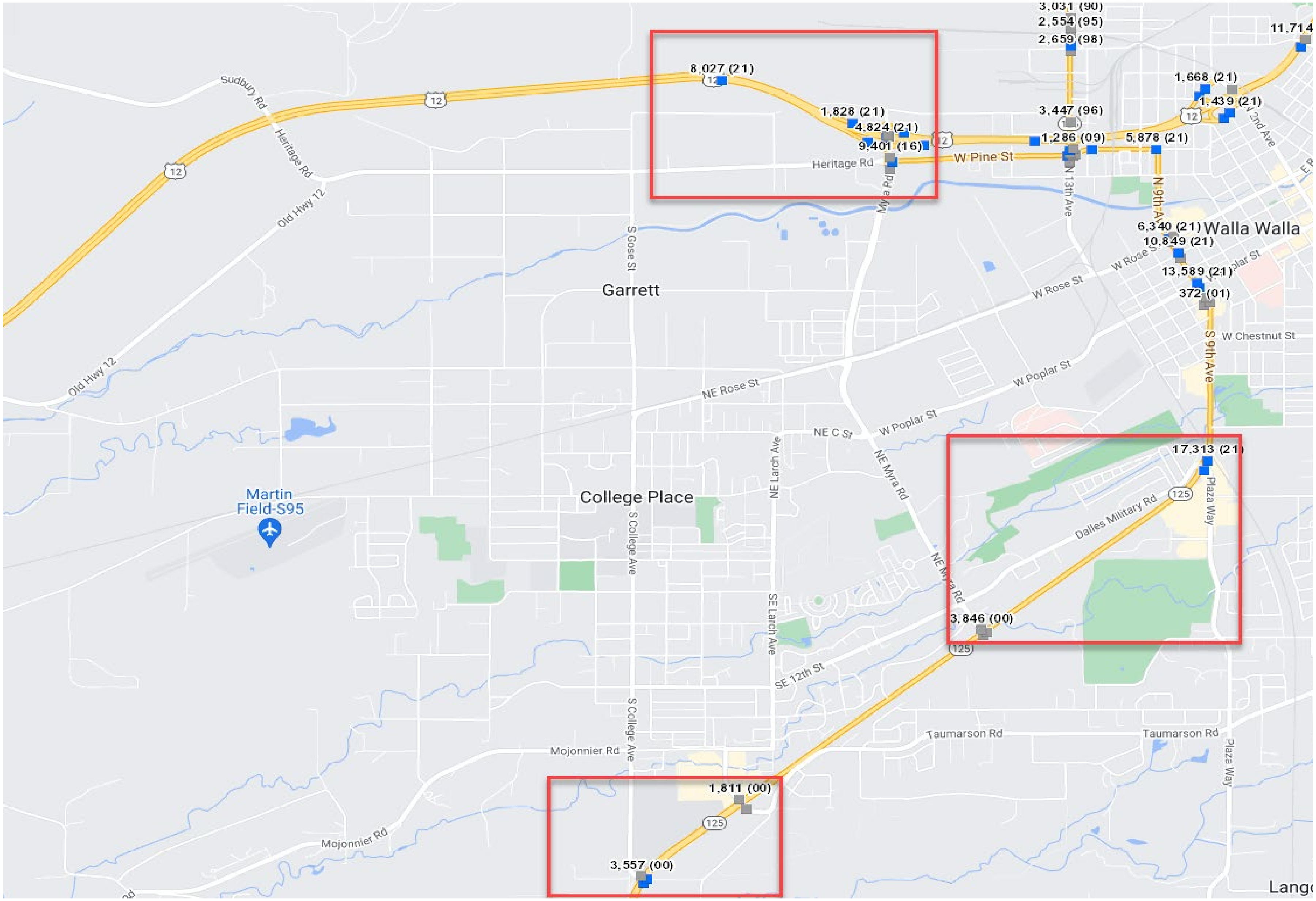

Garrett
Cugini Italian
Import Foods
NE Rose
College Place
Martin
Field-S95
Walla Walla
Valley Academy
Walla Walla University

Traffic Counts



Source: WADOT

Traffic Counts

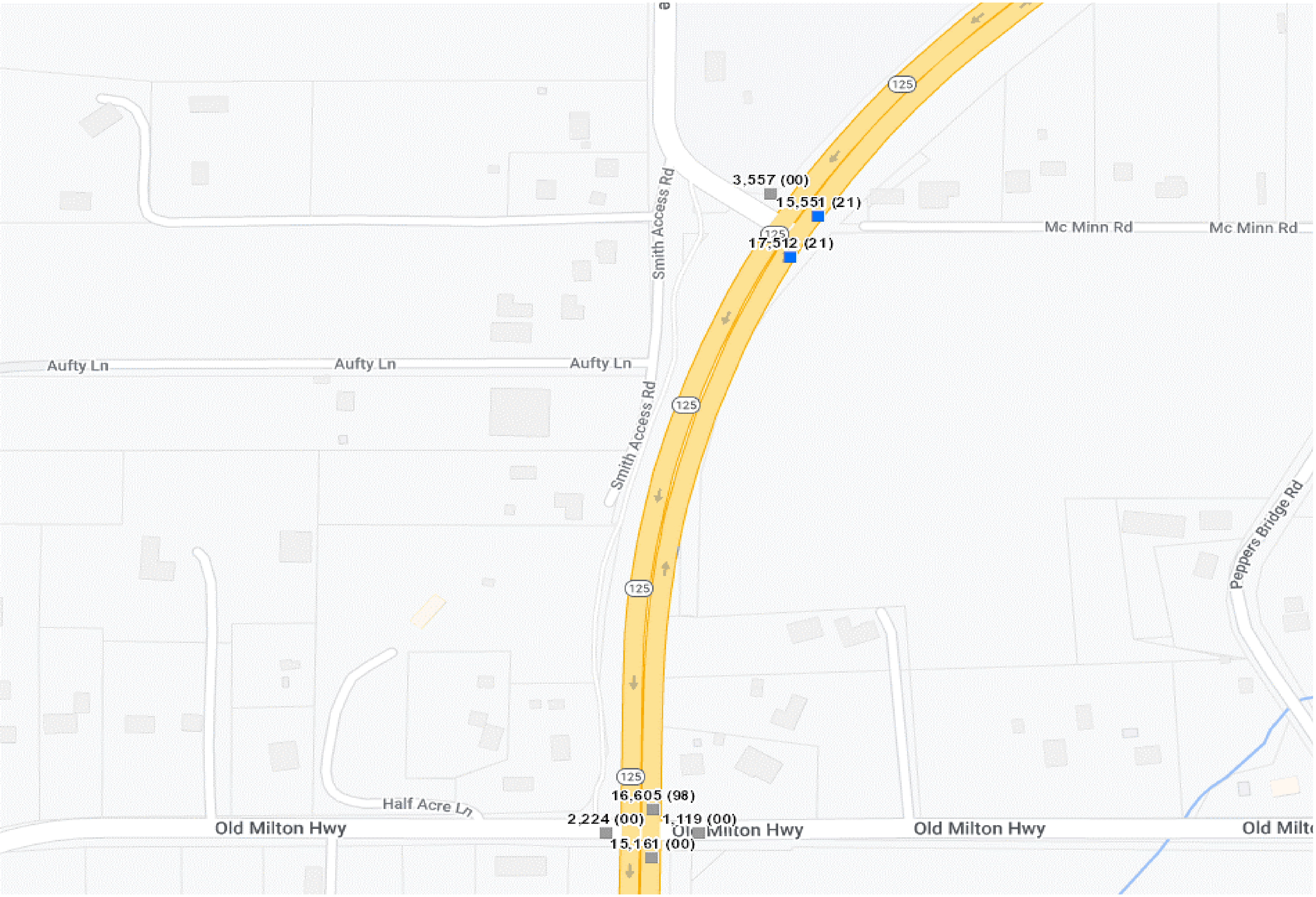


Source: WADOT

Traffic Counts

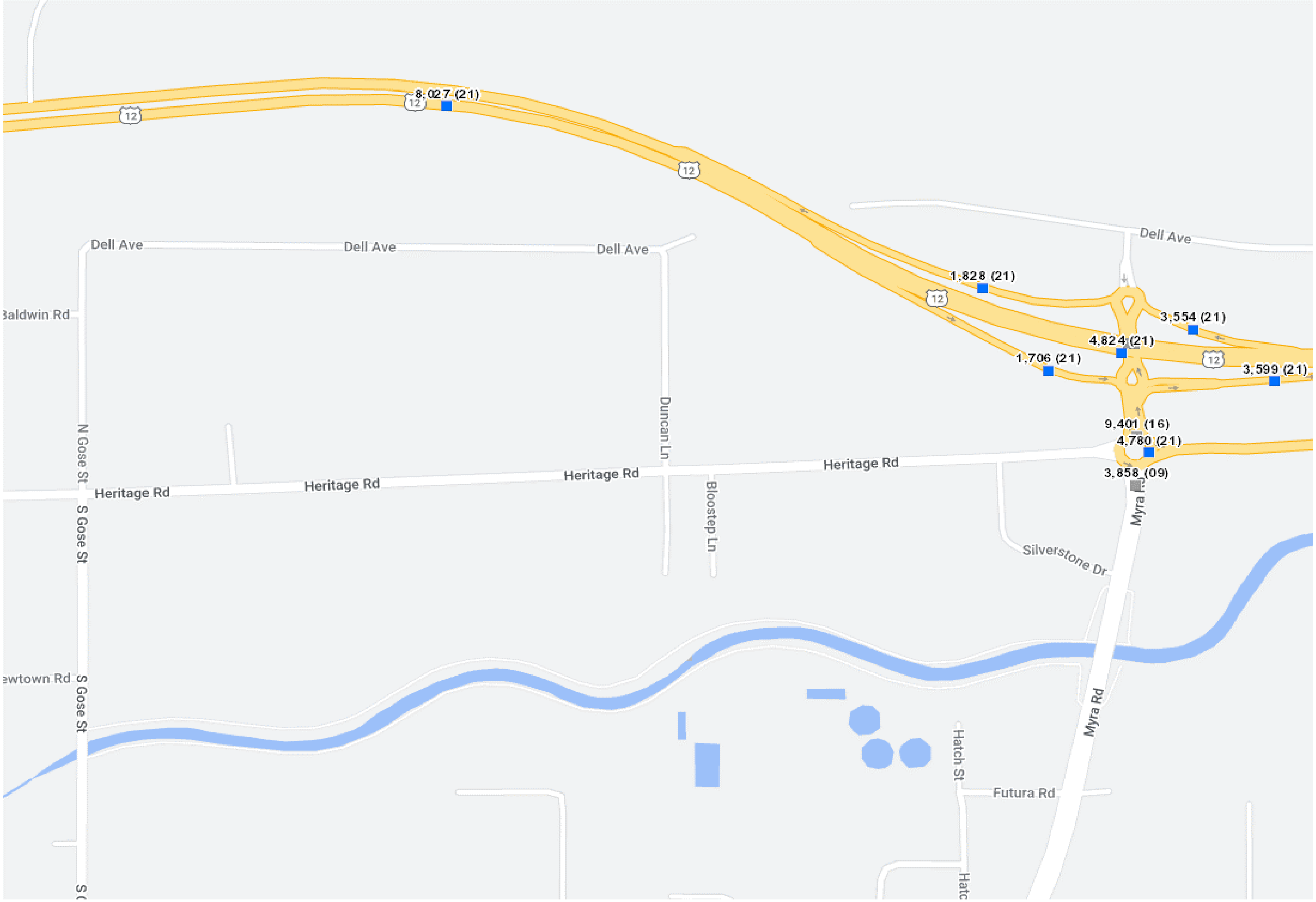
Source: WADOT

Traffic Counts



Source: WADOT

Traffic Counts



Source: WADOT

LODGING DEMAND OVERVIEW

For the purposes of this Comprehensive Hotel Market Feasibility Study, it is important to understand the overall demand of lodging in the market as well as surrounding markets. This section reviews need in the areas based on the following market segments:

- Market Segmentation Projections
  - SMERF Demand
  - Corporate Demand
  - Area Events & Attractions
  - Transient/Walk-In Demand
- Employer/Local Economy Overview
- Demand Generators and Attractions

In addition to a breakdown and overview of the market's lodging demand segmentation, this sections also details the sources of said lodging demand and in some cases, identifies when the demand peaks.

Employer/Economy Overview:

College Place, Washington, is a community with a diverse economy, anchored by a mix of education, healthcare, retail, and service industries. The largest employer in the area is Walla Walla University, a private Adventist institution that has been a cornerstone of the community since its founding in 1892. The university employs a significant number of faculty and staff, and its presence has a substantial economic impact on the city. The influx of students and staff generates demand for housing, retail, and various services, contributing to the local economy.

In addition to Walla Walla University, the healthcare sector plays a crucial role in the economy of College Place. Several clinics and medical facilities provide essential services to residents, and these institutions are among the largest employers in the community. Providence St. Mary Medical Center, located nearby in Walla Walla, also employs many residents of College Place. The demand for healthcare services continues to grow, driven by the aging population and the overall health needs of the community, ensuring that this sector remains robust.

Retail and service industries form another vital component of the College Place economy. Major retail establishments, including grocery stores, restaurants, and specialty shops, provide employment opportunities for many residents. The College Place Marketplace, a shopping center with various retail stores and dining options, is a key commercial hub in the city. These businesses not only serve the local population but also attract visitors from surrounding areas, boosting economic activity and supporting local entrepreneurs.

The education sector, beyond Walla Walla University, also contributes significantly to the local economy. College Place Public Schools, which include elementary, middle, and high schools, employ numerous teachers, administrators, and support staff. The school district is committed to providing quality education to the youth of the community, and its operations have a direct economic impact through employment and local spending.

Manufacturing and light industrial activities are present in College Place and the surrounding region, providing jobs and supporting the local economy. These industries produce goods ranging from agricultural products to machinery, benefiting from the area's strategic location and access to transportation networks. The industrial sector, though smaller compared to education and healthcare, plays a crucial role in diversifying the local economy and providing stable employment opportunities.

Employer/Economy Overview:

Agriculture remains a significant economic driver in the broader Walla Walla Valley, and College Place benefits from its proximity to this vibrant sector. The region is known for its wine production, and several vineyards and wineries operate nearby. These establishments not only contribute to the agricultural economy but also support tourism and hospitality industries. Local farmers and agribusinesses provide fresh produce to markets and restaurants, enhancing the community's culinary scene and supporting local food systems.

Finally, small businesses and entrepreneurial ventures are vital to the economic fabric of College Place. The city's supportive business environment encourages new enterprises, and many residents engage in various forms of entrepreneurship. From boutique shops and cafes to professional services and technology startups, small businesses add to the economic diversity and resilience of the community. These enterprises create jobs, foster innovation, and contribute to the unique character of College Place.

Overall, the economy of College Place, Washington, is multifaceted, with large employers in education, healthcare, retail, and other sectors playing essential roles. The community's economic health is bolstered by a mix of stable employment opportunities, a supportive business environment, and a strategic location that leverages both urban and rural advantages.

Attractions & Demand Generators:

Walla Walla University - A Seventh-day Adventist institution of higher education founded in 1892. On its five campuses throughout the Pacific Northwest, WWU cultivates environments of excellence, generosity, beauty, and Christian faith. The headquarters of WWU is located on an 83-acre campus in the Walla Walla Valley in Southeastern Washington state where cultural arts, vibrant dining, and recreational opportunities abound. The university also operates four satellite campuses, including a School of Nursing in Portland, Oregon, a marine biology station near Anacortes, Washington, and School of Social Work and Sociology campuses in Missoula and Billings, Montana.

Parks and Recreation - City of College Place maintains four parks comprising about fifteen acres. The two most popular parks is the seven acre Kiwanis Park located on the east side of the Walla Walla University campus near 3rd and Date streets as well as the seven acre Lions Park located near the center of the city at 8th and Larch Streets. Kiwanis Park offers 4 pickleball courts, one basketball court, restrooms, a playground, and a picnic shelter. Lions Park is located near the geographic center of the community on the southeast corner of Larch & 8 Streets. Garrison Creek meanders through the park. Other landmarks in the park include a picnic shelter, the Lions Club building, and a youth fishing pond located in the southeast corner of the park facility.

The Walla Walla County Fairgrounds - The ideal venue for reunions, picnics, company parties, wedding receptions, banquets and indoor or outdoor activities. The grounds have shady lawn areas, an outdoor stage, RV camping, picnic tables, benches and more. Families have been coming to the fairgrounds for generations enjoying community and private events experiencing something new on each visit and making memories worth repeating. Browse our website and discover information about upcoming events at the Fairgrounds, Walla Walla Frontier Days, facility rentals, auto events, equine events and a whole lot more!

Wine Valley Golf Club - This stunning Dan Hixson design unfolds on a grand scale, playing over rolling hills in the shadow of the Blue Mountains. Each hole affords multiple lines of play, ensuring a pleasant round for every golfer and a true challenge for those who seek it. Be among the first to experience one of America's most exciting new courses. Golf, Instruction, Tournaments and Golf Outings, Corporate Events, Weddings, Hard Goods, Soft Goods, Driving Range and Practice Facilities.

Attractions & Demand Generators:

Walla Walla Country Club - Founded in 1923 and designed by a local banker, W.W. Baker in 1923 then redesigned by world famous golf course architect A.W. Tillinghast in 1936. The overall length of the course looks as it should lend itself to low scores, but the trees, rough and smallish greens more than make up for the short length. Sitting nestled at the base of the Blue Mountains in Eastern Washington, the Walla Walla Country Club is "The Best Kept Secret in the State"! The Walla Walla Country Club currently has reciprocals with 10 other private country clubs. These reciprocals include complimentary use of the golf course and other recreational facilities along with charge privileges for food, beverages and pro shop purchases.

Veterans Memorial Golf Course - Set within the breathtaking tranquility of the foothills of the Blue Mountains, Veterans Memorial Golf Course captures the true essence of Southeastern Washington Golf more than any other. From the first tee, Veterans Memorial Golf Course serves up a visual and dynamic feast. Players are treated to an ever-changing landscape or 18 different golf holes, each with its own individual character and spectacular view. Each hole has been carefully designed to challenge the strategy of the expert golfer, at the same time, with 3 tees to choose from it keeps from intimidating the beginner.

Fort Walla Walla Museum - Offering a remarkable journey into Walla Walla's rich heritage of Indian culture, military establishment, pioneer settlement, and horse-era agriculture. Visitors arrive at the Museum's expansive new Entrance Hall and Galleries and go on to explore four more exhibit halls as well as a fascinating pioneer settlement.

Gesa Power House Theatre - A 300-seat performing arts venue, located in downtown Walla Walla. The 120-year-old building was once the Walla Walla Gas Plant, built to produce coal gas used to light the streets, businesses, and homes of Walla Walla. The Gesa Power House Theatre is on the Washington State Building Preservation Commission list of State historic buildings and on the National Register of Historic Places. The venue also hosts a variety of other cultural events, musical concerts, and private events (including weddings).

Red Star Barn - Nestled in the foothills of the beautiful Walla Walla Blue Mountains since 1907, Red Star Barn originally served as a shelter for wheat and livestock, during the hostile winter months. Owner Nat Small, whose family have resided in Walla Walla for four generations, has restored and renovated the barn, preserving the authenticity of the old, while incorporating elements of sustainability that align with the ecological backdrop of Eastern Washington's natural landscape.

Attractions & Demand Generators:

Kontos Cellars - A winery that was born from the heart of Walla Walla. Second-generation winemakers and third-generation farmers, the Kontoses embody the spirit of the Walla Walla Valley and look to welcome you into the tasting room in an experience that emulates the warmth of this community and share wines representative of the Walla Walla Valley AVA.

Mansion Creek Cellars - A family owned winery dedicated to using Portuguese grapes such as Tinta Cão, Touriga Nacional, and Souzão as well as Spanish grapes like Grenache and Tempranillo.

Canoe Ridge Vineyard - Founded in 1994 in Walla Walla, Canoe Ridge Vineyard has established an iconic reputation for sourcing wines directly from its Horse Heaven Hills vineyard. Winemaker Bill Murray is focused on Bordeaux varietal production with emphasis on Merlot. A majority of the cooperage is French oak to add soft toasted notes as the wines age. The wines are made with structure and softness. The winery features small lot 1,000-6,000 fermenters, two presses and a cellar that can hold 3,000 barrels. Tanks in the winery were originally chosen to align with blocks off of Canoe Ridge Vineyard, skewing the winery toward red wine production. The automated barrel racking station allows for efficient and thorough racking and sanitation. Their winery software allows the winemaking team to hone their crafts efficiently and accurately. Their sophisticated in-house laboratory offers full-range tests.

Wl Corazon Winery - They are a small wine producer in the Walla Walla valley specializing in unique varietals such as Cabernet Franc, Petit Verdot, Malbec, and Carmenere.

House of Smith - Charles Smith had humble beginnings and intentions. From a migrant restaurant worker ('79-'89, California) to a rock band manager ('89-'99, Copenhagen, and London) to fledgling winemaker with $5,000 and an Astro van ('99, Walla Walla, Washington), Charles is now the largest (and most-lauded) independent wine producer in Washington State. His portfolio includes K Vintners, Substance, SIXTO, ViNO CasaSmith, Golden West, POPUP, and B.Leighton.

Waterbrook Winery - Founded in 1984 in the heart of Walla Walla, Waterbrook is recognized for producing wines that truly exemplify the outstanding vineyard sources in the Columbia Valley. From vineyard to bottle, every detail of production is completed by a passionate team, led by winemaker John Freeman.

Attractions & Demand Generators:

Foundry Vineyards - Since 2003, Foundry Vineyards has focused its vision around a unique experience that highlights the creative processes of making both art and wine. There is a distinct aesthetic to each aspect of the winery, from the art-driven labels and the gallery-like tasting room to the modern feel of the contemporary sculpture garden and design store. Today, Foundry Vineyards is operated by Jay & Lisa Anderson (brother and sister duo and second-generation). The focus on art and wine has not wavered, as both children crafted their careers around the family's passion for art in all its forms. Jay has pushed the vision to also include interests in regenerative agriculture, organic farming, and low-intervention winemaking.

Bellaflora Farms - Home to Walla Walla's exclusive wedding experience, Bellaflora Farms offers a gorgeous pastoral setting perfect for any event. From weddings and anniversary parties to corporate events and private galas, the beautiful grounds create the ideal backdrop for any event. Tucked in amongst romantic vineyards and verdant woods our expansive grounds and lush gardens are heightened by the beauty and serenity of rambling Mill Creek.

Creekstone Gardens - A premier outdoor wedding venue in Walla Walla, nestled among our area's most beautiful wheat fields and popular vineyards. Our site has 3.5 acres featuring two beautiful wedding sites, picturesque Titus Creek, and a pond with "Mr. Pickles", our 1946 Ford flatbed, offering picture opportunities unique to our site! New for 2016, our 4300 square foot party barn to be finished in January! Located less than one mile from Walla Walla on Mill Creek Road, we are easy to find out of town guests.

Mackey Vineyards - Dedicated to French style production and winemaking methods to achieve uncompromising expression of terroir, that ineffable quality that links the wines to the unique land where the grapes are grown. Mackey Vineyards produces wines of restraint, balance and finesse, turning every meal and every day into a celebration.

Mark Ryan Winery - Founded in 1999 with the goal of making the best wines in Washington State. Largely self-taught, Mark honed the craft of winemaking through rigorous study and the welcomed advice of some of the area's most experienced producers. Over a decade later, Mark Ryan Winery has grown in size, earned acclaim from wine-lovers and critics alike, and garnered respect from the state's elite producers. The goal, however, remains the same. Make delicious wines that represent the vineyard from which they come, making every vintage better than the last.

Attractions & Demand Generators:

Walla Walla University Orientation is a comprehensive program designed to welcome new students to the campus and help them transition smoothly into university life. Held at the beginning of the academic year, this event includes a variety of activities such as campus tours, informational sessions, social gatherings, and workshops. New students and their families are introduced to university policies, academic programs, and support services.

Walla Walla University Parent Weekend is an annual event that invites the families of students to visit the campus and experience university life firsthand. Typically held in the fall, this weekend includes a series of activities such as classroom visits, campus tours, and special presentations. Parents have the chance to meet with faculty and administrators, attend chapel services, and participate in social events.

Walla Walla University Graduation is a significant event that marks the culmination of students' academic journeys. Held annually in June, the graduation ceremony celebrates the achievements of the graduating class with formal proceedings, including speeches, the conferring of degrees, and the traditional cap and gown procession. Family members, friends, and university staff gather to honor the graduates' hard work and dedication.

Whitman College Orientation is an extensive program designed to welcome new students to the campus and prepare them for their academic journey. Held at the start of the academic year, orientation includes campus tours, academic advising sessions, social activities, and workshops. New students are introduced to college life, meet their peers, and get to know faculty and staff.

Whitman College Parent Weekend is an annual event that invites parents and families to visit the campus and engage with the college community. Typically held in the fall, the weekend includes a variety of activities such as classroom visits, campus tours, and special presentations. Parents have the opportunity to meet with faculty and administrators, attend performances and lectures, and participate in social events.

Whitman College Graduation is a momentous occasion that celebrates the accomplishments of graduating students. Held annually in May, the ceremony includes speeches, the conferring of degrees, and traditional academic regalia. Families, friends, and college staff gather to honor the graduates' achievements and mark their transition to the next phase of their lives.

Attractions & Demand Generators:

Whitman College Tennis Camps offer a unique opportunity for young athletes to develop their tennis skills and learn from experienced coaches. Held during the summer, these camps provide intensive training sessions, drills, and match play for participants of various skill levels. The camps focus on improving technique, strategy, and overall fitness, while also promoting sportsmanship and teamwork. Whitman College Tennis Camps are popular among aspiring tennis players and provide a fun and educational experience.

Whitman College Wine Camps are immersive programs that explore the world of wine and winemaking. Held in the summer, these camps offer participants the chance to learn about viticulture, wine production, and tasting techniques from experts in the field. Camp activities include vineyard tours, wine tastings, seminars, and hands-on experiences in winemaking. The Wine Camps attract wine enthusiasts and industry professionals, providing a comprehensive and enjoyable education in the art and science of wine.

Celebrate Walla Walla Wine is an annual event that highlights the region's wine heritage and achievements. Held in June, this celebration includes a series of wine-related activities such as tastings, seminars, and panel discussions. Winemakers and wine experts from around the world gather to share their knowledge and passion for wine. The event provides an educational and entertaining experience for attendees, offering insights into the winemaking process, wine tasting techniques, and the unique characteristics of Walla Walla wines.

Fall Release Weekend is another major wine event in the Walla Walla Valley, occurring each November. This weekend marks the release of new vintages from local wineries, drawing wine enthusiasts to the area for exclusive tastings and events. Visitors can sample the latest wines, meet the winemakers, and learn about the winemaking process. Many wineries offer special promotions and unique experiences during this time, making it an exciting event for wine lovers.

Holiday Barrel Tasting is a festive event held in December, allowing wine enthusiasts to sample wines directly from the barrel. This unique experience gives visitors a sneak peek at future releases and the chance to purchase wines at a discount before they hit the market. Wineries across the Walla Walla Valley participate, offering barrel tastings, holiday-themed activities, and special promotions.

Attractions & Demand Generators:

Cayuse Release is a highly anticipated event for collectors and aficionados of Cayuse Vineyards wines. Held annually in the spring, this event celebrates the release of the vineyard's latest vintages. Cayuse Vineyards is renowned for its high-quality wines, and the release event attracts a dedicated following. Attendees have the opportunity to taste and purchase the new wines, meet the winemakers, and tour the vineyard. The event is exclusive and often requires advance reservations due to high demand and limited production.

Reveal Walla Walla is an annual event that showcases the best of the Walla Walla Valley's wine industry. Held in September, this event brings together winemakers, sommeliers, and wine enthusiasts for a series of tastings, seminars, and dinners. Attendees can explore a curated selection of wines, learn from industry experts, and enjoy gourmet food pairings.

The Walla Walla Balloon Stampede is a beloved annual event that fills the skies with colorful hot air balloons. Typically held in October, this event features balloon launches, night glows, and a variety of family-friendly activities. Visitors can watch the balloons take off, enjoy live entertainment, and participate in community events. The Balloon Stampede creates a festive atmosphere and attracts visitors from all over, celebrating the beauty of hot air balloons and the scenic Walla Walla Valley.

The Walla Walla Frontier Fair and Rodeo is a traditional event that showcases the region's agricultural heritage and cowboy culture. Held in September, this event includes rodeo competitions, livestock shows, carnival rides, and a variety of exhibits. Attendees can watch professional rodeo athletes compete, enjoy live music, and sample local food.

The Peach Basket Classic is a popular annual three-on-three basketball tournament held in Walla Walla, Washington, attracting participants from College Place and surrounding areas. Typically held in the summer, this event transforms downtown Walla Walla into a bustling hub of athletic activity. The tournament features multiple age divisions and skill levels, allowing players of all ages and abilities to compete.

The Walla Walla Dog Show is an eagerly anticipated event for dog enthusiasts in the College Place area. Hosted annually by the Walla Walla Kennel Club, the show typically takes place in the spring and features a variety of competitions, including conformation, obedience, and agility trials. Dog owners and breeders from across the region gather to showcase their dogs and compete for titles. The event also offers educational seminars, vendor booths selling pet-related products, and demonstrations of canine skills.

Attractions & Demand Generators:

Wheeling Walla Walla Weekend is an annual event that draws classic car enthusiasts to the College Place and Walla Walla area. Held in the fall, this weekend event features a spectacular display of vintage and classic cars, hot rods, and motorcycles. Car shows, parades, and cruise-ins are central to the festivities, allowing car owners to showcase their meticulously restored vehicles. The event also includes live music, food vendors, and awards for standout cars in various categories.

The Sweet Onion Festival is a beloved annual celebration that honors Walla Walla's famous sweet onions. Usually held in June, this festival takes place in downtown Walla Walla and attracts visitors from College Place and beyond. The event features a variety of activities, including cooking demonstrations, onion-eating contests, and a farmers market showcasing local produce. Live music, arts and crafts vendors, and family-friendly activities add to the festive atmosphere.

Winterfest is a festive annual event that brings holiday cheer to the College Place and Walla Walla community. Typically held in December, Winterfest features a variety of seasonal activities designed to celebrate the winter holidays. Highlights include a holiday parade, tree lighting ceremony, and visits with Santa Claus. The event also offers ice skating, live entertainment, and holiday-themed crafts and games for children. Local shops and vendors participate in a holiday market, providing opportunities for unique gift shopping.

The Freedom Festival is an annual Fourth of July celebration that takes place in the College Place and Walla Walla area. This patriotic event features a range of activities to commemorate Independence Day, including a parade, live music, and family-friendly games and contests. The festival culminates in a spectacular fireworks display that lights up the night sky. Food vendors and local businesses offer a variety of treats and refreshments, adding to the festive atmosphere. The Freedom Festival is a cherished tradition that brings the community together to celebrate America's independence with fun, entertainment, and a strong sense of national pride.

LODGING SUMMARY-PRIMARY

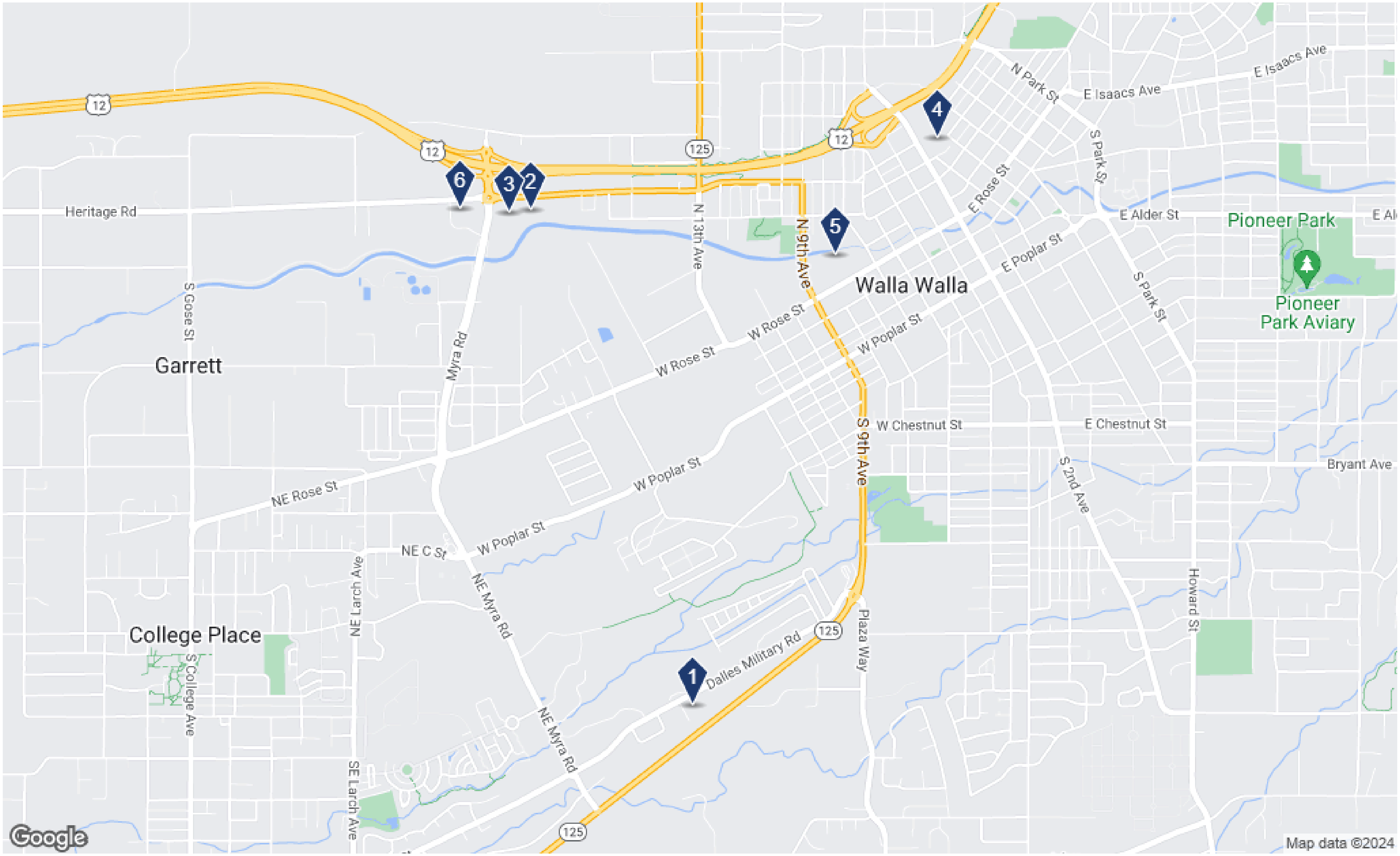
For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation. There are many instances where independent and/or economy hotels do not report to the reporting agency.

In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain a Smith Travel Research (STR)/CoStar report. This can also include a Secondary Competitive Set. The following information will be presented in Lodging Supply:

- Competitive Set Property Map
- Smith Travel Research (STR)/CoStar Data by Measure
- Smith Travel Research (STR)/CoStar Data 12 Month Average
- Primary Competitive Set Listed Rates
- Primary Competitive Set Listed Hotel Trends and Projections

Data can be found in Appendix.

Property Map Overview



Property Summary Report

Hampton by Hilton Inn & Suites Walla Walla

1531 Kelly Pl
Walla Walla, WA 99362 - Washington State Area Submarket

Upper Midscale
Class

HOSPITALITY

Brand	Hampton by Hilton
Hotel Opened	Aug 2008
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Aug 2008
Rooms	102
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	588 SF

LAND

Land Acres	2.21 AC
Zoning	General Commercial
Parcels	360731120060

EXPENSES

Taxes	$737.60/Room (2022)

BUILDING AMENITIES

- Business Center
- Fitness Center
- Meeting Event Space
- On-Site Retail
- Pool

FOR LEASE

Rent	Withheld

SALE

Sold Price	$9,010,000 ($88,333/Room)
Date	Feb 2022
Sale Type	Investment
Financing	Down Payment of $1,226,302 (13.61%) 1st Mortgage: Potlatch No.1 FCU (Acquisition & Development)

TRANSPORTATION

Airport	12 min drive to Walla Walla Regional
Walk Score	Car-Dependent (30)
Transit Score	Minimal Transit (22)

Property Summary Report

Comfort Inn & Suites Walla Walla

Upper Midscale
Class

1419 W Pine St
Walla Walla, WA 99362 - Washington State Area Submarket

HOSPITALITY

Brand	Comfort Inn
Hotel Opened	Apr 2007
Operation Type	Franchise
Operation Status	Open
Hotel Grade	3

BUILDING

Type	Hotel
Year Built	2006
Rooms	76
Location	Suburban
Stories	4
Primary Corridors	Interior

LAND

Land Acres	2.83 AC
Zoning	CH
Parcels	360719320046

EXPENSES

Taxes	$479.21/Room (2022)

PARKING

Spaces	63 Surface
Ratio	0.83/Room

BUILDING AMENITIES

- Business Center
- Hot Tub
- Pool
- Smoke-Free
- Fitness Center
- On-Site Bar
- Public Access Wifi

FOR LEASE

Rent	Withheld

SALE

Sold Price	$5,000,000 ($65,789/Room)
Date	Jan 2019
Sale Type	Investment
Financing	Down Payment of $1,437,681 (31%) 1st Mortgage: Umpqua Bank

TRANSPORTATION

Parking	63 available (Surface);Ratio of 0.83/Room
Airport	8 min drive to Walla Walla Regional
Walk Score	Car-Dependent (24)
Transit Score	Minimal Transit (22)

Property Summary Report

Holiday Inn Express Walla Walla

Upper Midscale
Class

1433 W Pine St
Walla Walla, WA 99362 - Washington State Area Submarket

HOSPITALITY

Brand	Holiday Inn Express
Hotel Opened	May 2001
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	2000
Rooms	81
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	700 SF

LAND

Land Acres	2.23 AC
Zoning	CH
Parcels	350724410060

EXPENSES

Taxes	$500.07/Room (2022)

PARKING

Spaces	65 Surface
Ratio	0.80/Room

BUILDING AMENITIES

- Business Center
- Fitness Center
- Meeting Event Space
- On-Site Retail
- Pool
- Spa

FOR LEASE

Rent	Withheld

TRANSPORTATION

Parking	65 available (Surface);Ratio of 0.80/Room
Airport	8 min drive to Walla Walla Regional
Walk Score	Car-Dependent (23)
Transit Score	Minimal Transit (21)

PROPERTY CONTACTS

True Owner	Randy Grudzinski 3331 Panakres Ln Walla Walla, WA 99362 (509) 529-8099 (p)	Recorded Owner	Walla Walla Hie Llc 1433 W Pine St Walla Walla, WA 99362
Parent Company	IHG Hotels & Resorts		

Property Summary Report

Best Western Plus Walla Walla Suites Inn

Upper Midscale
Class

7 E Oak St
Walla Walla, WA 99362 - Washington State Area Submarket

HOSPITALITY

Brand	Best Western Plus
Hotel Opened	May 1995
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1994
Rooms	76
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	500 SF

LAND

Land Acres	2.01 AC
Zoning	C
Parcels	360720730813

EXPENSES

Taxes	$515.30/Room (2022)

BUILDING AMENITIES

- Business Center
- Hot Tub
- Pool
- Fitness Center
- Meeting Event Space

FOR LEASE

Rent	Withheld

TRANSPORTATION

Airport	8 min drive to Walla Walla Regional
Walk Score	Very Walkable (82)
Transit Score	Some Transit (32)

Property Summary Report

Courtyard Walla Walla

550 W Rose St
Walla Walla, WA 99362 - Washington State Area Submarket

Upscale
Class

HOSPITALITY

Brand	Courtyard
Hotel Opened	Jan 2015
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Jan 2015
Rooms	120
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	2,576 SF

LAND

Land Acres	8.82 AC
Zoning	CH
Parcels	360719630228

EXPENSES

Taxes	$646.72/Room (2022)

BUILDING AMENITIES

- Fitness Center
- Pool
- Meeting Event Space
- Restaurant

FOR LEASE

Rent	Withheld

TRANSPORTATION

Airport	9 min drive to Walla Walla Regional
Walk Score	Very Walkable (79)
Transit Score	Some Transit (33)

Property Summary Report

La Quinta Inns & Suites Walla Walla

Upper Midscale
Class

776 Silverstone Dr
Walla Walla, WA 99362 - Washington State Area Submarket

HOSPITALITY

Brand	La Quinta Inns & Suites
Hotel Opened	Sep 2017
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Sep 2017
Rooms	77
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	750 SF

LAND

Land Acres	1.32 AC
Zoning	HC
Parcels	350724410074

EXPENSES

Taxes	$1,038.65/Room (2022)

BUILDING AMENITIES

- Business Center
- Hot Tub
- Pool
- Fitness Center
- Meeting Event Space
- Public Access Wifi

FOR LEASE

Rent	Withheld

TRANSPORTATION

Airport	8 min drive to Walla Walla Regional
Walk Score	Car-Dependent (21)
Transit Score	Minimal Transit (20)

PROPERTY CONTACTS

True Owner	Nageshwar Motel, Inc. 7030 Cascade Ave SE Snoqualmie, WA 98065
Parent Company	Wyndham Hotels & Resorts
Recorded Owner	Nageshwar Motel, Inc. 7030 Cascade Ave SE Snoqualmie, WA 98065

STR Global - CoStar - Data by Measure - Primary Comp Set

Occupancy (%)

YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	45.5%	56.1%	32.0%	25.9%	35.5%	50.3%	58.4%	63.8%	62.3%	53.9%	39.7%	36.9%	46.7%
2021	41.0%	44.3%	52.5%	58.7%	62.5%	71.0%	77.4%	77.1%	66.7%	59.0%	51.2%	48.1%	59.2%
2022	43.2%	53.0%	58.0%	63.1%	67.5%	75.0%	75.2%	78.3%	75.4%	67.1%	52.3%	47.6%	63.0%
2023	47.0%	54.0%	58.7%	63.5%	69.8%	75.8%	75.8%	76.4%	73.2%	63.1%	51.9%	49.0%	63.2%
2024	42.8%	54.9%	56.0%	62.3%	66.5%								56.5%
Avg	43.2%	51.1%	47.5%	49.2%	55.2%	65.4%	70.3%	73.1%	68.1%	60.0%	47.7%	44.2%	56.3%

ADR ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	$104.87	$109.27	$104.84	$88.42	$89.53	$100.57	$109.85	$112.77	$105.23	$100.29	$96.00	$98.46	$101.68
2021	$96.39	$97.81	$100.14	$108.83	$118.04	$126.00	$137.26	$140.10	$134.70	$128.15	$113.52	$122.01	$121.16
2022	$108.64	$111.12	$113.54	$124.96	$133.96	$141.18	$147.84	$148.04	$145.90	$134.22	$128.54	$129.70	$132.83
2023	$117.14	$118.90	$123.60	$130.70	$140.45	$150.44	$153.09	$151.57	$152.25	$140.65	$131.66	$137.52	$139.20
2024	$122.46	$126.75	$133.29	$142.31	$151.39								$136.78
Avg	$103.30	$106.07	$106.17	$107.40	$113.84	$122.58	$131.65	$133.64	$128.61	$120.89	$112.69	$116.72	$118.56

RevPAR ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	$47.71	$61.26	$33.53	$22.88	$31.77	$50.57	$64.20	$71.97	$65.55	$54.10	$38.11	$36.32	$48.16
2021	$39.54	$43.33	$52.55	$63.93	$73.79	$89.45	$106.28	$108.01	$89.88	$75.56	$58.16	$58.73	$73.00
2022	$46.96	$58.93	$65.89	$78.82	$90.44	$105.94	$111.18	$115.85	$110.07	$90.12	$67.28	$61.69	$83.72
2023	$55.11	$64.23	$72.58	$82.99	$98.00	$114.01	$116.04	$115.78	$111.42	$88.72	$68.35	$67.42	$88.01
2024	$52.43	$69.60	$74.69	$88.64	$100.72								$77.29
Avg	$44.74	$54.51	$50.66	$55.21	$65.33	$81.99	$93.89	$98.61	$88.50	$73.26	$54.52	$52.25	$68.29

Revenue ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	$786,812	$912,503	$552,925	$282,848	$405,734	$807,039	$1,058,819	$1,186,909	$1,046,131	$892,281	$608,273	$598,915	$9,139,189
2021	$652,165	$645,436	$866,672	$1,020,388	$1,216,916	$1,427,581	$1,752,751	$1,781,243	$1,434,452	$1,246,082	$928,267	$968,617	$13,940,570
2022	$774,500	$877,837	$1,086,610	$1,257,893	$1,491,604	$1,690,818	$1,833,523	$1,910,633	$1,756,649	$1,486,236	$1,073,860	$1,017,360	$16,257,523
2023	$908,871	$956,785	$1,196,981	$1,324,487	$1,616,203	$1,819,606	$1,913,793	$1,909,493	$1,778,230	$1,463,164	$1,090,818	$1,111,950	$17,090,381
2024	$864,715	$1,036,718	$1,231,738	$1,414,686	$1,661,098								$6,208,955
Avg	$719,489	$778,970	$709,799	$651,618	$811,325	$1,117,310	$1,405,785	$1,484,076	$1,240,292	$1,069,182	$768,270	$783,766	$11,539,880

STR Global - CoStar - 12 Month Moving Average - Primary Comp Set

Occupancy (%)

YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	62.3%	62.9%	60.7%	58.2%	55.9%	53.8%	52.3%	51.1%	50.4%	49.4%	48.2%	47.3%
2021	46.9%	45.9%	47.7%	50.1%	52.1%	53.8%	55.4%	56.5%	56.9%	57.3%	58.3%	59.2%
2022	26.8%	60.1%	60.6%	60.9%	61.3%	61.7%	61.5%	61.6%	62.3%	63.0%	63.1%	63.0%
2023	63.4%	63.4%	63.5%	63.5%	63.7%	63.8%	63.8%	63.7%	63.5%	63.1%	63.1%	63.2%
2024	62.9%	62.9%	62.7%	62.6%	62.3%							
Avg	54.6%	54.4%	54.2%	54.2%	54.0%	53.8%	53.9%	53.8%	53.7%	53.4%	53.3%	53.3%

ADR ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	$118.62	$118.67	$118.83	$118.43	$117.01	$114.61	$112.75	$110.08	$108.32	$106.45	$105.06	$103.50
2021	$102.83	$101.82	$101.47	$102.64	$104.79	$107.42	$110.74	$113.95	$116.73	$119.04	$119.93	$121.21
2022	$121.89	$122.53	$123.44	$124.73	$126.17	$127.69	$128.76	$129.63	$130.81	$131.33	$132.33	$132.83
2023	$133.24	$133.72	$134.49	$134.96	$135.56	$136.47	$137.01	$137.34	$137.92	$138.48	$138.70	$139.20
2024	$139.63	$140.13	$140.93	$141.89	$142.89							
Avg	$110.73	$110.25	$110.15	$110.54	$110.90	$111.02	$111.75	$112.02	$112.53	$112.75	$112.50	$112.36

RevPAR ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	$73.94	$74.62	$72.12	$68.97	$65.43	$61.61	$58.92	$56.24	$54.60	$52.58	$50.64	$48.91
2021	$48.19	$46.76	$48.44	$51.40	$54.59	$57.78	$61.36	$64.42	$66.42	$68.24	$69.89	$71.79
2022	$72.42	$73.62	$74.75	$75.97	$77.39	$78.74	$79.16	$79.83	$81.49	$82.72	$83.47	$83.72
2023	$84.42	$84.82	$85.39	$85.73	$86.38	$87.04	$87.45	$87.45	$87.56	$87.44	$87.53	$88.01
2024	$87.79	$88.20	$88.38	$88.84	$89.07							
Avg	$61.07	$60.69	$60.28	$60.19	$60.01	$59.70	$60.14	$60.33	$60.51	$60.41	$60.27	$60.35

Revenue ($)

YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	$14,357,492	$14,490,059	$14,004,322	$13,144,159	$12,226,050	$11,512,950	$11,010,568	$10,508,920	$10,202,512	$9,824,322	$9,462,002	$9,139,189
2021	$9,004,542	$8,737,475	$9,051,222	$9,788,762	$10,599,944	$11,220,486	$11,914,418	$12,508,752	$12,897,073	$13,250,874	$13,570,868	$13,940,569
2022	$14,062,905	$14,295,305	$14,515,243	$14,752,748	$15,027,436	$15,290,673	$15,371,444	$15,500,835	$15,823,033	$16,063,186	$16,208,780	$16,257,523
2023	$16,391,894	$16,470,842	$16,581,214	$16,647,809	$16,772,408	$16,901,195	$16,981,466	$16,980,326	$17,001,907	$16,978,835	$16,995,793	$17,090,383
2024	$17,046,228	$17,126,161	$17,160,917	$17,251,116	$17,296,010							
Avg	$11,681,017	$11,613,767	$11,527,772	$11,466,461	$11,412,997	$11,366,718	$11,462,493	$11,508,836	$11,549,793	$11,537,598	$11,516,435	$11,539,879

Primary Competitive Hotel Properties Data Summary

Primary Competitive Set			
Property Name	**Industry Segment**	**Open Date**	**Room Count**
Hampton Inn & Suites Walla Walla	Upper Midscale	2008	102
Comfort Inn & Suites Walla Walla	Upper Midscale	2007	76
Holiday Inn Express Walla Walla	Upper Midscale	2001	81
Best Western Plus Walla Walls Suites Inn	Upper Midscale	1995	76
Courtyard Walla Walla	Upscale	2015	120
La Quinta Inns & Suites Walla Walls	Upper Midscale	2017	77
Primary Competitive Set Room Count Average			89

Source: CoStar/STR Core Distinction Group, LLC

Primary Competitive Hotel Properties Data Summary

Primary Competitive Set Current			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
YTD	56.5%	$136.78	$77.29
3 Month Average	61.6%	$142.85	$88.01
12 Month Average	62.3%	$142.89	$89.07
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Set Prior Year			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
12 Month Average	63.7%	$135.00	$86.00
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Set Year Over Year Percentage Change			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
Percent of Change	-2.1%	5.5%	3.2%
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Hotel Rate Shops

Primary Competitive Set Listed Rates - Weekday				
Property Name	JUL	OCT	JAN	APR
Hampton Inn & Suites Walla Walla	$120	$100	$110	$125
Comfort Inn & Suites Walla Walla	$100	$105	$120	$120
Holiday Inn Express Walla Walla	$130	$110	$115	$135
Best Western Plus Walla Walls Suites Inn	$105	$115	$130	$130
Courtyard Walla Walla	$165	$145	$145	$160
La Quinta Inns & Suites Walla Walls	$110	$100	$100	$105
Primary Competitive Set Average	**$122**	**$113**	**$120**	**$129**
Primary Competitive Set Rate Average				**$121**
Source: CoStar/STR Core Distinction Group, LLC				

Primary Competitive Set Listed Rates - Weekend				
Property Name	JUL	OCT	JAN	APR
Hampton Inn & Suites Walla Walla	$200	$175	$130	$175
Comfort Inn & Suites Walla Walla	$165	$145	$120	$150
Holiday Inn Express Walla Walla	$185	$180	$135	$190
Best Western Plus Walla Walls Suites Inn	$200	$210	$150	$150
Courtyard Walla Walla	$300	$225	$155	$245
La Quinta Inns & Suites Walla Walls	$200	$120	$115	$170
Primary Competitive Set Average	**$208**	**$176**	**$134**	**$180**
Primary Competitive Set Rate Average				**$175**
Source: CoStar/STR Core Distinction Group, LLC				

Primary Competitive Hotel Trends & Projections

Primary Competitive Set Trend			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
YTD	56.5%	$136.78	$77.29
3 Month Average	61.6%	$142.85	$88.01
12 Month Average	62.3%	$142.89	$89.07
Source: CoStar/STR Core Distinction Group, LLC			

Projected Primary Competitive Set Rates	
Time Frame	**Average Daily Rate**
3 Month Average	**$142.85**
12 Month Average	**$142.89**
Future Quoted Rate Average	**$143.87**
Projected Average Daily Rates	**$143.20**
Source: Google Travel/CoStar/STR Core Distinction Group, LLC	

REGIONAL INDUSTRY DATA OVERVIEW

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group reviewed Regional/Market/Submarket data to help gain knowledge of the market and surrounding areas. The following information will be analyzed in Regional Industry Overview Data:

- Regional Competitive Hotel Properties Data Summary
- Market Overview
- Performance Data
- Past Construction Data
- Under Construction Data
- Sales Data
- Economy Data
- Submarket Data

Data can be found in Appendix.

Regional Competitive Hotel Properties Data Summary
Washington State Area

Regional Submarket Competitive Set Performance			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
YTD	53.1%	$123.11	$65.37
3 Month Average	58.2%	$127.53	$74.18
12 Month Average	58.4%	$131.52	$76.79
Source: CoStar/STR Core Distinction Group, LLC			

Regional Submarket Performance by Class (Running 12 Months)			
Time Frame	**Occupancy**	**Average Daily Rate**	**Revenue Per Available Room**
Luxury & Upper Upscale	64.4%	$247.40	$159.30
Upscale & Upper Midscale	62.1%	$143.97	$89.45
Midscale & Economy	55.2%	$96.75	$53.36
Source: CoStar/STR Core Distinction Group, LLC			

ECONOMIC IMPACT SUMMARY

In this section of the report, Core Distinction Group has compiled a summary of what the potential direct and indirect economic impact could be for the proposed hotel development. This projection offers revenue and job creation information based on this hotel's recommendations stated throughout this report, as well as the occupancy and average rate projected.

- Direct Economic Impact
  - City Sales Tax Revenue
  - Lodging/Bed Tax Revenue
  - Real Estate Tax Revenue
- Indirect Economic Impact
  - Rooms Sold
  - Average Indirect Food Revenue and Jobs Needed
  - Average Indirect Entertainment/Activities Revenue and Jobs Needed
  - Average Indirect Alcoholic Beverages Revenue and Jobs Needed

Direct Economic Impact

When considering the potential Direct Economic Impact of a new hotel in the community, you look at the direct tax revenue the community is gaining from the project. This takes into consideration Lodging/Bed Taxes when applicable, Sales Taxes and Real Estate Taxes. Below you will find the estimated tax revenue of this project broken down in each category:

Sales Tax Revenue Per Year	
Year	**Sales Tax**
Year One	$263,459
Year Two	$279,226
Year Three	$295,945
Year Four	$310,628
Year Five	$322,980
First Five Years Total:	**$1,472,237**

Based on the minimum combined 2024 sales tax rate for College Place, Washington is 8.8%. This is the total of state, county, and city tax rates.

Lodging/Bed Tax Revenue Per Year	
Year	**Lodging/Bed Tax**
Year One	$57,837
Year Two	$61,359
Year Three	$65,096
Year Four	$68,390
Year Five	$71,153
First Five Years Total:	**$323,834**

Based on a current 2% Average Transient Lodging Tax in College Place, WA.

Real Estate Tax Revenue Per Year (Based on Estimates)	
Year	**Real Estate Tax**
Year One	$93,282
Year Two	$93,282
Year Three	$93,282
Year Four	$93,282
Year Five	$93,282
First Five Years Total:	**$466,409**

This information does not account for the collateral economic impact as well. There are many collateral economic impacts that can be accounted for. Additional revenue (and usage) from your sewer, water, trash disposal, utilities and so on all noted in the Pro Forma. The construction period can also promote additional economic growth. All of these add up and vary.

Indirect Economic Impact Estimates

When considering the potential Indirect Economic Impact of a new hotel in the community, you look at the spending of the guest within the community. For the purpose of this summary, we have identified the potential spending on food/dining. This does not take into consideration any taxes increased by said purchases. Below you will find the average rooms sold each year for the potential hotel project:

Rooms Sold Per Year Average		
Year	**Occupancy**	**Rooms Sold**
Year One	65.1%	18,546
Year Two	67.1%	19,103
Year Three	69.1%	19,676
Year Four	70.5%	20,069
Year Five	71.9%	20,471

Taking this into consideration, the estimates of rooms sold each day can be found below:

Average Rooms Per Night Sold	
Year One	51
Year Two	52
Year Three	54
Year Four	55
Year Five	56

Indirect Economic Impact Estimates (continued)

The average cost of food in the United States of America is $58 per day. Based on the spending habits of previous travelers, when dining out an average meal in the United States of America should cost around $23 per person. Breakfast prices are usually a little cheaper than lunch or dinner. The price of food in sit-down restaurants in the United States of America is often higher than fast food prices or street food prices. The total estimated indirect food revenue in your community is estimated* to be around:

Average Indirect Food Revenue Per Day	
Year One	$2,947
Year Two	$3,035
Year Three	$3,127
Year Four	$3,189
Year Five	$3,253

Average Indirect Food Revenue Per Year	
Year One	$1,075,678
Year Two	$1,107,948
Year Three	$1,141,187
Year Four	$1,164,010
Year Five	$1,187,291
First Five Years Total:	**$5,676,114**

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect food service jobs. When considering the additional food revenue into your community, industry standards states that around 30% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Food Service Jobs Needed	
Year One	14.9
Year Two	15.4
Year Three	15.8
Year Four	16.1
Year Five	16.5

** Based on 32 hours a week and the median average base hourly rate of Food Service Workers of $13 per hour, at the time of this report according to www.payscale.com.*

Indirect Economic Impact Estimates (continued)

Entertainment and activities in the United States of America typically cost an average of $55 per person, per day. This includes fees paid for admission tickets to museums and attractions, day tours, and other sightseeing expense.

Average Indirect Entertainment/Activities Revenue Per Day	
Year One	$2,795
Year Two	$2,878
Year Three	$2,965
Year Four	$3,024
Year Five	$3,085

Average Indirect Entertainment/Activities Revenue Per Year	
Year One	$1,020,039
Year Two	$1,050,641
Year Three	$1,082,160
Year Four	$1,103,803
Year Five	$1,125,879
First Five Years Total:	**$5,382,522**

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect tour guide or tourism industry jobs. When considering the additional food revenue into your community, industry standards states that around 25% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Entertainment/Activities Jobs Needed	
Year One	7.3
Year Two	7.6
Year Three	7.8
Year Four	7.9
Year Five	8.1

** Based on 32 hours a week and the median average base hourly rate of Tour Guide of $20.89 per hour, at the time of this report according to www.salary.com.*

Indirect Economic Impact Estimates (continued)

The average person spends about $27 on alcoholic beverages in the United States of America per day.

Average Indirect Alcoholic Beverages Revenue Per Day	
Year One	$1,372
Year Two	$1,413
Year Three	$1,455
Year Four	$1,485
Year Five	$1,514

Average Indirect Alcoholic Beverages Revenue Per Year	
Year One	$500,747
Year Two	$515,769
Year Three	$531,242
Year Four	$541,867
Year Five	$552,704
First Five Years Total:	**$2,642,329**

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect bartender jobs. When considering the additional alcoholic beverage revenue into your community, industry standards states that around 30% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Bartender Jobs Needed	
Year One	7.2
Year Two	7.4
Year Three	7.6
Year Four	7.8
Year Five	7.9

** Based on 32 hours a week and the median average base hourly rate of a bartender of $12.55 per hour, at the time of this report according to www.salary.com.*

Indirect Economic Impact Estimates (continued)

The average price for Tips and Handouts in the United States of America is $33 per day. The usual amount for a tip in the United States of America is 10% - 20%.

Average Indirect Tips/Handouts Revenue Per Day	
Year One	$1,677
Year Two	$1,727
Year Three	$1,779
Year Four	$1,814
Year Five	$1,851

Average Indirect Tips/Handouts Revenue Per Year	
Year One	$612,024
Year Two	$630,384
Year Three	$649,296
Year Four	$662,282
Year Five	$675,527
First Five Years Total:	**$3,229,513**

** Based on the assumption of one person per room night sold.*

Based on this additional revenue being paid, the increase in both food, beverage, and entertainment/activity, service worker's hourly wage would increase substantially in the market.

Source: BudgetYourTravel.com

CONCLUSION

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group LLC offers an overview and overall description of the conclusion and recommendations found through its research and analysis. This section will contain:

- Recommended Hotel Segment Recommendations for Market Studied
- Recommended Sleeping Room Configuration Recommendations for Market Studied
- Expected Economic Impact of Hotel in Market Studied

Conclusion and Recommendations

Property segment recommended for the potential development of a hotel is an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that a new hotel would capture displaced Lodging Demand currently staying in markets surrounding College Place, WA. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve College Place and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

Property size recommendation of a newly developed hotel was researched to be between 70-80 guestrooms in this report. This would position it to be smaller in size to the average room size of 89 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms.

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 12-18 full time equivalent jobs. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel. Below you will find a summary of the total Estimated Economic Impact of the potential new hotel project over the first five years open:

Estimated Increase in Sales Tax	$1,472,237
Estimated Increase in Lodging Tax	$323,834
Estimated Increase in Real Estate Tax	$466,409
Estimated Increase in Restaurant Sales Revenue	$5,676,114
Estimated Increase in Entertainment Revenue	$5,382,522
Estimated Increase in Alcohol Sales Revenue	$2,642,329
Estimated Increase in Tips Revenue	$3,229,513
Total Estimated Increase in Economic Impact	**$19,192,959**

UNDERSTANDING THE TERMS

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group, LLC has taken the time to offer detailed definitions of words and terms highlighted throughout this report. This section contains the information to help readers navigate industry terms.

Understanding Terms:

Below you will find definitions of industry terms used throughout this report to help the reader gain an understanding of certain phrases and indicators:

Average Daily Rate (ADR)

A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. ADR = Room Revenue / Rooms Sold

Chain Scale

Chain Scale segments are grouped primarily according to actual average room rates. An independent hotel, regardless of average room rate, is included as a separate Chain Scale category. The Chain Scale segments are: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy and Independent.

Competitive Set (Comp Set)

A peer group of hotels that competes for business and is selected to benchmark the subject property's performance.

Date-To-Date Comparison

Comparison of daily performance by actual calendar date (1st of January this year vs. 1st of January last year).

Day-To-Day Comparison

Comparison of daily performance by day of week (Monday this year vs. Monday last year).

Demand

The number of rooms sold in a specified time period (excludes complimentary rooms).

Group Rooms

Typically defined as 10 or more rooms per night sold, pursuant to a signed agreement. Refer to Data Reporting Guidelines for more specific application.

Understanding Terms (Continued):

Index

Measures a hotel's performance relative to an aggregated grouping of hotels (i.e., competitive set, market or submarket). We utilize indexes to measure performance in three key areas: Occupancy, ADR and RevPAR. An index of 100 means a hotel is capturing a fair share compared to the aggregated group of hotels. An index greater than 100 represents more than a fair share of the aggregated group's performance. Conversely, an index below 100 reflects less than a fair share of the aggregated group's performance.

Occupancy (OCC)

Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. Occupancy = Rooms Sold / Rooms Available

Revenue Per Available Room (RevPAR)

Total room revenue divided by the total number of available rooms. Room Revenue/Rooms Available = RevPAR

Total Revenue

Revenue from all hotel operations - including rooms, Food and Beverage, other revenue departments (i.e., spa, golf, parking) and miscellaneous revenue (i.e., rentals, leases, resort fees and cancellation fees).

Year to Date

Period starting at the beginning of the current year and ending on the current date.

Understanding Terms (Continued):

Hotel Types - Hotel classifications are driven primarily by building structure and, secondarily, by service level. Hotel types include:

- All-Inclusive: Property with rooms sold only as a complete package, bundling overnight accommodations and value-added amenities and services (i.e., food, beverage, activities and gratuities, etc.)
- All-Suite: Property with guestroom inventory that exclusively consists of rooms offering more space and furniture than a typical hotel room, including a designated living area or multiple rooms.
- B&B/Inn: Independently owned and operated properties that typically include breakfast in the room rates, 20 rooms or fewer and a resident/owner innkeeper.
- Boutique: Hotel that appeals to guests because of its atypical amenity and room configurations. Boutiques are normally independent (with fewer than 200 rooms), have a high average rate and offer high levels of service. Boutique hotels often provide authentic cultural, historic experiences and interesting guest services.
- Condo: Individually and wholly-owned condominium units. Inventory is included in a rental pool operated and serviced by a management company.
- Conference Center: Lodging hotel with a major focus on conference facilities.
- Convention Center: Property with a minimum of 300 rooms and large meeting facilities (minimum of 20,000 square feet).
- Destination Resort: Property that appeals to leisure travelers, typically located in resort markets, and considered a destination in and of themselves with extensive amenity offerings. These properties are typically larger and full-service.
- Extended Stay: Properties typically focused on attracting guests for extended periods. These properties quote weekly rates. The typical length of stay average for guests is four to seven nights.
- Full Service Hotel: Typically Upscale, Upper Upscale and Luxury properties with a wide variety of onsite amenities, such as restaurants, meeting spaces, exercise rooms or spas.
- Gaming/Casino: Property with a major focus on casino operations.

Understanding Terms (Continued):

Hotel Types - Hotel classifications are driven primarily by building structure and, secondarily, by service level. Hotel types include:

Golf: Property that includes a golf course amenity as part of its operations. A property does not qualify if it only has privileges on a nearby course.

Hotel/Motel: Standard hotel or motel operation.

Limited Service: Property that offers limited facilities and amenities, typically without a full-service restaurant. These hotels are often in the Economy, Midscale or Upper Midscale class.

Lifestyle Brand: Group of hotels operating under the same brand that is adapted to reflect current trends.

New Build: Property built from the ground up, not a conversion of a building that was not previously a hotel.

Ski: Property with onsite access to ski slopes.

Soft Brand: Collection of hotels that allows owners and operators to affiliate with a major chain while retaining their unique name, design and orientation.

Spa: Property with an onsite spa facility and full-time staff offering spa treatments.

Timeshare: Property that typically is a resort condominium unit, in which multiple parties hold property use rights, and each timeshare owner is allotted a period of time when the property may be used.

Waterpark: An indoor or outdoor waterpark resort with a lodging establishment containing an aquatic facility.

LEADERSHIP

LISA PENNAU

Mrs. Pennau offers more than 25 years of hospitality industry experience. She began in the industry as a rental car agent at the airport in Oshkosh, Wisconsin where she worked while completing her degrees in both hospitality management and sales & marketing at the local college. Lisa moved on to work as a manager in training for Super 8 hotels in Wichita, Kansas and quickly was promoted to general manager of a Super 8 in Omaha, Nebraska. She was recruited by Baymont to become a traveling manager and served several distressed Midwest properties until moving on to work for Hilton as a General Manager at a Hampton Inn Minnetonka, MN. When that hotel sold, Lisa was promoted by the new owners to Regional Director of Operations for Pillar Hotels overseeing 25+ Midwest hotels, in both both rural and metropolitan markets, including Minnesota, Wisconsin, Illinois, Iowa, North Dakota, and South Dakota. During her 10 years as Regional Director of Operations, Lisa oversaw multiple brands such as: Choice, Hilton, Hyatt, IHG, and Marriott. In her final year with Pillar she received the highest honor of Regional Director of the Year for Highest Performing Hotels in all capacities including, revenue, operations, guest service score, turnover, etc.

JESSICA JUNKER

Miss Junker offers more than 18 years of hospitality industry experience. From her beginning in the industry as a banquet server at a full-service hotel in downtown Green Bay, Wisconsin, to overseeing that very property as the manager in only a couple of years. Jessica moved on to work as a Director of Sales at a Residence Inn by Marriott, Area Director of Sales with Interstate Hotels, and Regional Director of Sales and Marketing with Pillar Hotels working on Sales, Marketing, and Revenue Management of anywhere between 15 and 52 hotels with every major and not so major brand in the country. After learning everything she needed about running a hotel, she set her sights on what happens before a hotel is built. She worked in many separate executive roles within an up-and-coming hotel franchise. Miss Junker offers hands-on expert knowledge in hotel operations, sales, marketing, training, contracting, development, construction, really all things hotels. She gained this knowledge from industry leaders like Marriott, Hilton, InterContinental Hotels Group, Choice Hotels, TMI Hospitality, Interstate Hotels, Pillar Hotels & Resorts, Cobblestone Hotels, Wyndham Hotels & Resorts, and many more.

SCOPE OF WORK

Core Distinction Group takes immense pride in the work we do. Throughout each phase of our projects we communicate with our clients regularly. This ensures everyone involved in the project is up-to-date on the progress. We also keep a very tight timeline on our projects. Each phase is well thoughtout and followed consistently. The objective of our studies are to identify and determine the need for lodging in the community, the loss of lodging to the area due to lack of quality or amount of lodging, as well as determine if there is enough need to justify a new hotel. A new hotel that makes good business sense. Below you will find each part and its timing in the process:

RESEARCH & COMMUNITY OUTREACH

This phase involves speaking with community leaders to compile a list of potential demand generators in the local and regional community. Research and Community Outreach is conducted within the first one to two weeks following receipt of the retainer.

SITE VISIT & COMMUNITY INTERVIEWS

This phase involves an in-depth local tour given by community leaders to help Core Distinction understand said community and need for lodging. The tour also includes a detailed analysis of potential sites for the project.

COMMUNITY INTERVIEWS

This phase involves conducting online and phone interviews with potential demand generators gathered during the Research and Community Outreach of the study process. This phase will take place in the first two weeks of the study process.

DATA COMPILATION

This phase of the process involves compiling all the data gathered during our visit to gain the overall picture of what is needed for the community. This phase is conducted in the two weeks following our community visit completion.

*DATA RECEIVING & REPORTING

Once all the demand generator information is gathered, Core Distinction Group begins pulling industry data for target market as well as industry trends to help us gain a better understanding of the local and regional opportunity areas.

COST GATHERING

This involves all things cost. Core Distinction Group gathers actual cost for the development, construction, financing, taxes, and all other ongoing costs associated with the specific project.

PROJECT PRO FORMA

Immediately following Development and Operational Cost Gathering, Core Distinction Group will construct a project, brand, market, and scale specific Pro Forma that is bank, investor, brand and developer friendly.

DRAFT COMPLETION/SUBMITTAL

After Core Distinction has conducted all previous phases, we complete a draft of the study and financial pro forma and submit it for review by the contracted entity. Changes to the study may be made at this point but are limited to spelling and grammar updates.

FINAL

After all requested changes are made and final payment is received, Core Distinction Group will submit a final draft of the Hotel Market Feasibility Study and Brand Specific Pro Forma to the community for distribution.

*If at this point, Core Distinction Group does not feel there is enough need for lodging to merit the costs of a new build hotel, we will stop the process, communicate with the community and offer alternative options for accommodations. If this happens, the contracted entity is not responsible for the remaining study costs highlighted in (Cost) and will receive a report indicating the reasoning behind the decision.

DISCLAIMER

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

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

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

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

CDG makes no express or implied representation or warranty that the contents of this report are verified, accurate, suitably qualified, reasonable or free from errors, omissions or other defects of any kind or nature. Those who rely on this report do so at their own risk and CDG disclaims all liability, damages or loss with respect to such reliance.

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

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

Sincerely,
Core Distinction Group, LLC

LPennau

Lisa L. Pennau
Owner

APPENDICES

For the purpose of this Comprehensive Hotel Market Feasibility Study, large amounts of data was collected. The Appendices hold the detailed information of each data set collected. This section contains the following information:

- Detailed Community Survey Responses
- Primary Competitive Set Analytics
- Secondary Competitive Set Analytics
- Regional Lodging Industry Submarket Report

APPENDIX TWO

PRIMARY COMPETITIVE SET ANALYTICS

DISTINCTION GROUP

TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL

Search Analytics

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVPAR	MARKET SALE PRICE/ROOM	MARKET CAP RATE
532 +0%	0 -	62.3% -2.1%	$143 +5.5%	$89 +3.2%	$142K +9.5%	8.3% +0.3%
Prior Period 532	Prior Period 0	Prior Period 63.7%	Prior Period $135	Prior Period $86	Prior Period $130K	Prior Period 8.0%

Key Metrics

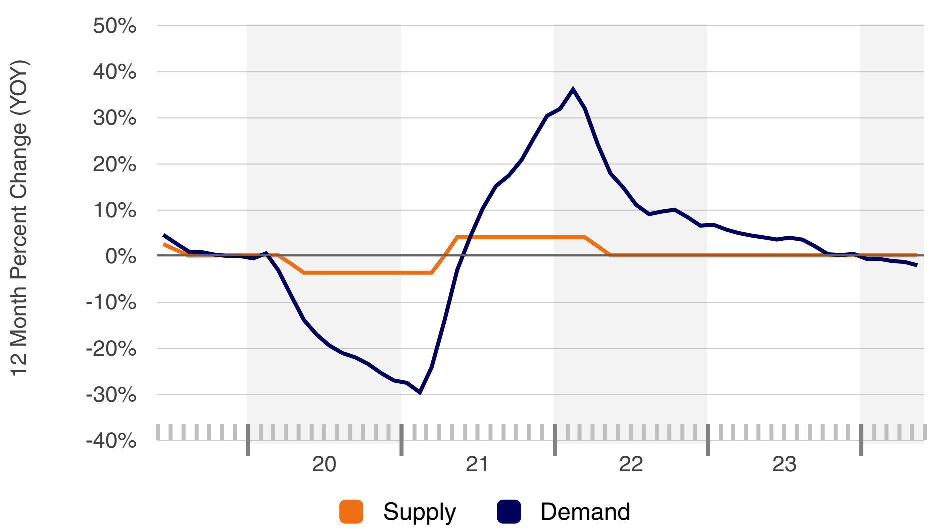
Inventory	
Existing Properties	6
12 Mo Delivered Rooms	0
12 Mo Delivered Properties	0
12 Mo Recently Opened Rooms	0
12 Mo Recently Opened Properties	0
Under Construction Properties	0

Sales Past Year	
Sales Volume	$0
Properties Sold	0
Months to Sale	-
Average Price Per Building	-
Market Price Per Room	$142K
Market Cap Rate	8.2%

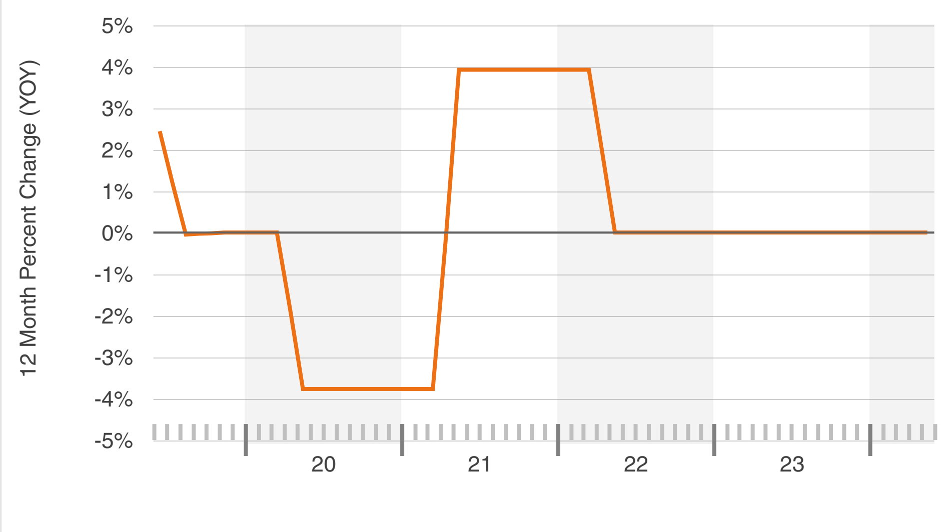
Performance Trend	
Occupancy Rate	66.5%
Average Daily Rate	$151.39
Revenue Per Available Room	$100.72
YTD Occupancy Rate	56.5%
YTD Average Daily Rate	$136.78
YTD RevPAR	$77.29
3 Mo Occupancy Rate	61.6%
3 Mo Average Daily Rate	$142.85
3 Mo RevPAR	$88.01
12 Mo Occupancy Rate	62.3%
12 Mo Average Daily Rate	$142.89
12 Mo RevPAR	$89.07

Search Analytics

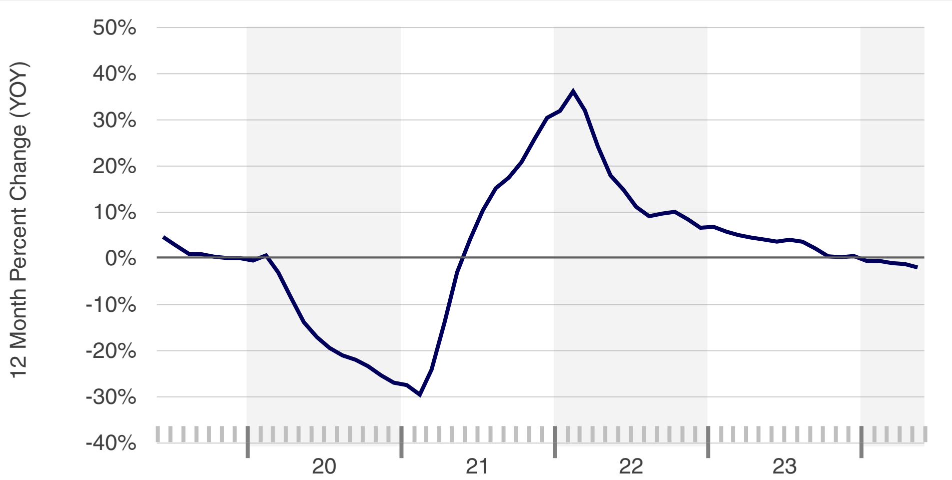
Supply & Demand Change



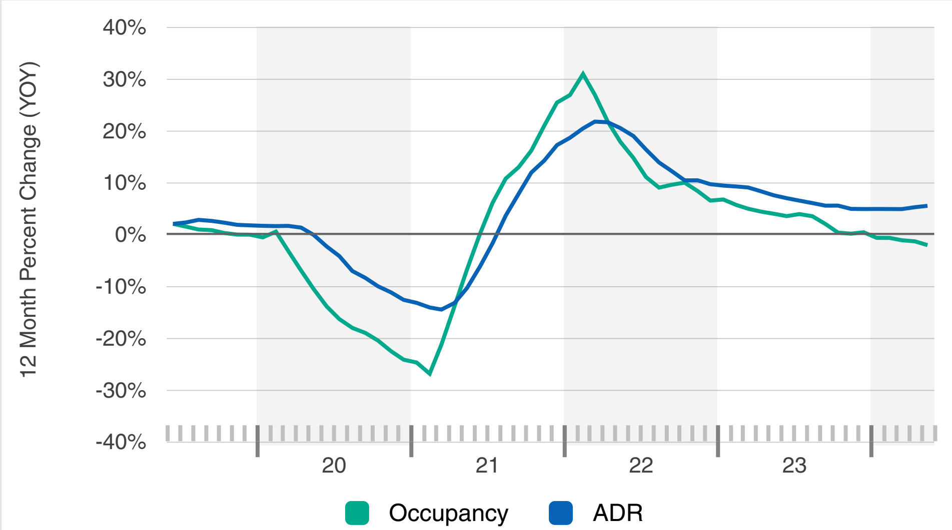
Supply Change



Demand Change

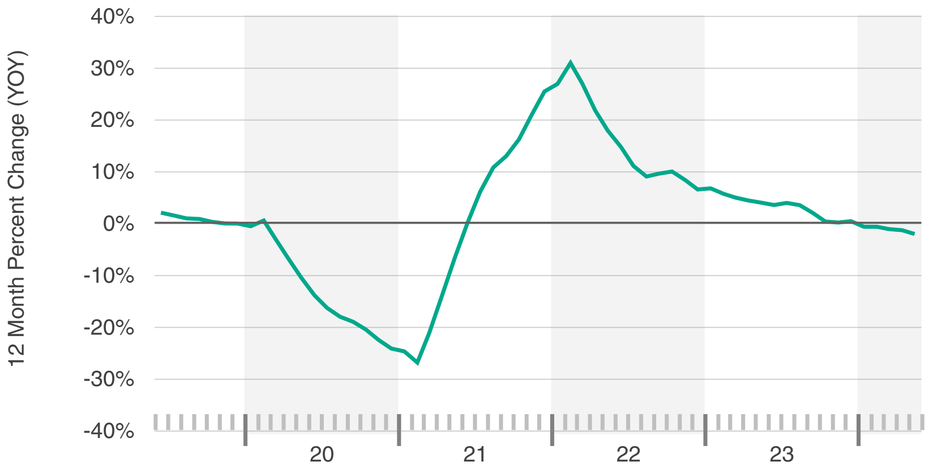


Occupancy & ADR Change

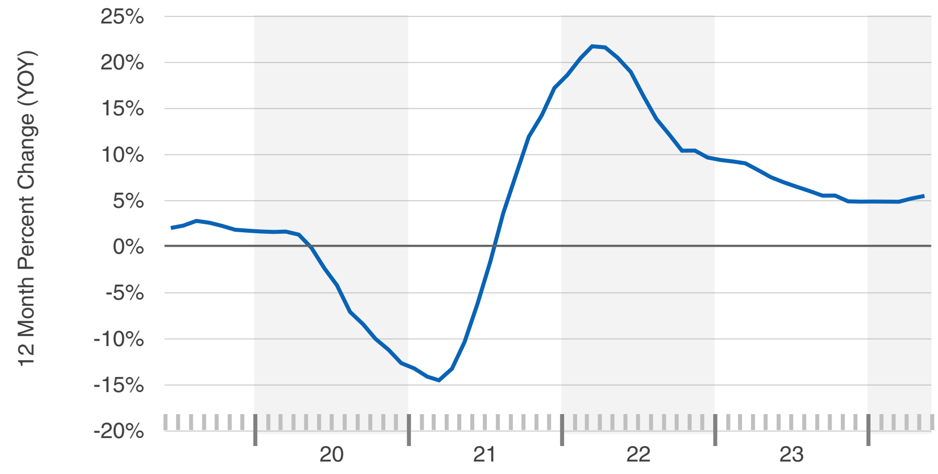


Search Analytics

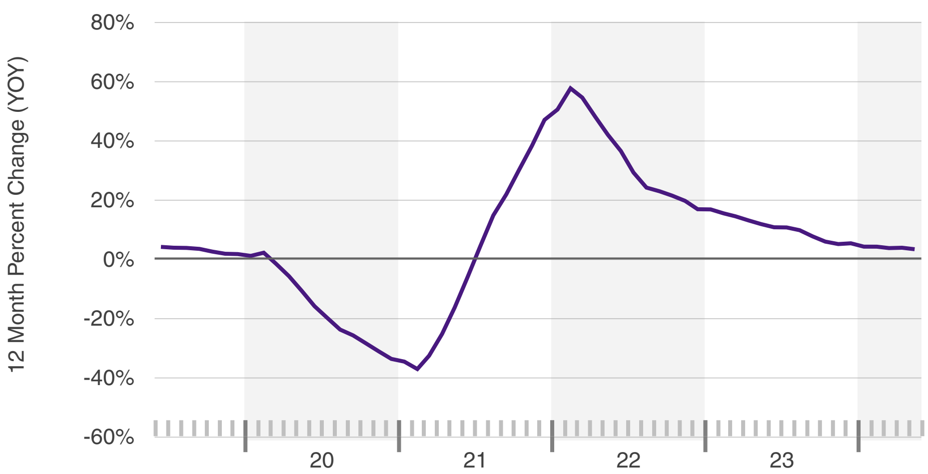
Occupancy Change



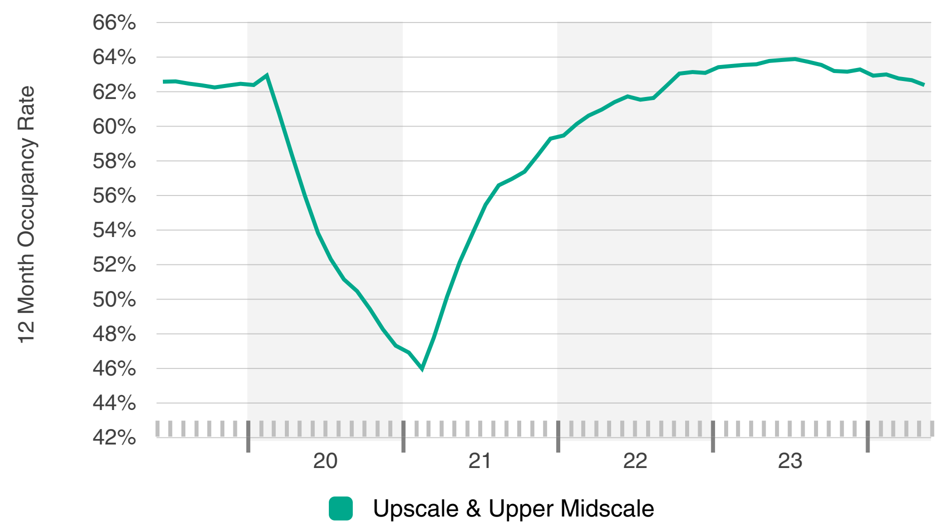
ADR Change



RevPAR Change

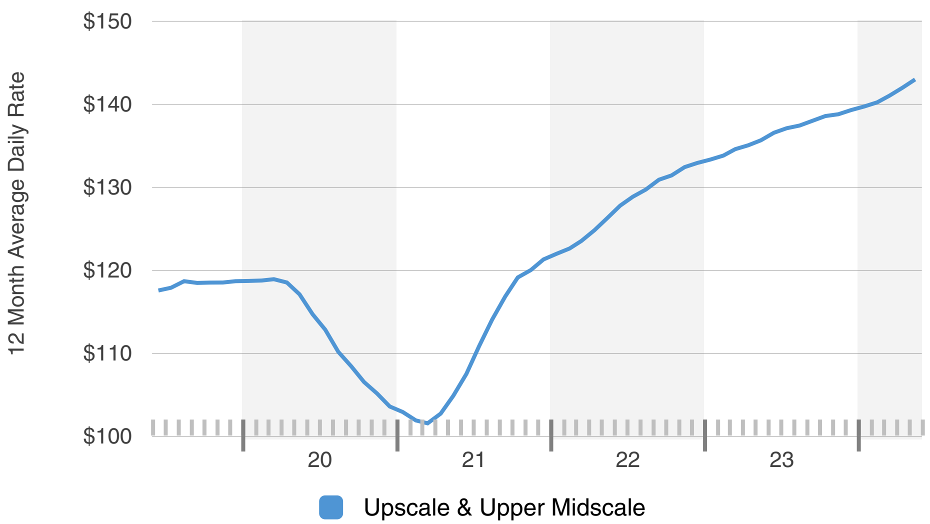


Occupancy By Class

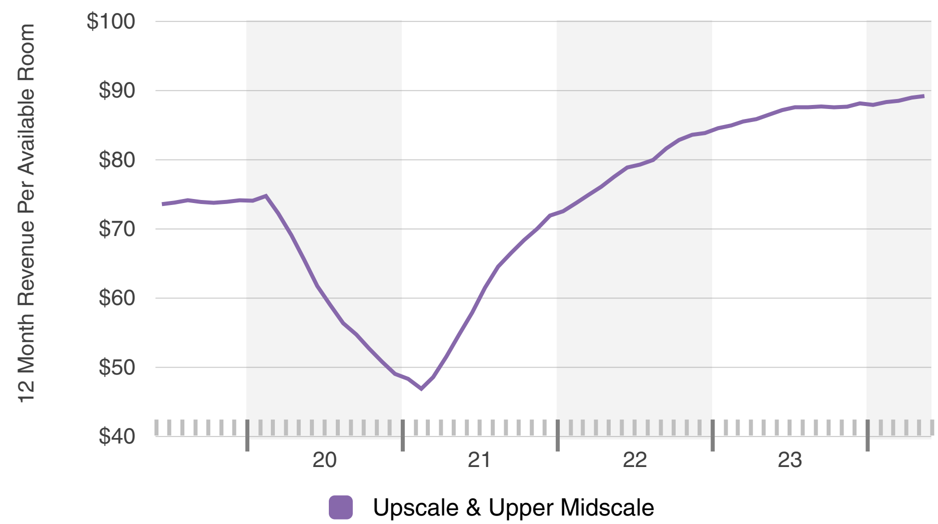


Search Analytics

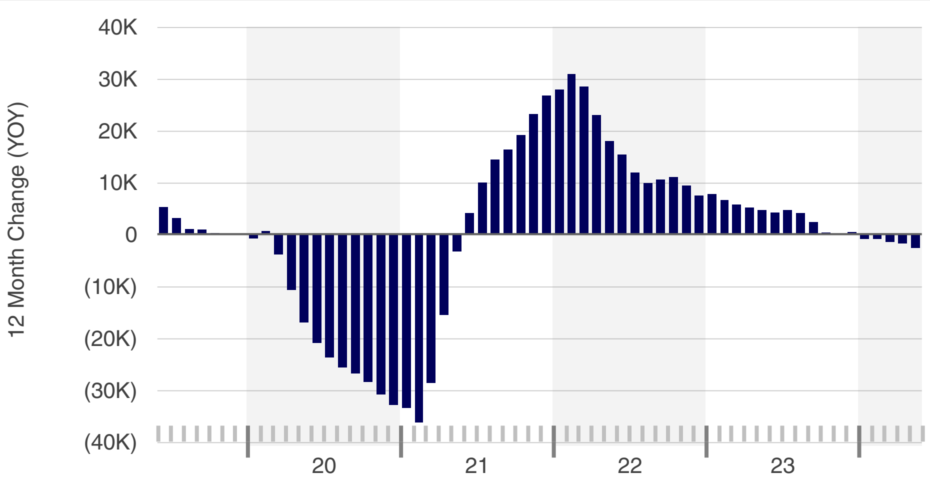
ADR By Class



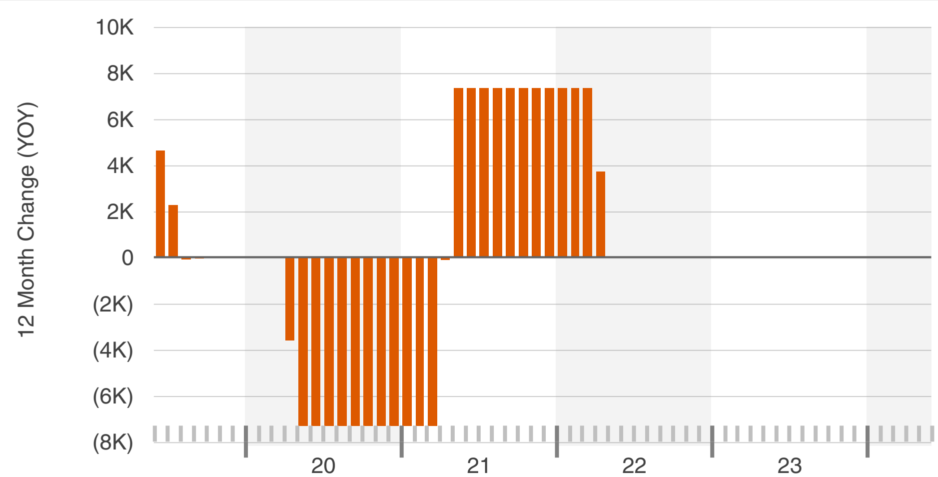
RevPAR By Class



Demand Change

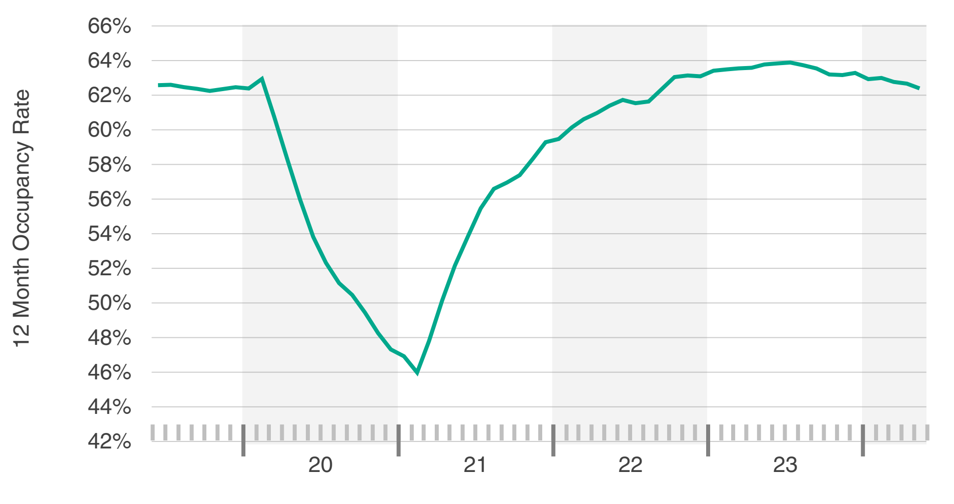


Supply Change

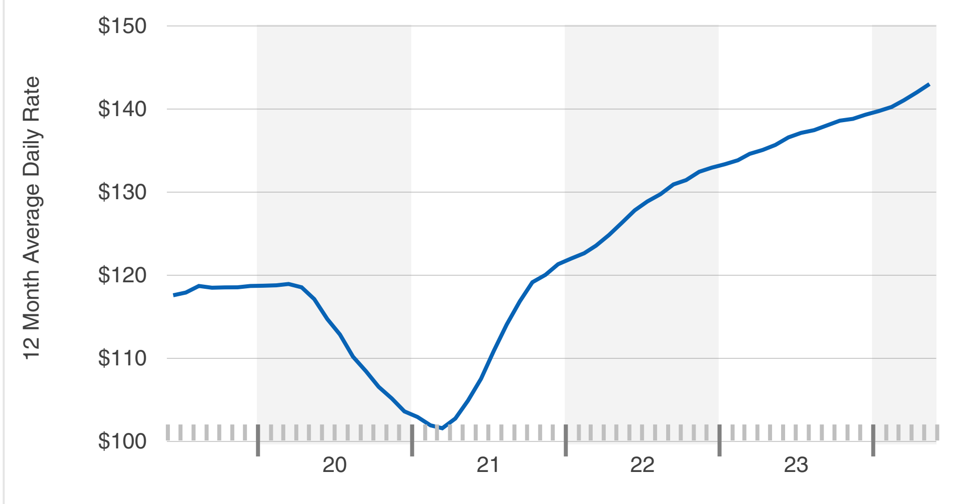


Search Analytics

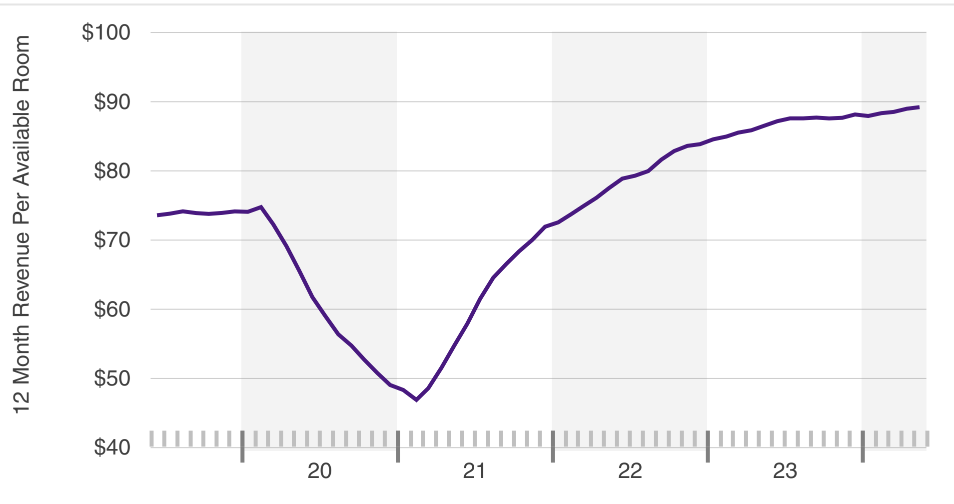
Occupancy



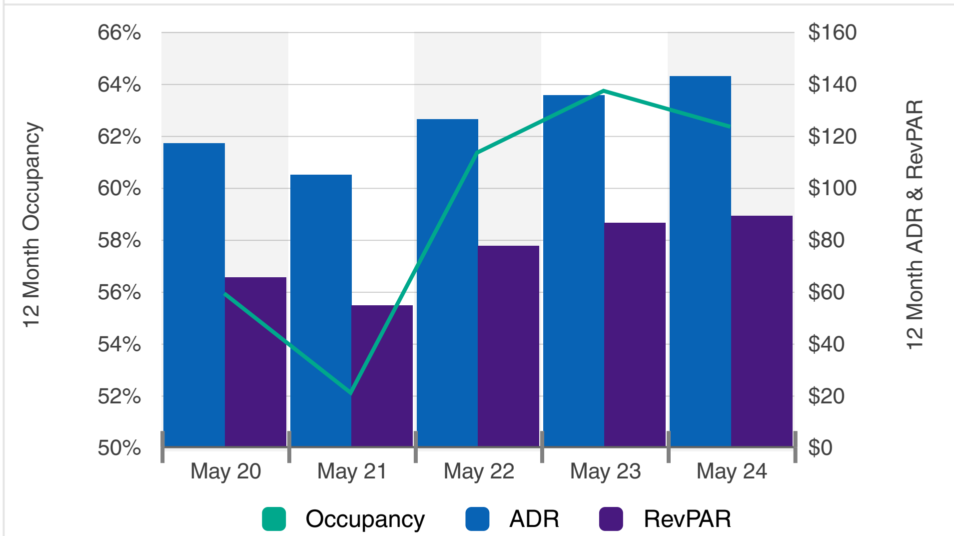
ADR



RevPAR

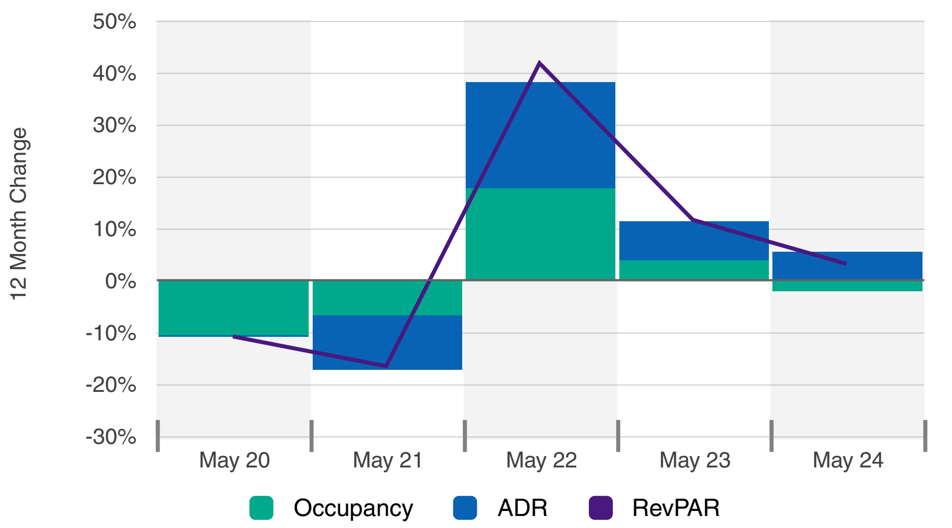


Occupancy, ADR & RevPAR

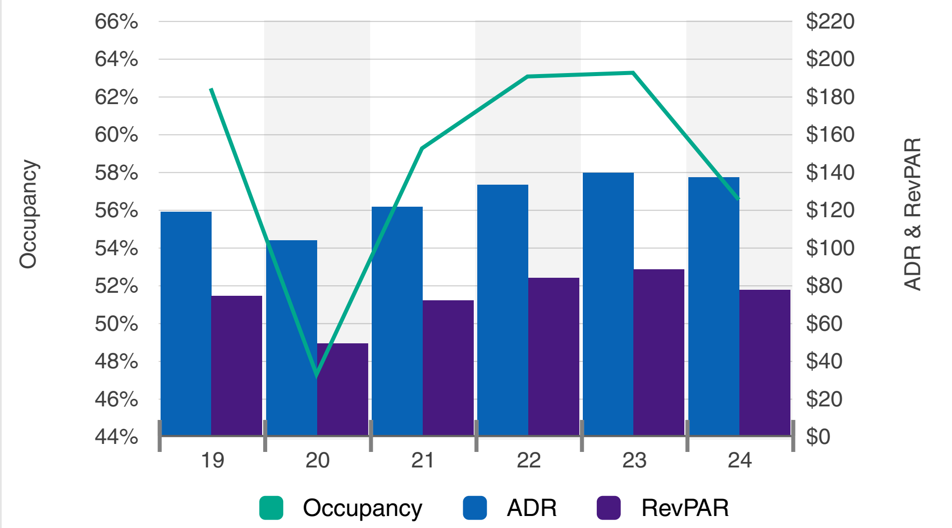


Search Analytics

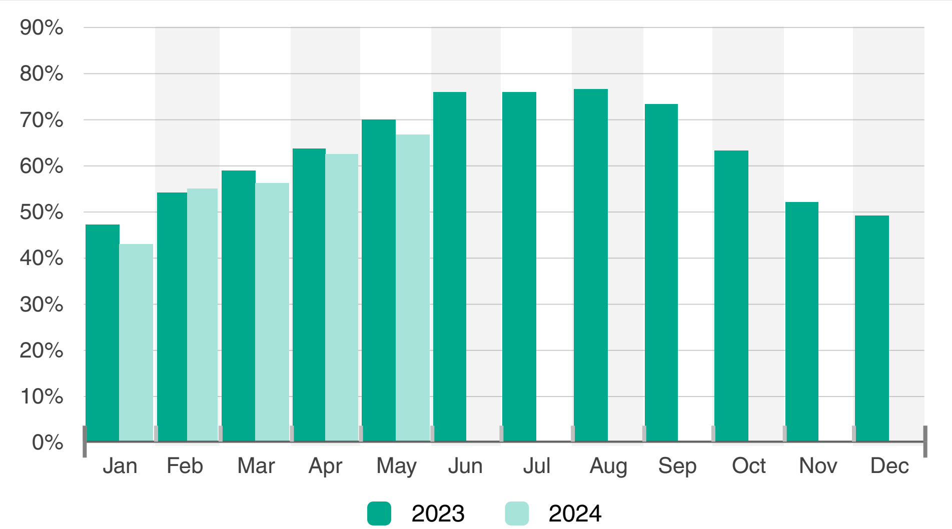
RevPAR Growth Composition



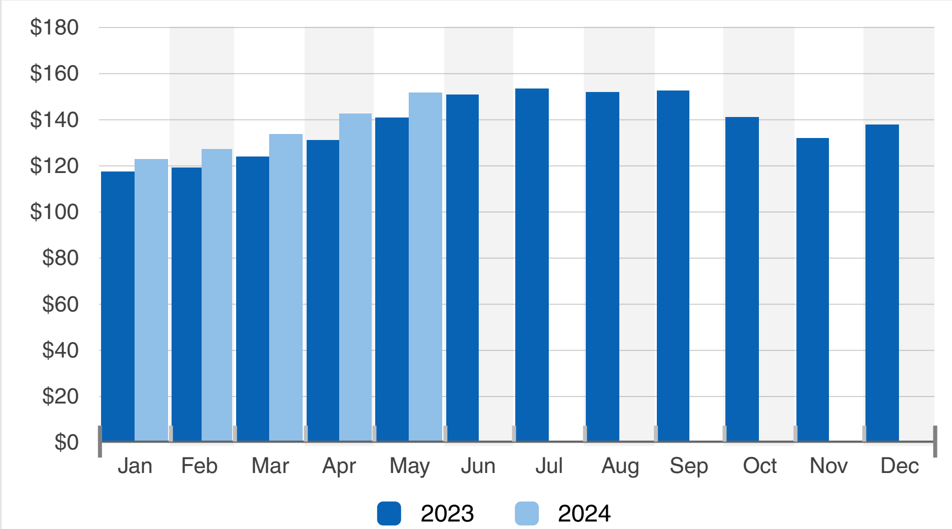
Occupancy, ADR & RevPAR Annualized vs YTD



Occupancy Monthly

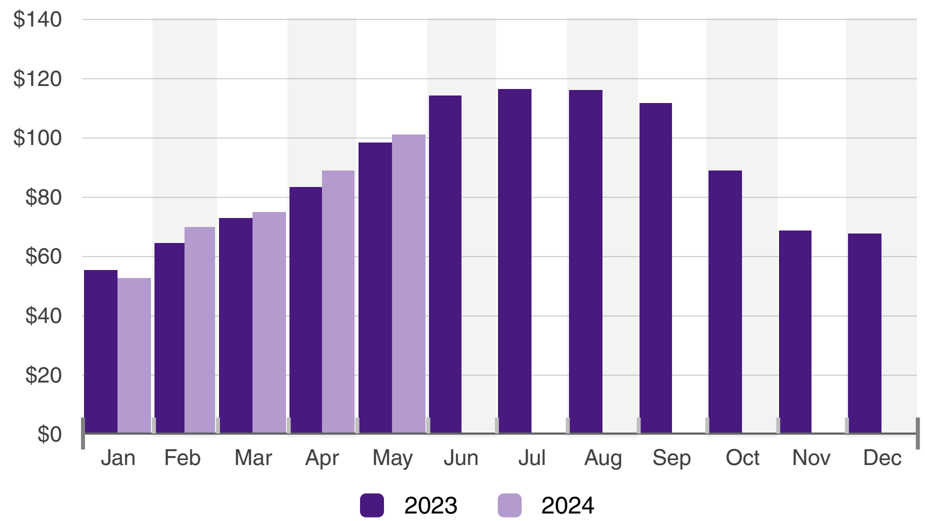


ADR Monthly



Search Analytics

RevPAR Monthly



Rooms Delivered

No Data Available

No data available for the past 5 years

Rooms Under Construction

No Data Available

No data available for the past 5 years

Delivered, Demolished & Net Delivered Rooms

No Data Available

No data available for the past 5 years

Search Analytics

Rooms Delivered By Class

No Data Available

No data available for the past 5 years

Demolished Rooms

No Data Available

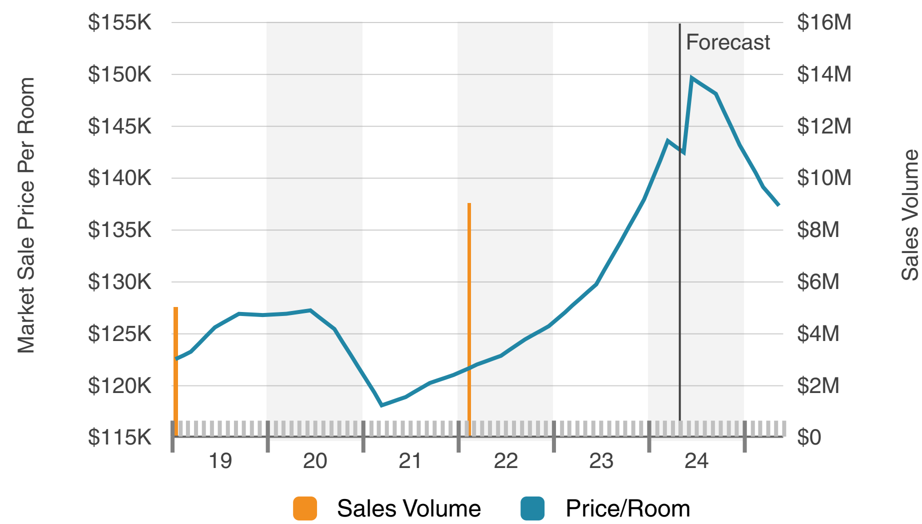
No data available for the past 5 years

Rooms Under Construction % of Inventory

No Data Available

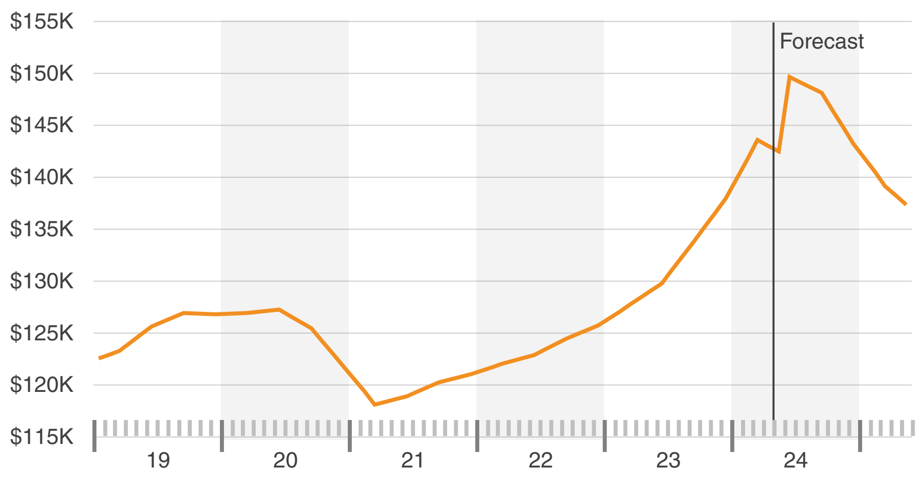
No data available for the past 5 years

Sales Volume & Market Sale Price Per Room

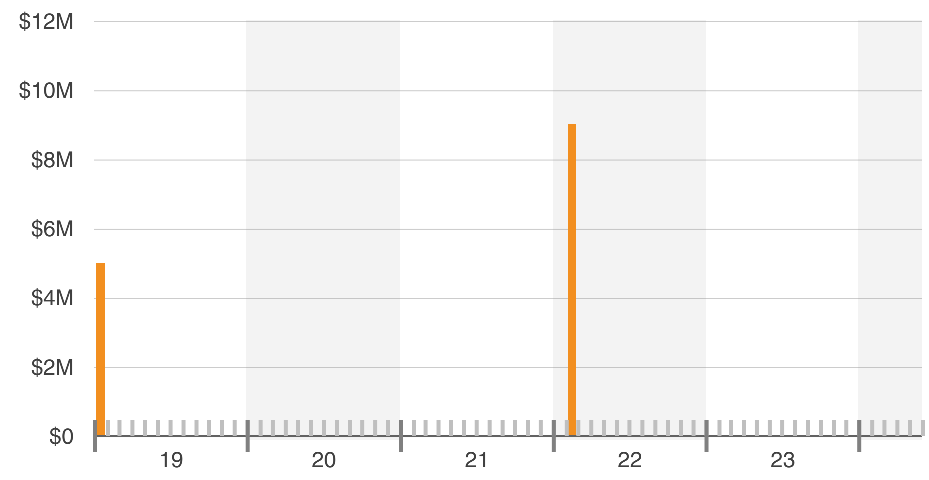


Search Analytics

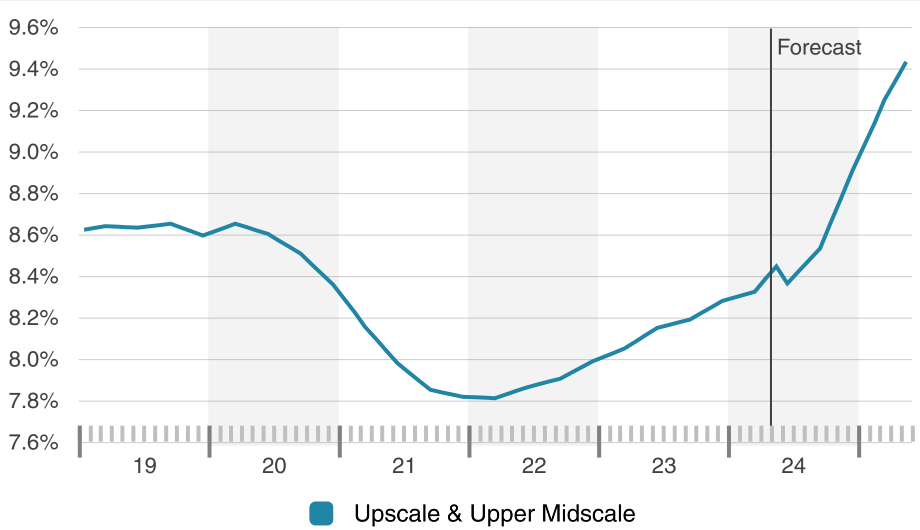
Market Sale Price Per Room



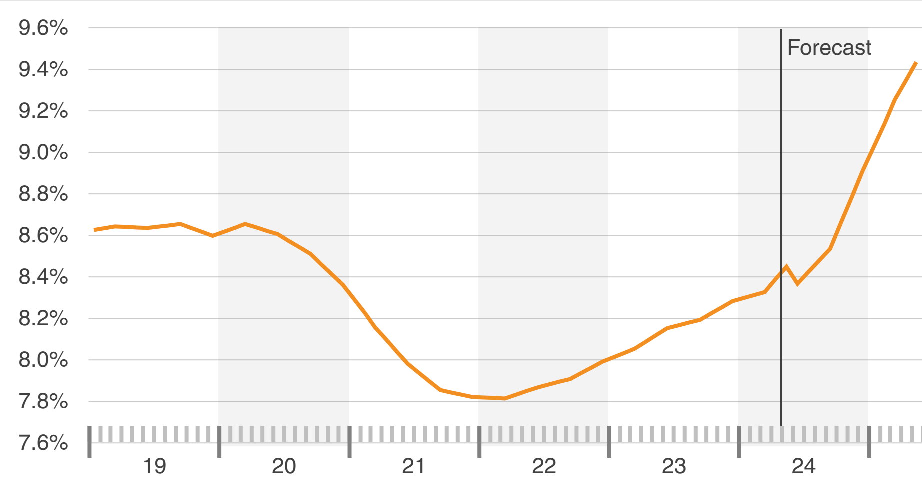
Sales Volume



Market Cap Rate By Class



Market Cap Rate



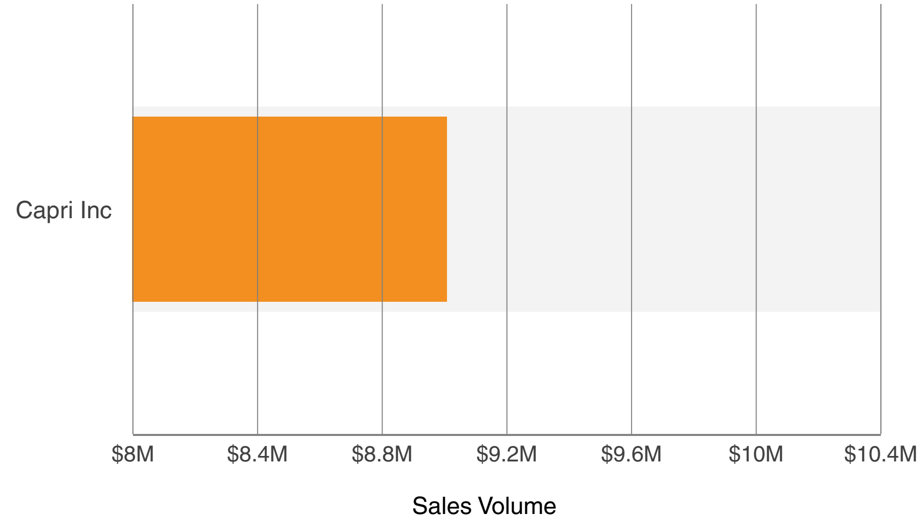
Search Analytics

Top Brand Delivered

No Data Available

No data available for the current selection

Top Sellers

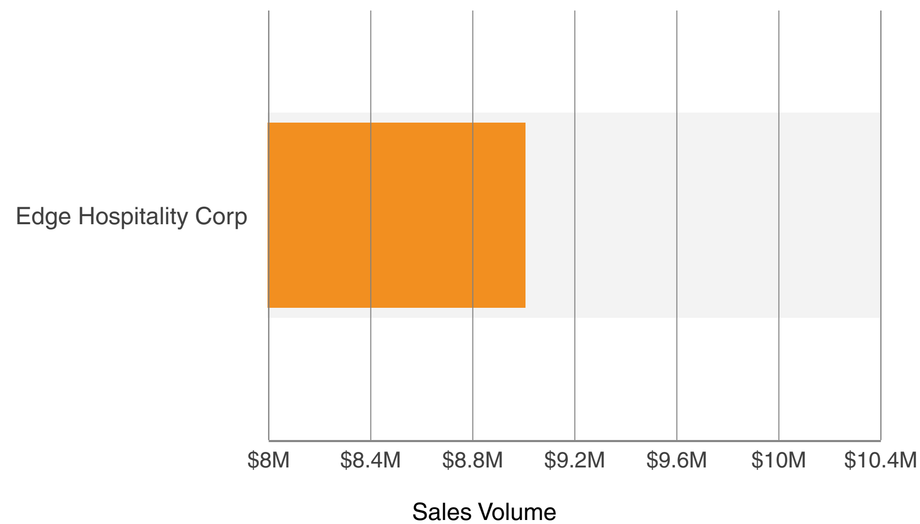


Top Seller Brokers

No Data Available

No data available for the current selection

Top Buyers



APPENDIX FOUR

REGIONAL LODGING INDUSTRY SUBMARKET REPORT

TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL

Overview

Washington State Area Hospitality

12 Mo Occupancy	12 Mo ADR	12 Mo RevPAR	12 Mo Supply	12 Mo Demand
58.4%	$131.52	$76.79	6.1M	3.6M

Washington State Area is a large hotel submarket, and has about 17,000 rooms spread across some 340 properties. That adds up to about a third of the Washington State USA market's hotel inventory. Washington State Area is characterized by very small hotels, with an average property size of 50 rooms. That's even lower than the 65 room per building market average, and both are well below the national norm of about 90 rooms per building.

In the past 12 months, monthly occupancy has averaged 58.4%, moderately below the market average of 60.9% for the same period.

As of May, 12-month average RevPAR in the Washington State Area hotel submarket was climbing at an annual rate of 1.7%, essentially in line with the Washington State USA average.

The Washington State Area submarket isn't exposed to supply-side pressures in the near-term: Nothing is underway in the submarket itself, and only a modest amount of development is ongoing in the entire Washington State USA market. While nothing is currently under construction, there has been recent development. Within the past three years, several projects delivered containing around 510 rooms in total. That development was moderately offset by demolition activity, which took around 300 rooms off the market over the same timeframe.

Washington State Area is an actively traded submarket. But deal volume over the past year (21 trades) did fall a bit short of what is typical in the area.

KEY INDICATORS

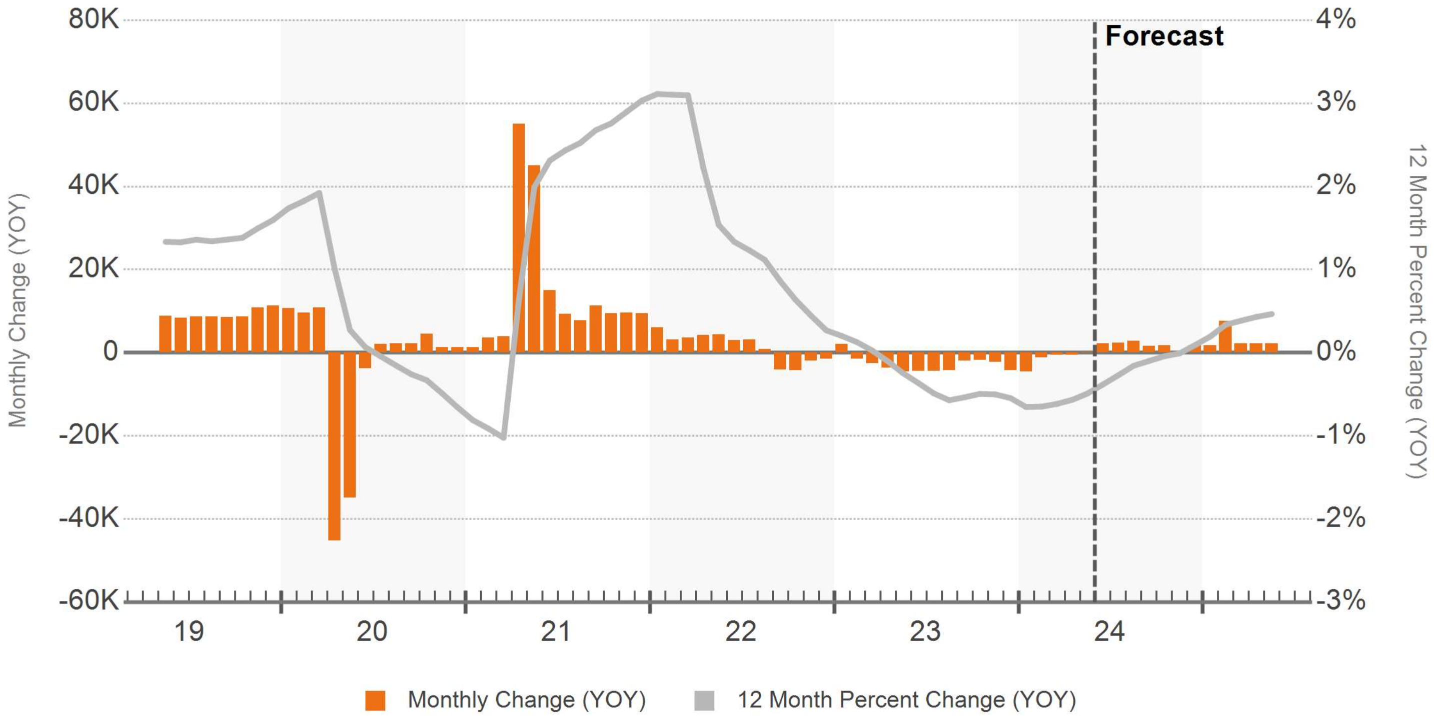
Class	Rooms	12 Mo Occ	12 Mo ADR	12 Mo RevPAR	12 Mo Delivered	Under Construction
Luxury & Upper Upscale	1,946	64.4%	$247.40	$159.30	0	0
Upscale & Upper Midscale	5,255	62.1%	$143.97	$89.45	88	0
Midscale & Economy	9,678	55.2%	$96.75	$53.36	0	0
Total	16,879	58.4%	$131.52	$76.79	88	0

Average Trend	Current	3 Mo	YTD	12 Mo	Historical Average	Forecast Average
Occupancy	63.6%	58.2%	53.1%	58.4%	56.4%	58.7%
Occupancy Change	1.9%	-0.6%	-0.7%	-1.3%	-0.2%	0.2%
ADR	$133.33	$127.53	$123.11	$131.52	$115.77	$138.30
ADR Change	3.7%	3.7%	3.2%	3.1%	4.7%	1.8%
RevPAR	$84.75	$74.18	$65.37	$76.79	$65.23	$81.22
RevPAR Change	5.6%	3.2%	2.5%	1.7%	4.4%	2.0%

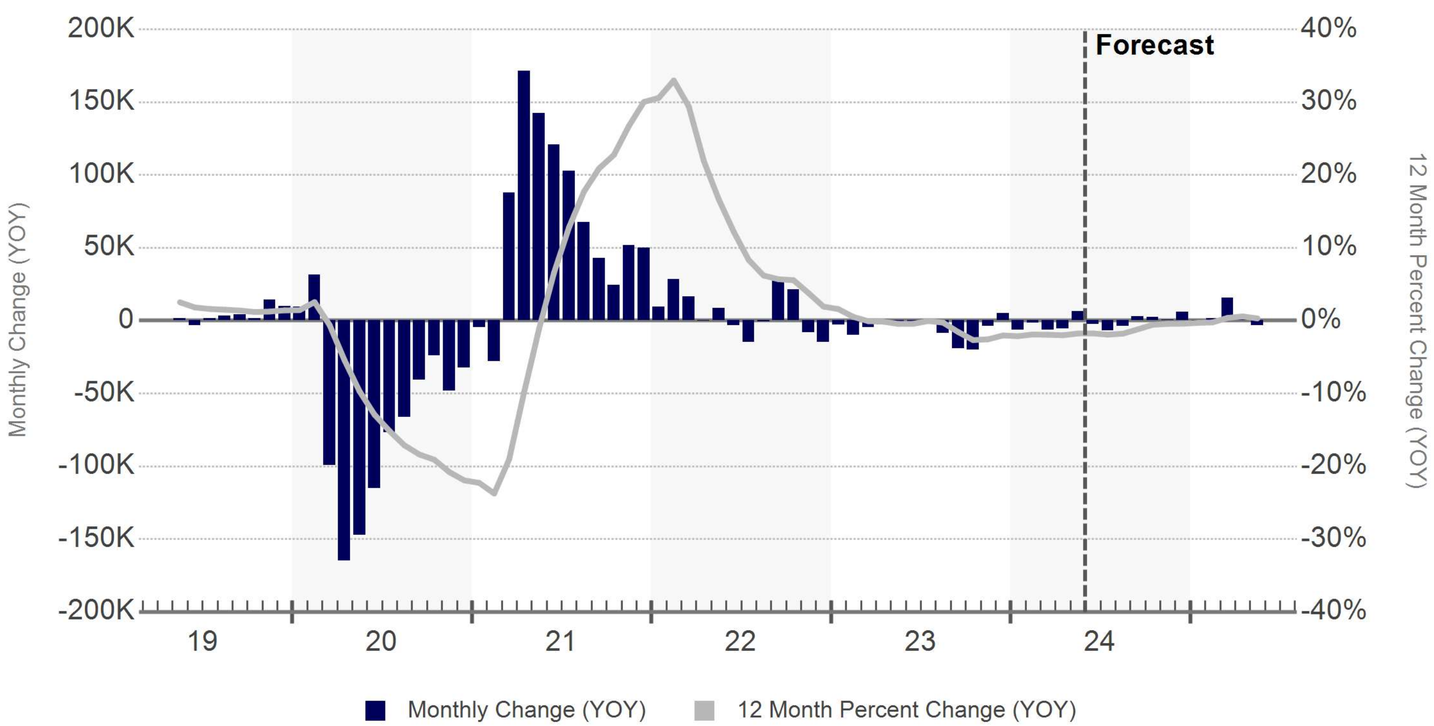
Performance

Washington State Area Hospitality

SUPPLY CHANGE



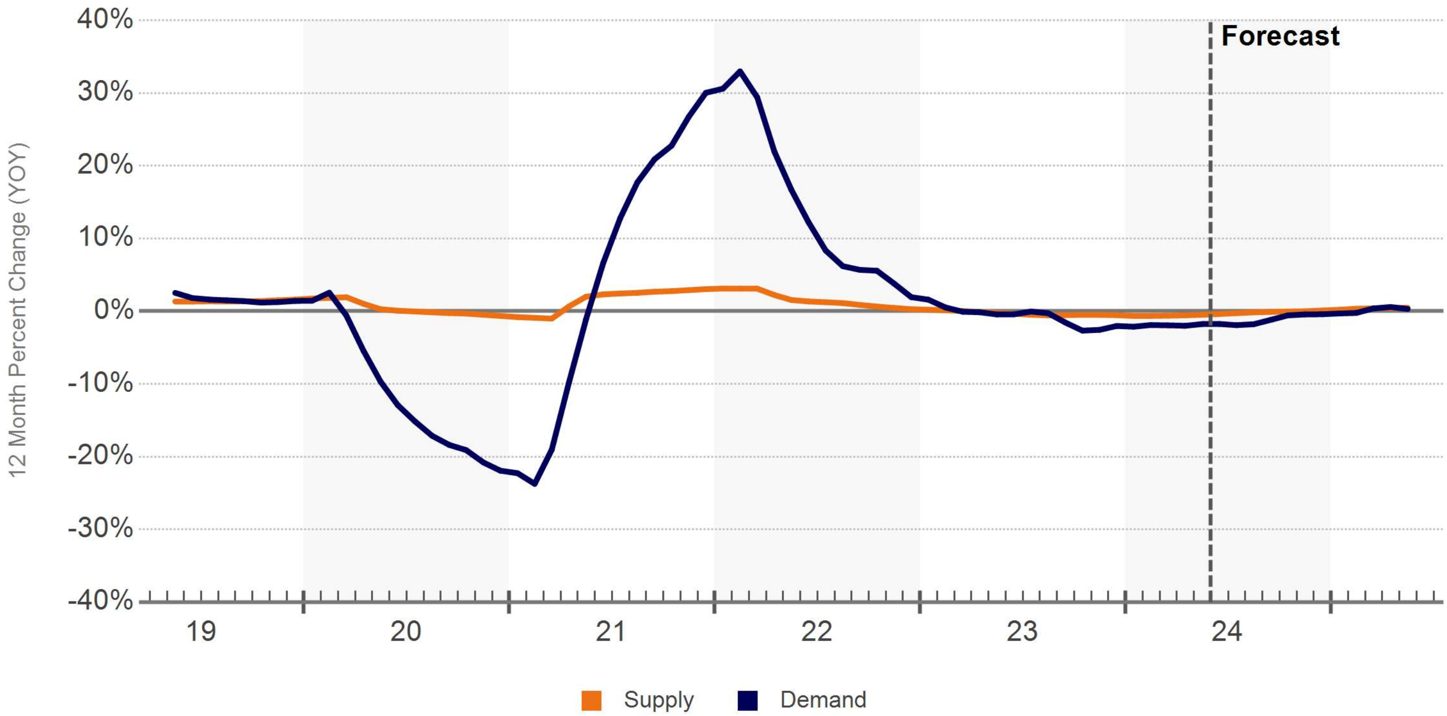
DEMAND CHANGE



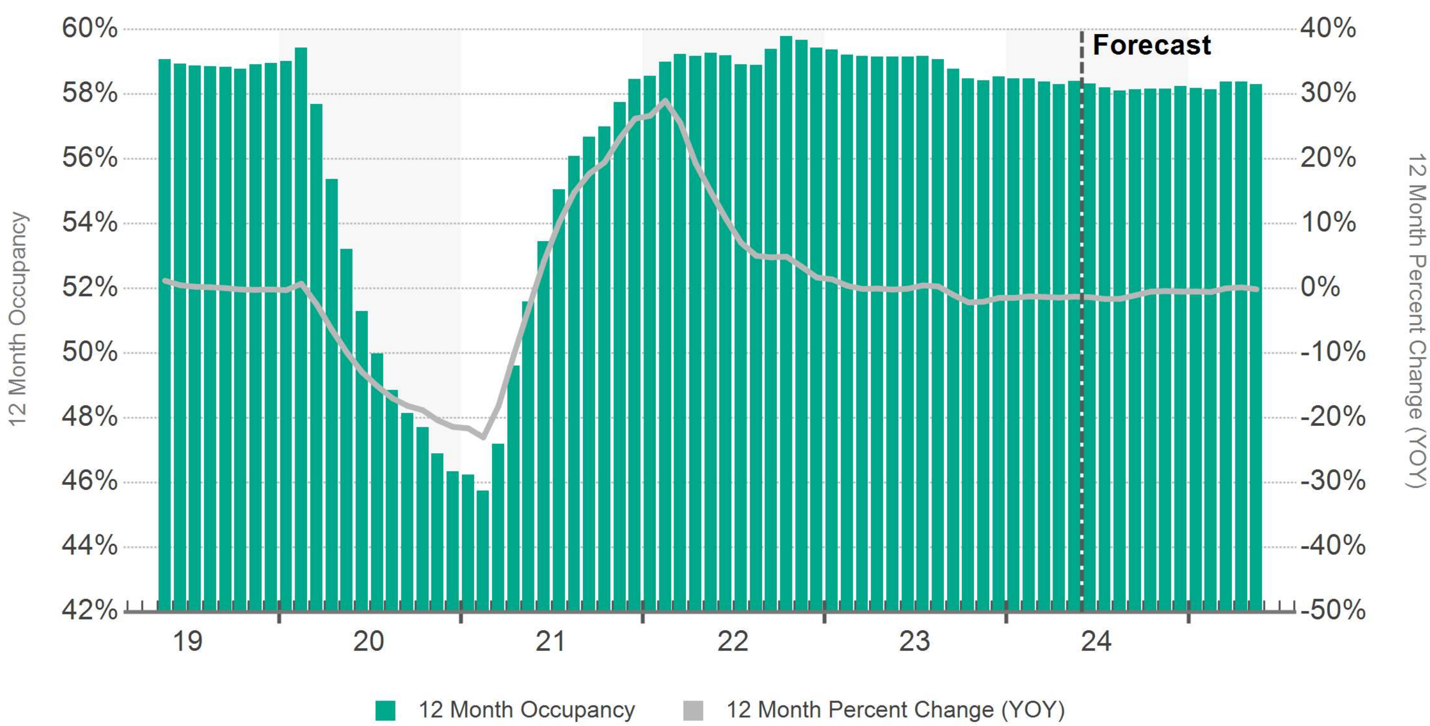
Performance

Washington State Area Hospitality

SUPPLY & DEMAND CHANGE



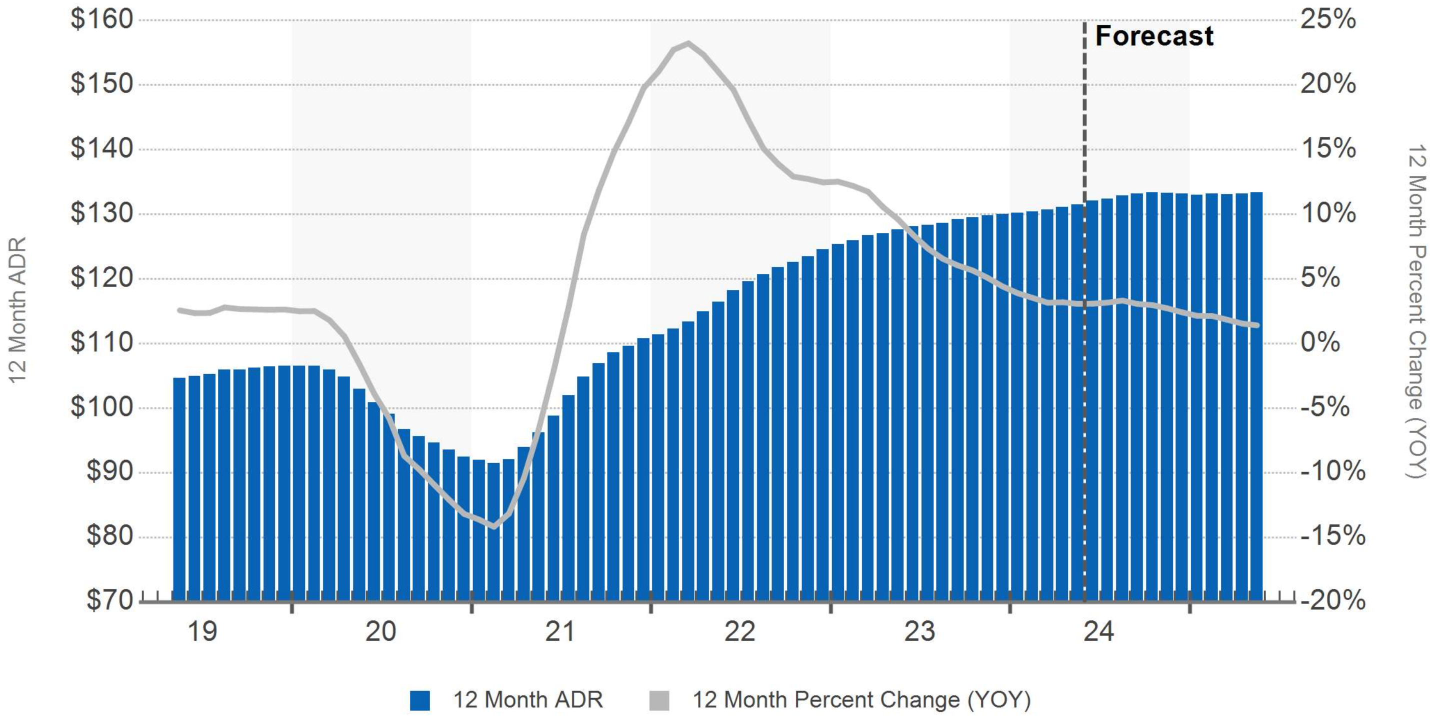
OCCUPANCY



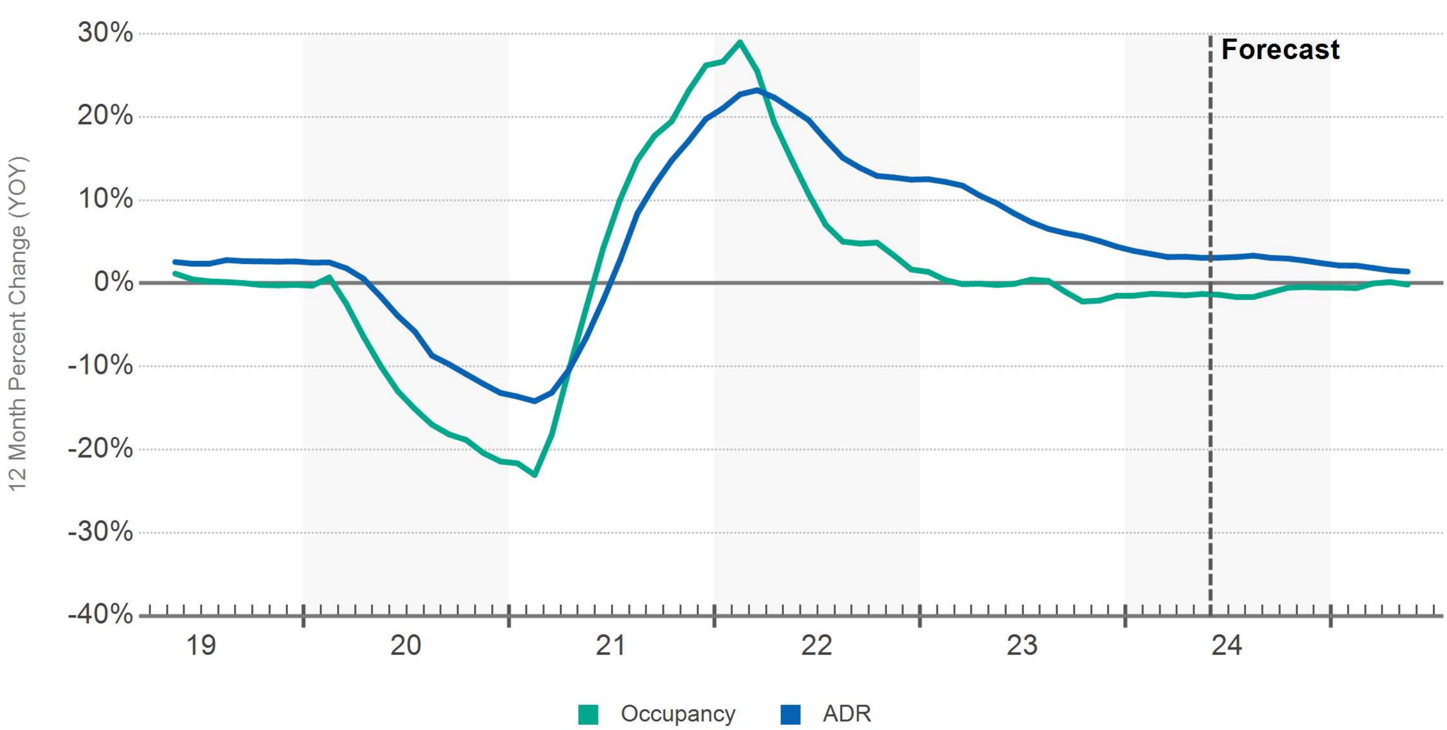
Performance

Washington State Area Hospitality

ADR



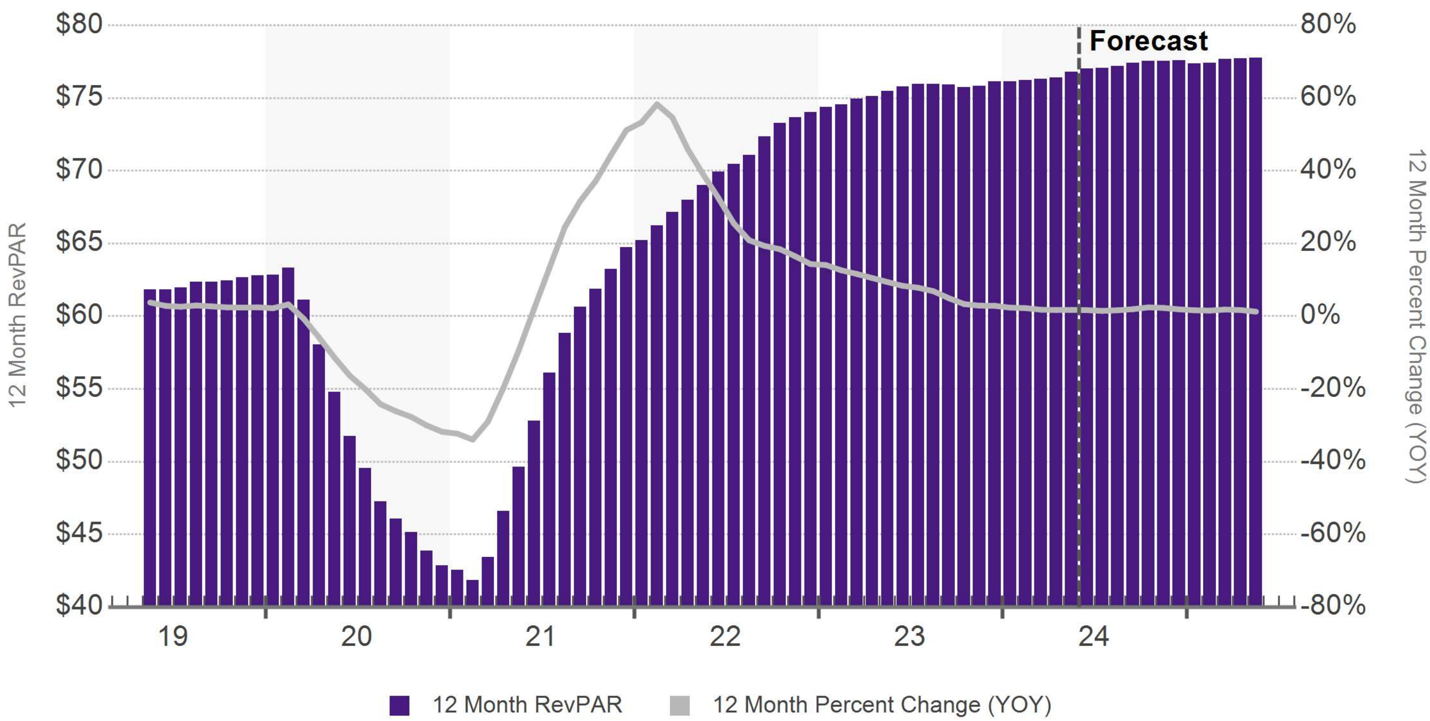
OCCUPANCY & ADR CHANGE



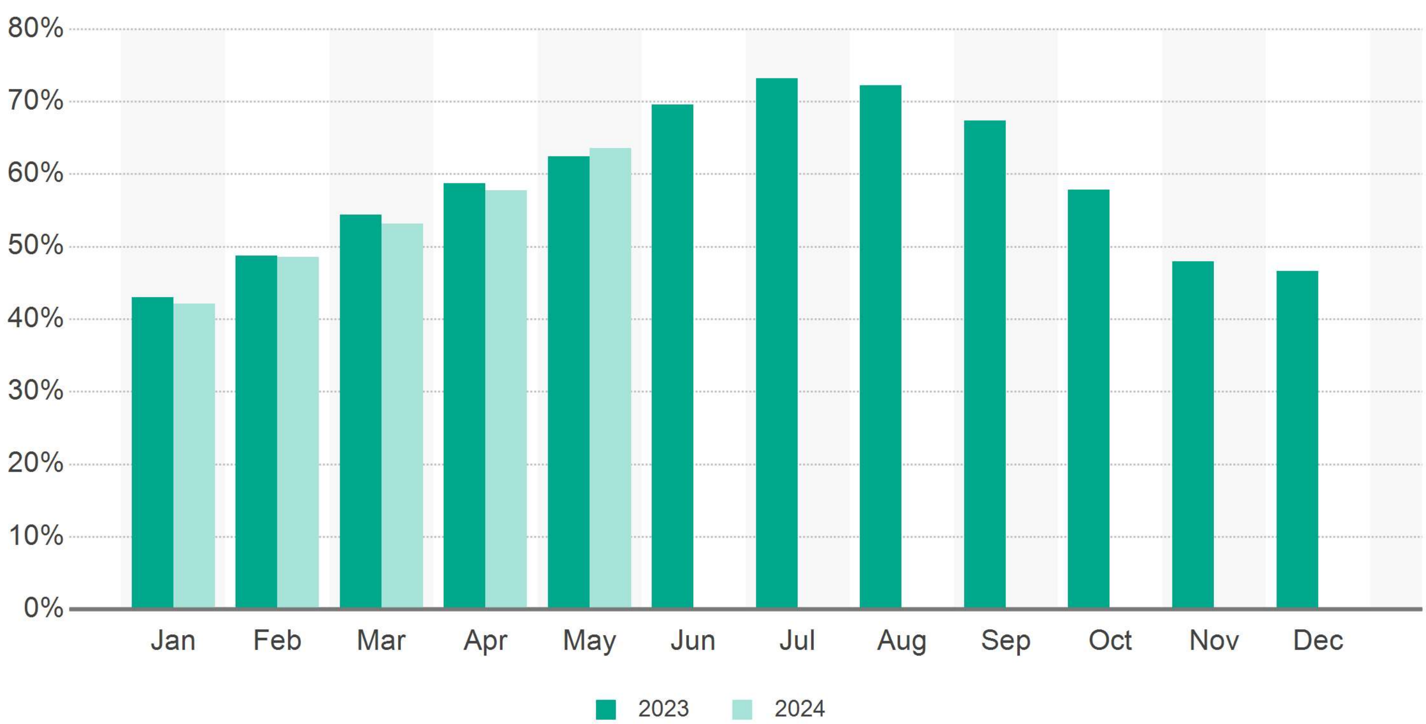
Performance

Washington State Area Hospitality

REVPAR



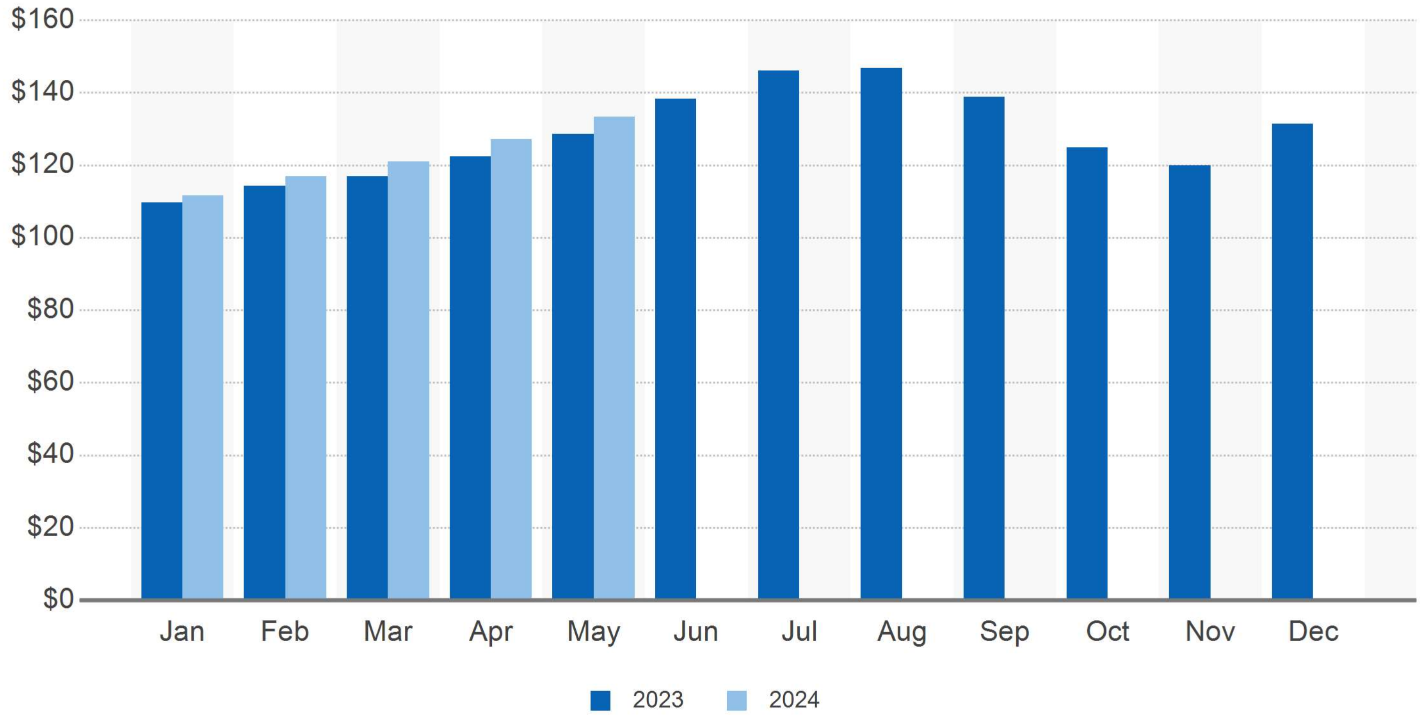
OCCUPANCY MONTHLY



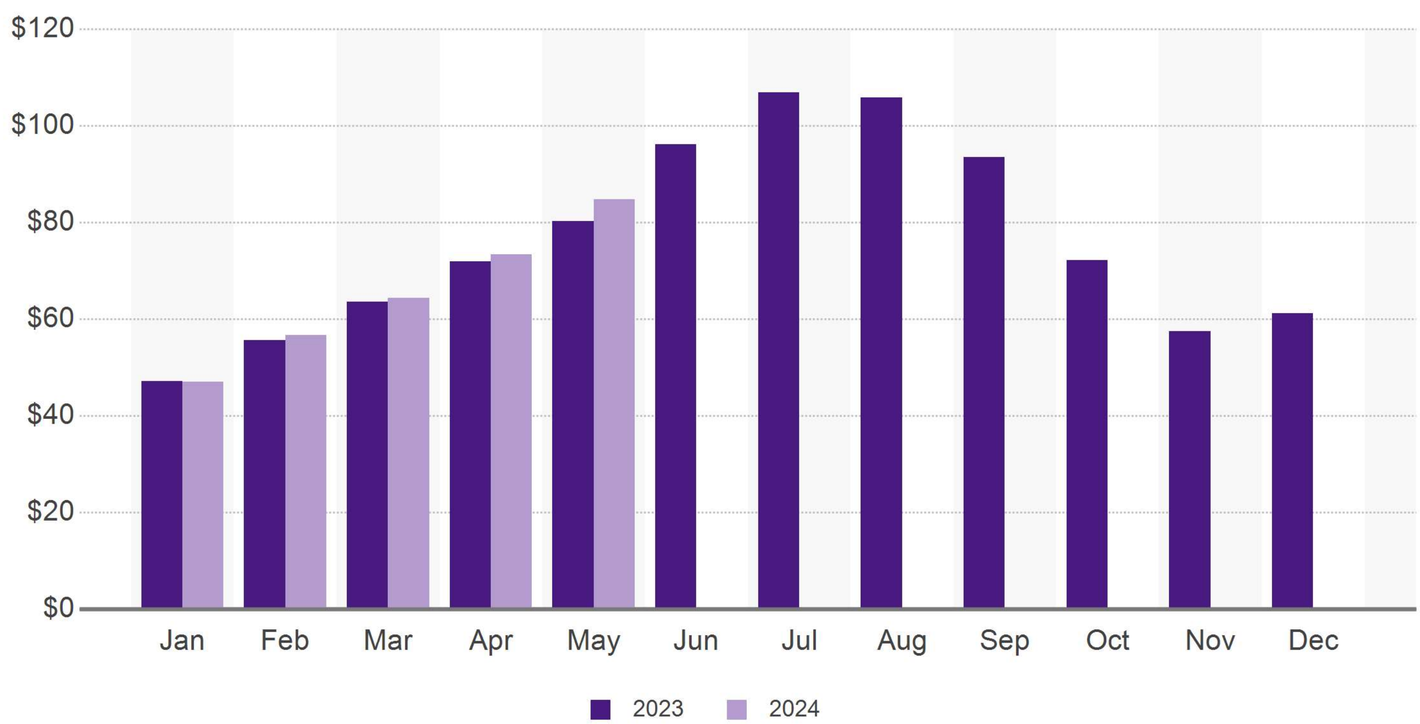
Performance

Washington State Area Hospitality

ADR MONTHLY



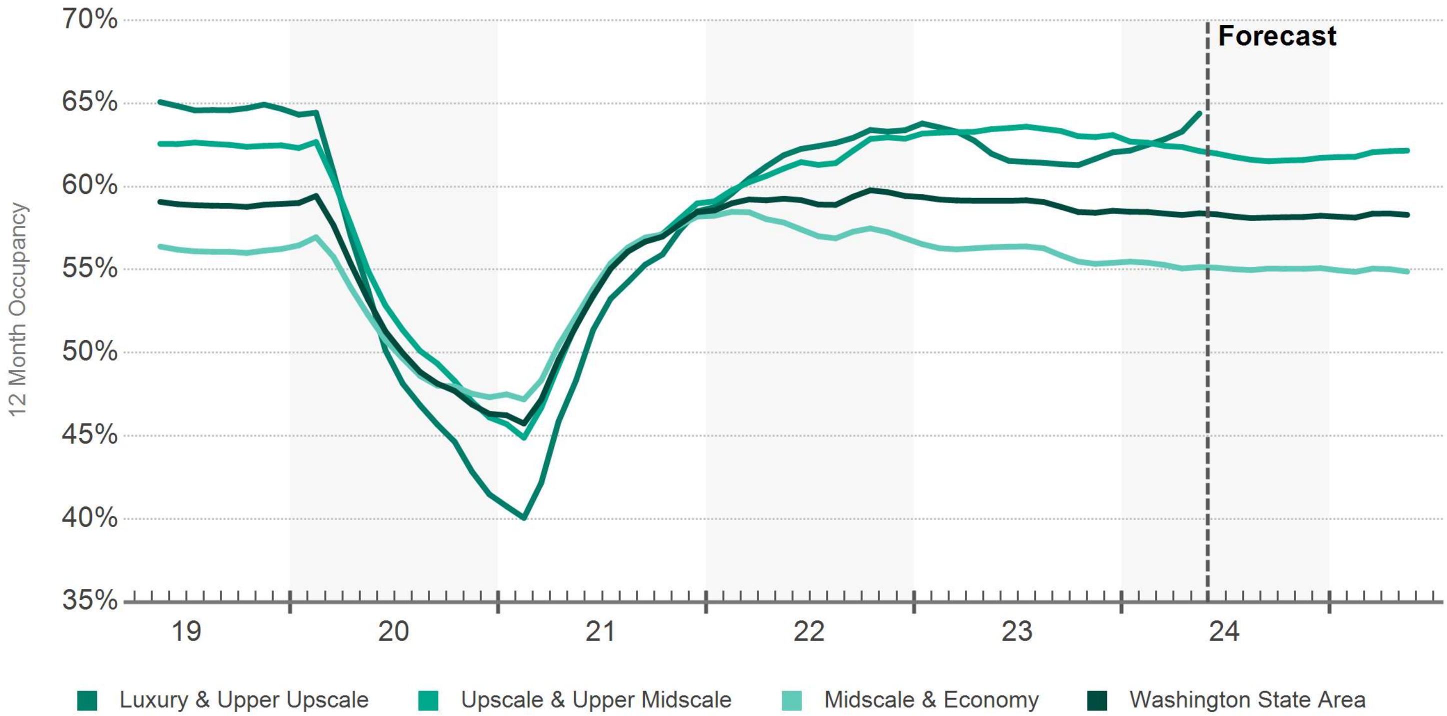
REVPAR MONTHLY



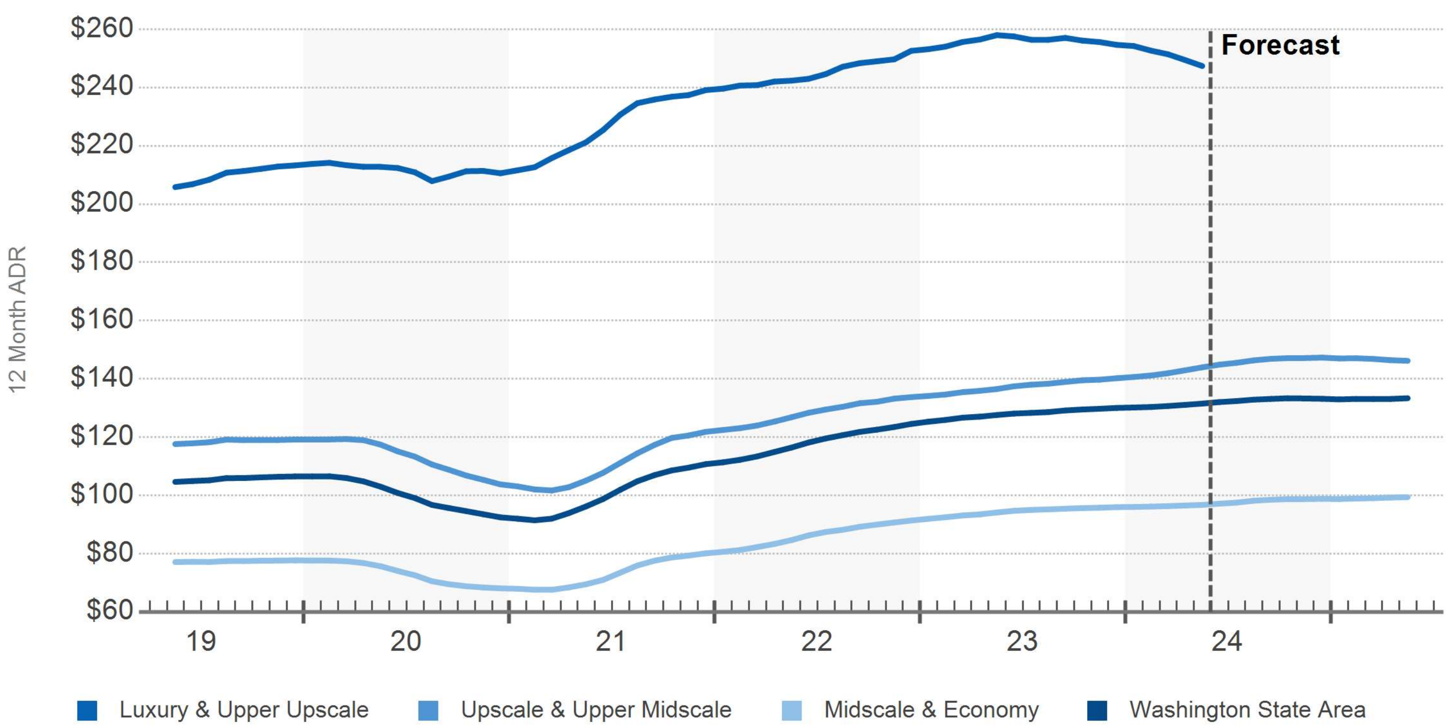
Performance

Washington State Area Hospitality

OCCUPANCY BY CLASS



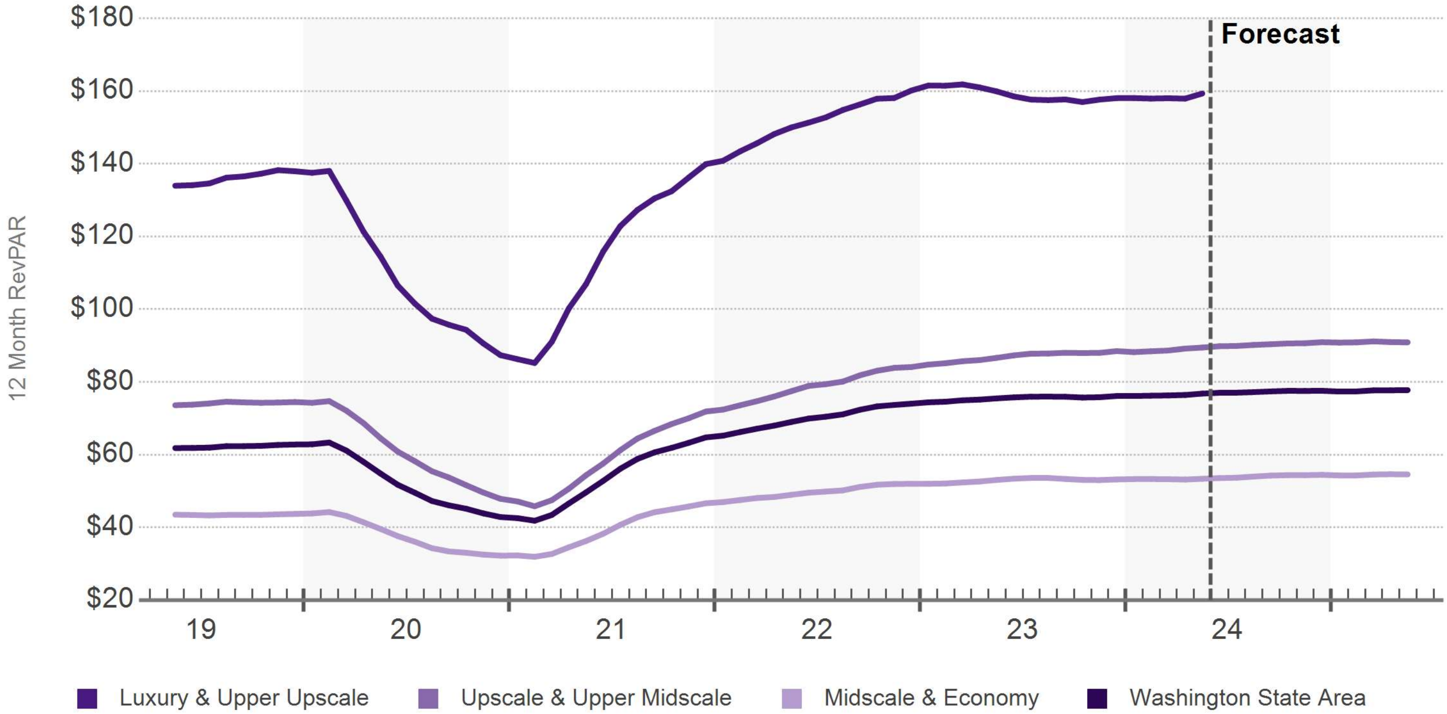
ADR BY CLASS



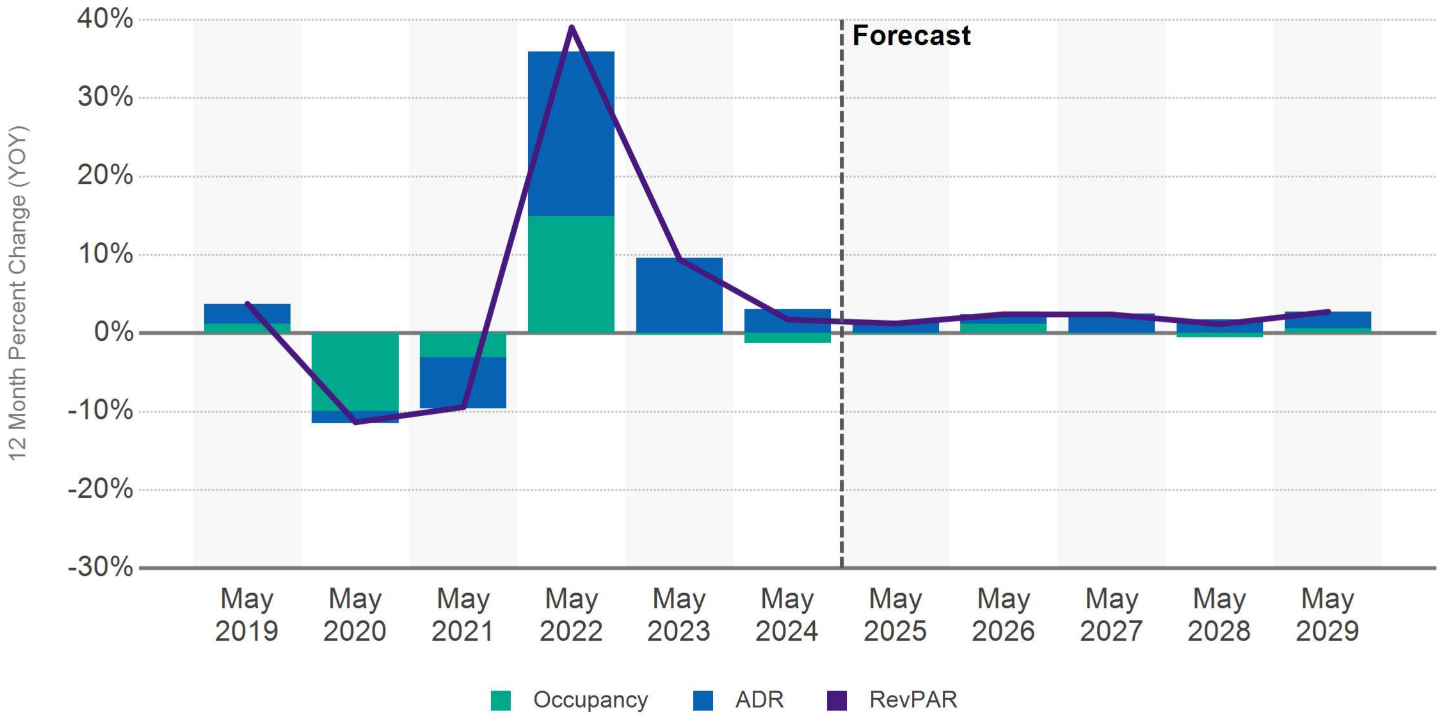
Performance

Washington State Area Hospitality

REVPAR BY CLASS



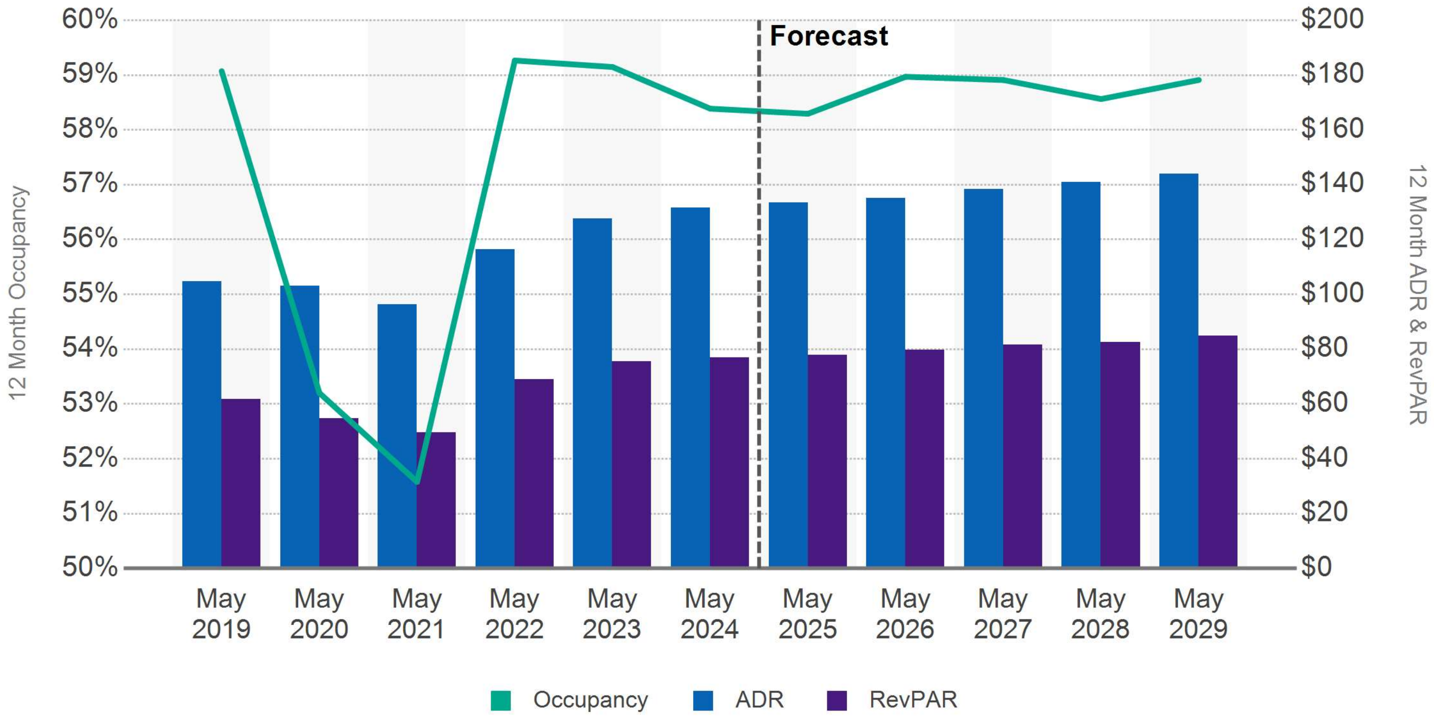
REVPAR GROWTH COMPOSITION



Performance

Washington State Area Hospitality

OCCUPANCY, ADR & REVPAR



Performance

Washington State Area Hospitality

FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

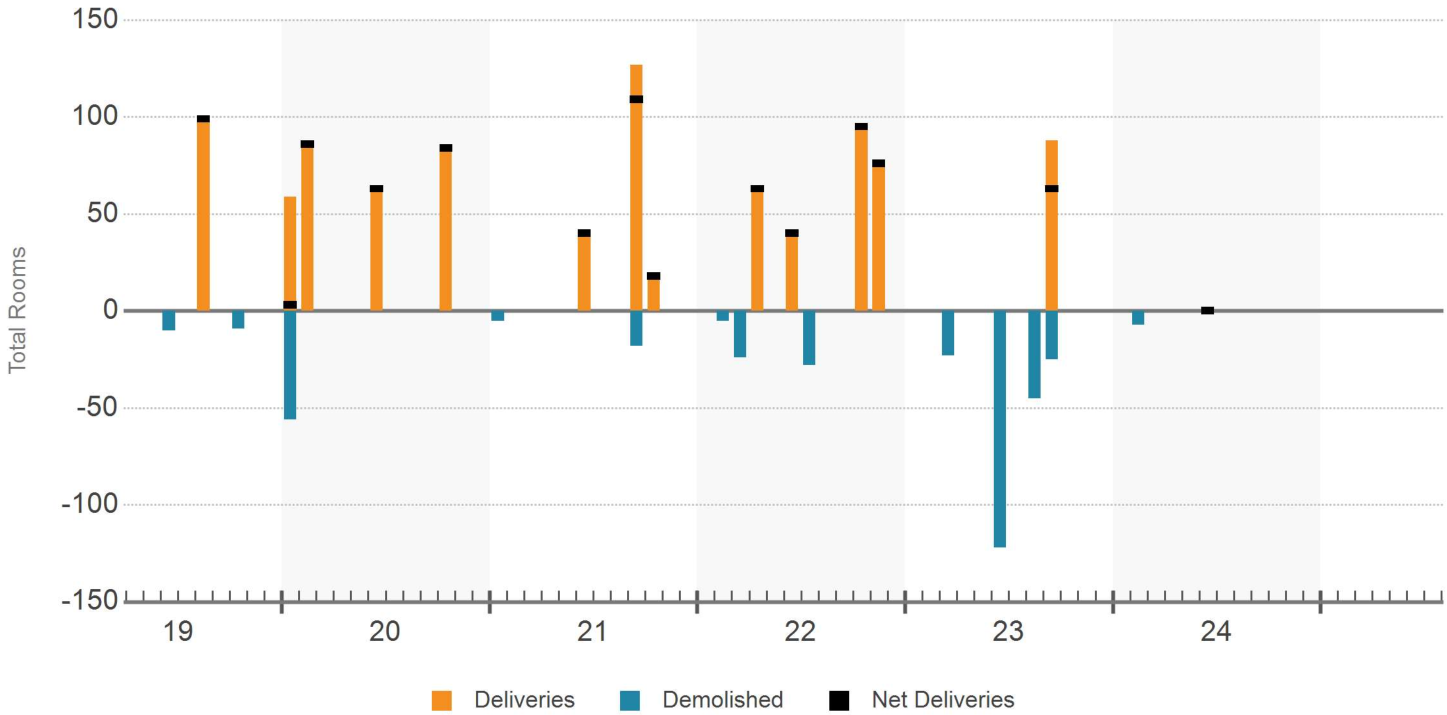
	2022			2021-2022 % Change	
Market	% of Revenues	PAR	POR	PAR	POR
Revenue					
Rooms					
Food					
Beverage					
Other F&B					
Other Departments					
Miscellaneous Income					
Total Revenue					
Operating Expenses					
Rooms					
Food & Beverage					
Other Departments					
Administrative & General					
Information & Telecommunication Systems					
Sales & Marketing					
Property Operations & Maintenance					
Utilities					
Gross Operating Profit					
Management Fees					
Rent					
Property Taxes					
Insurance					
EBITDA					
Total Labor Costs					

(1) For Annual P&L, the current year exchange rate is used for each year going back in time. This current year exchange rate is the average of all 12 monthly rates for that year.
(2) Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective departmental revenues. All other expense percentages are based on Total Revenue.
(3) Labor costs are already included in the operating expenses above. Amounts shown in Total Labor Costs are for additional detail only.

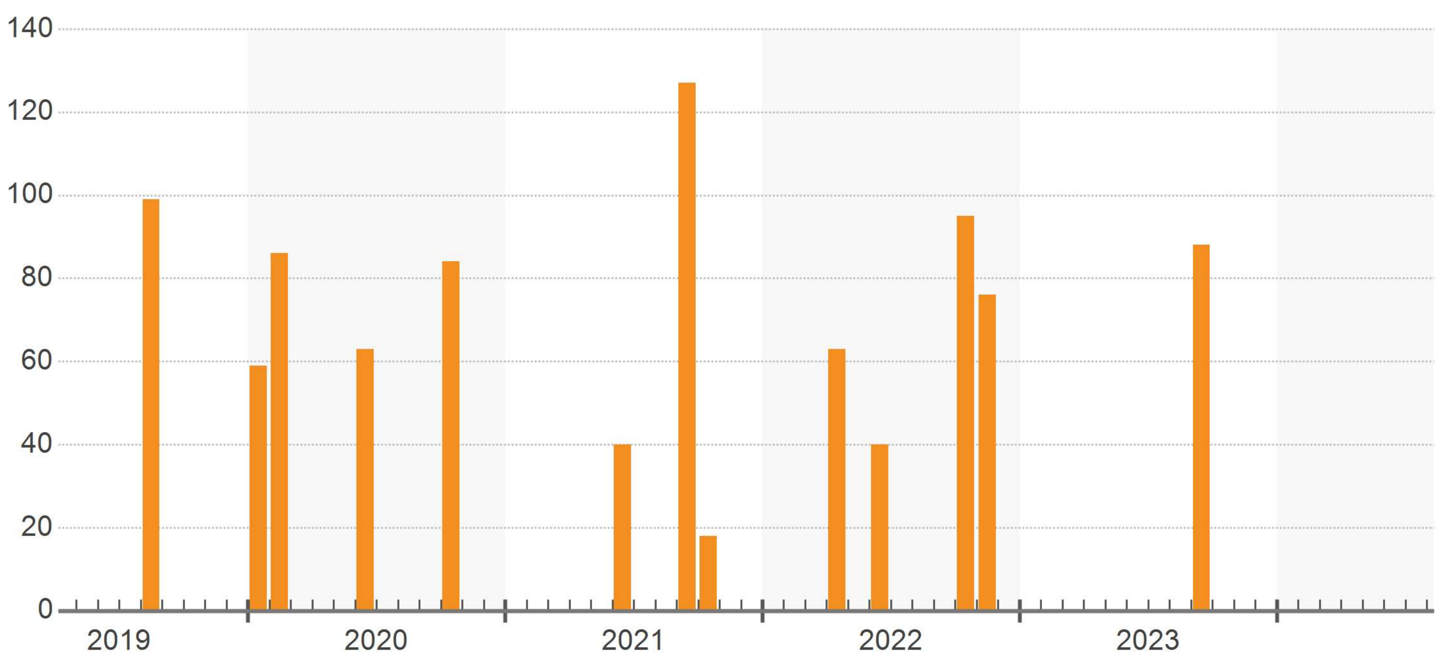
Construction

Washington State Area Hospitality

DELIVERIES & DEMOLITIONS



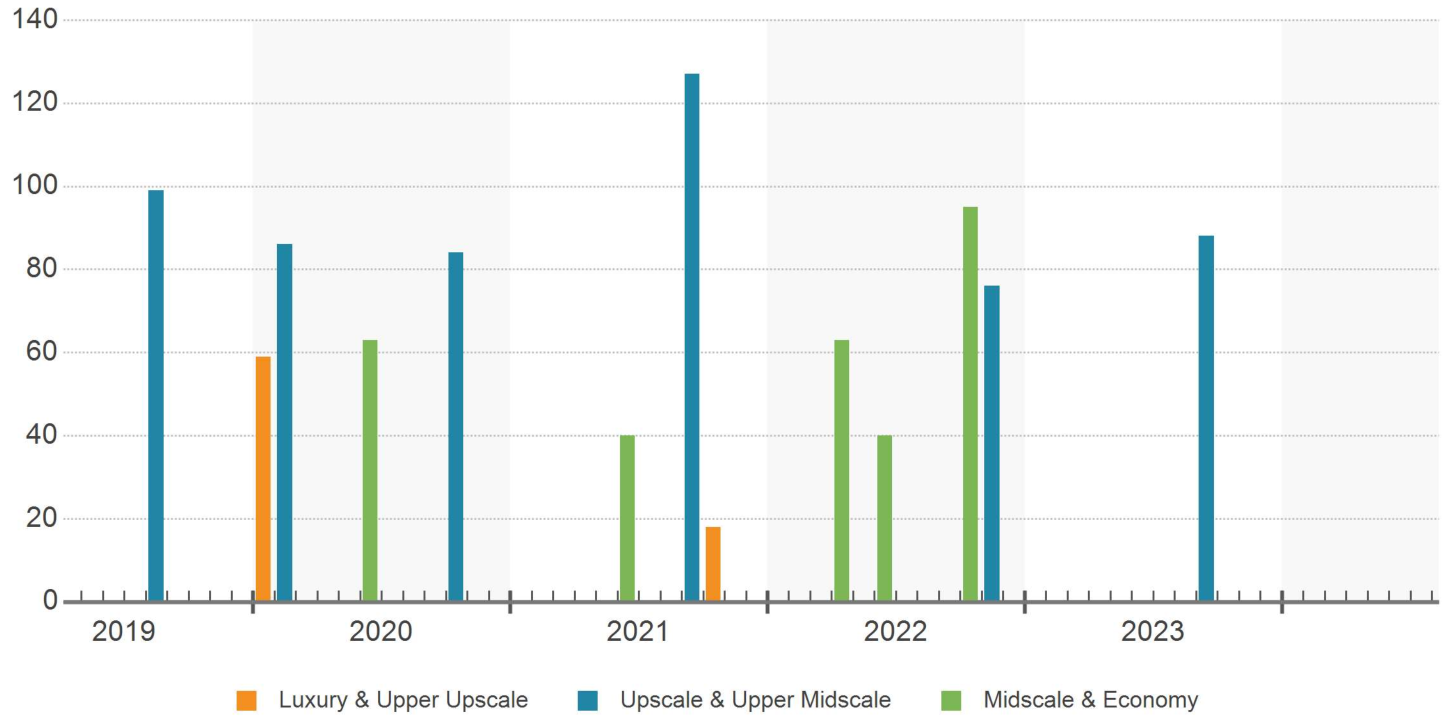
ROOMS DELIVERED



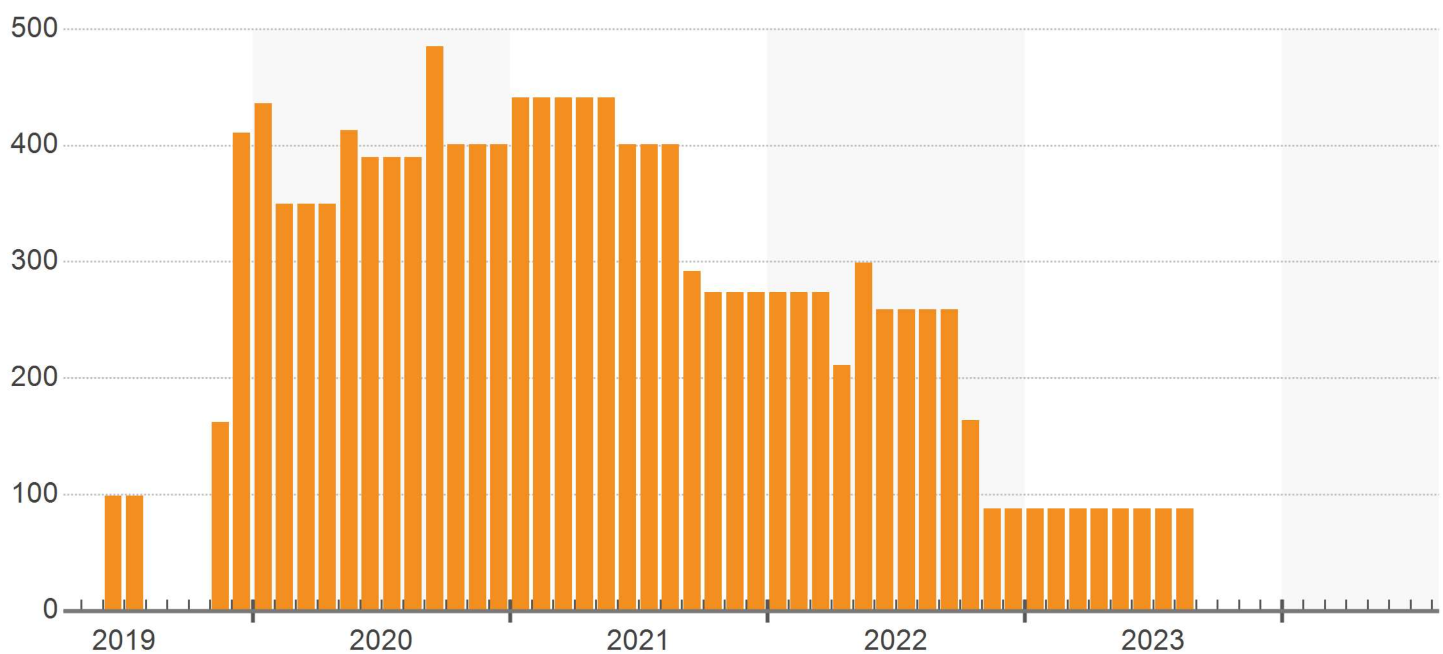
Construction

Washington State Area Hospitality

ROOMS DELIVERED BY CLASS

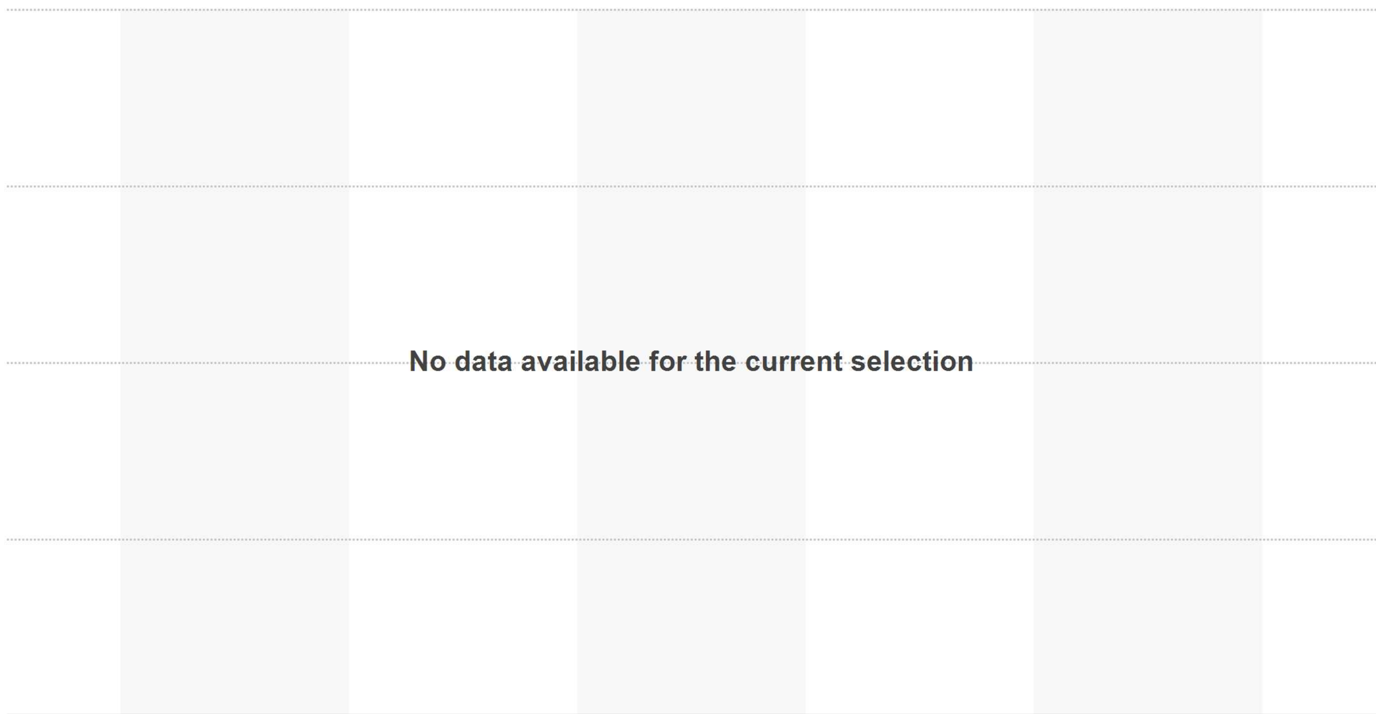


ROOMS UNDER CONSTRUCTION

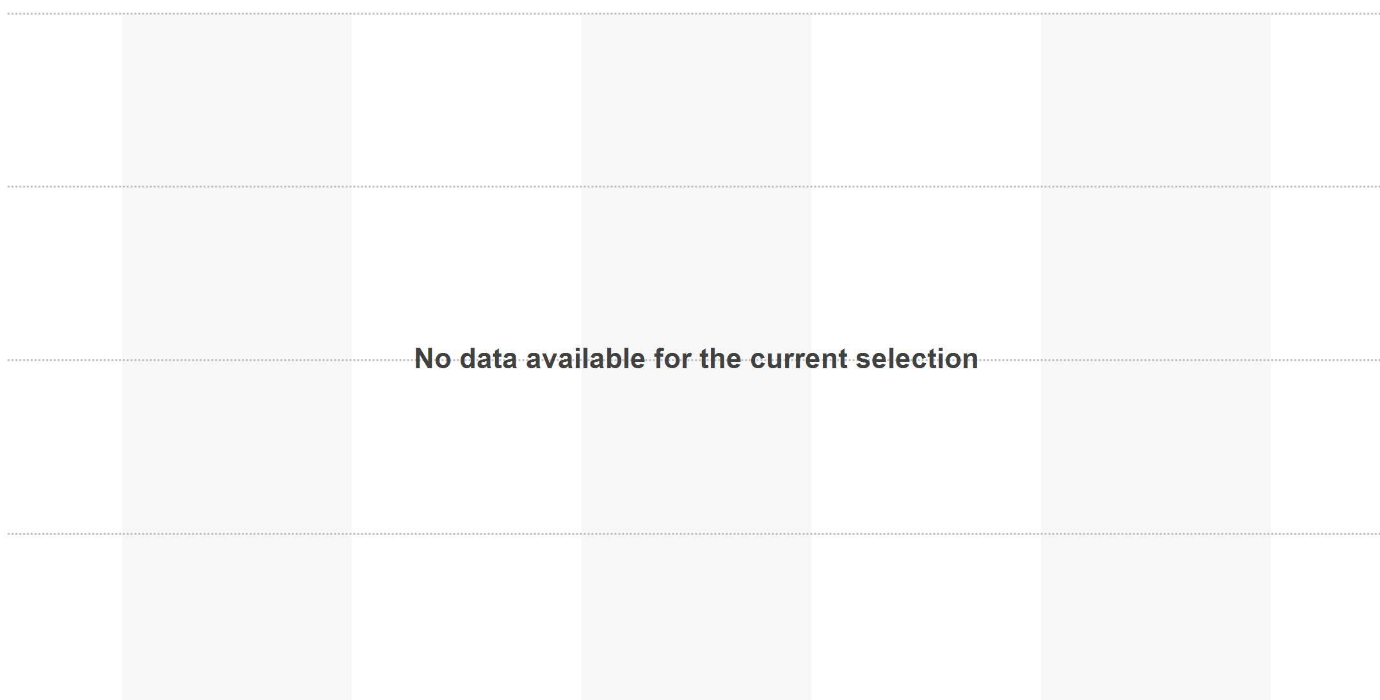


Construction

TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE

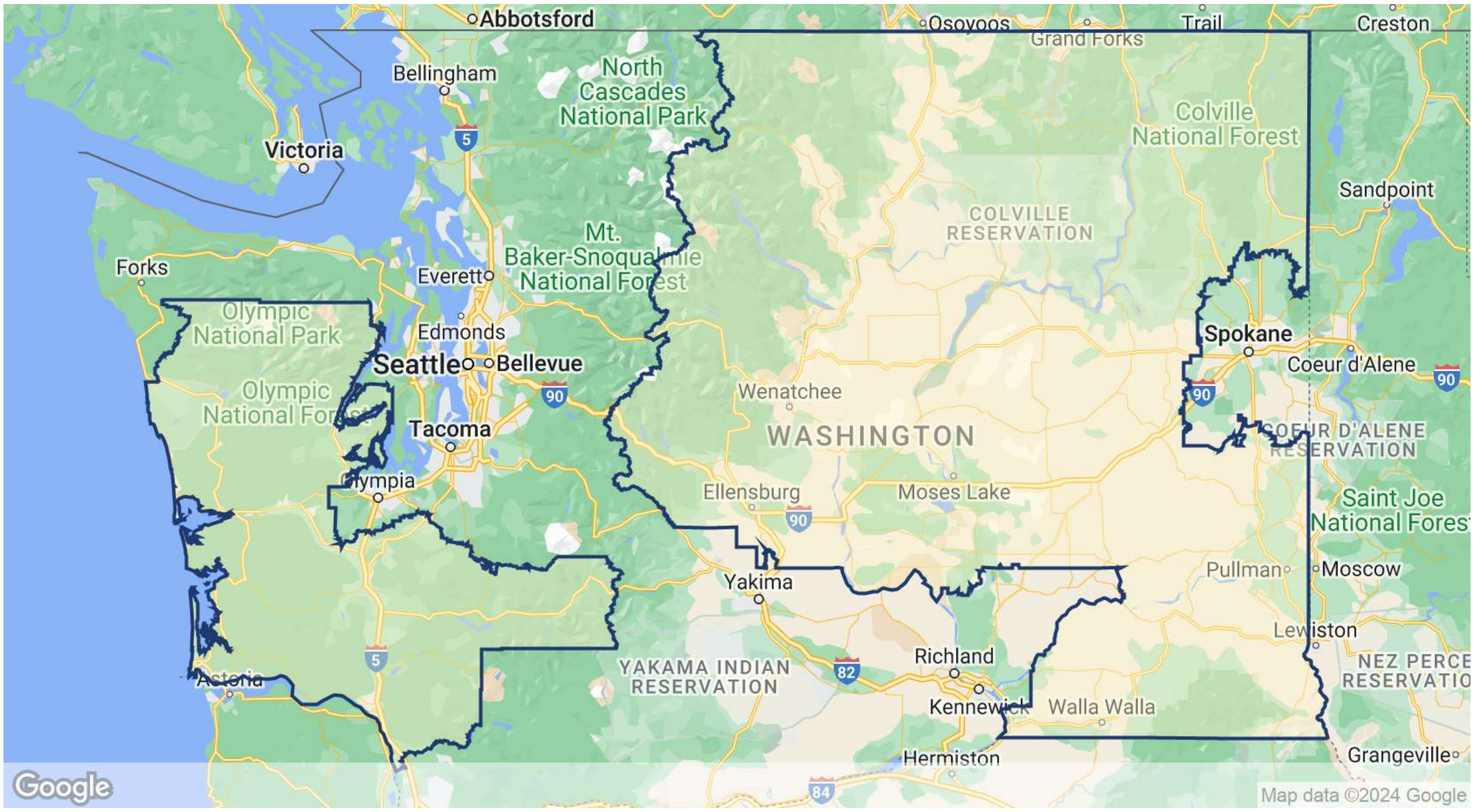


Under Construction Properties

Washington State Area Hospitality

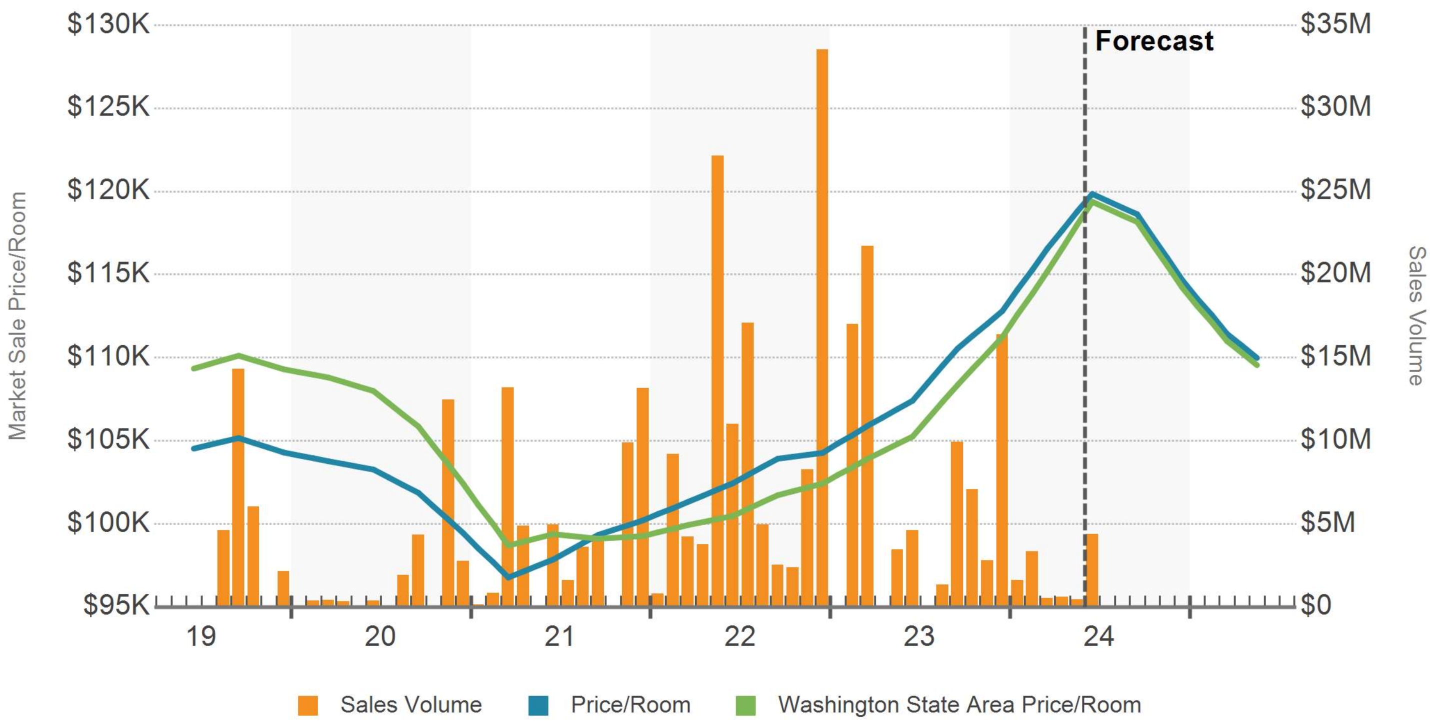
Properties	Rooms	Percent of Inventory	Average Rooms
0	0	-	-

UNDER CONSTRUCTION PROPERTIES

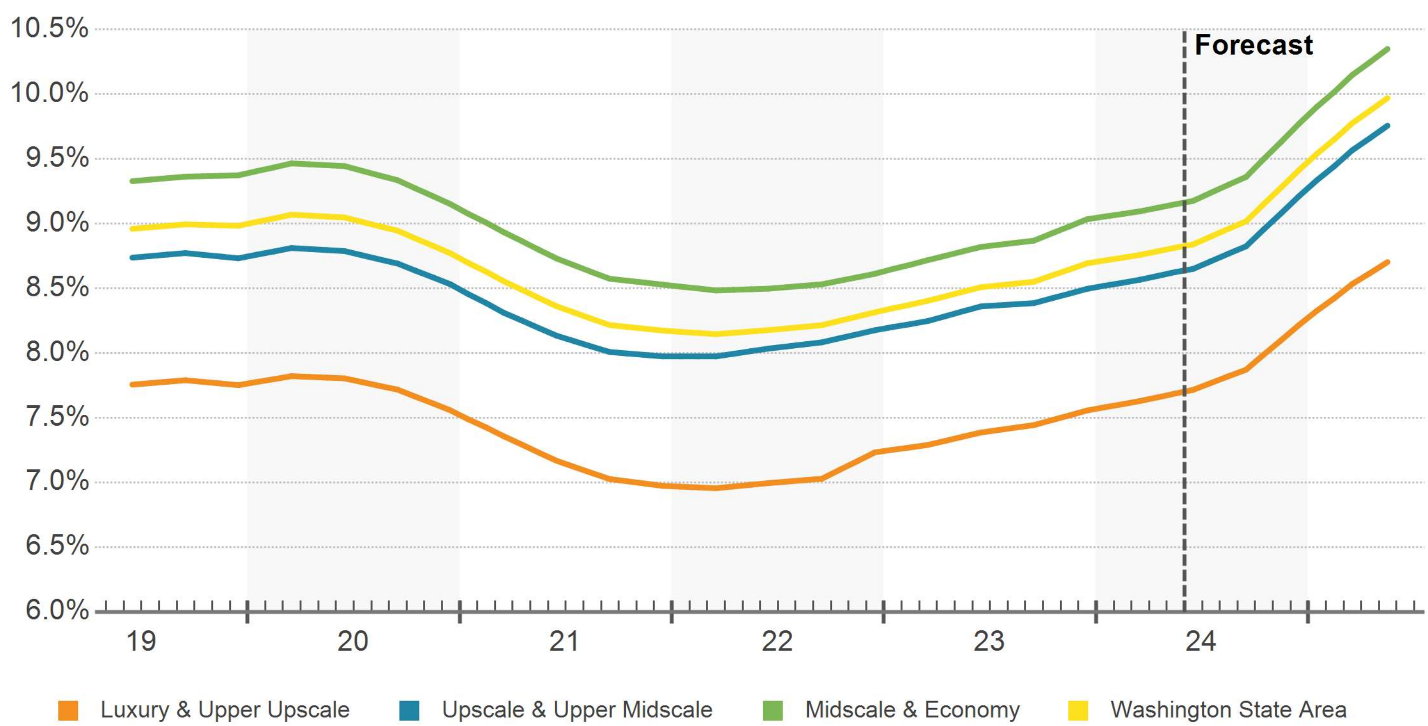


Sales

SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE

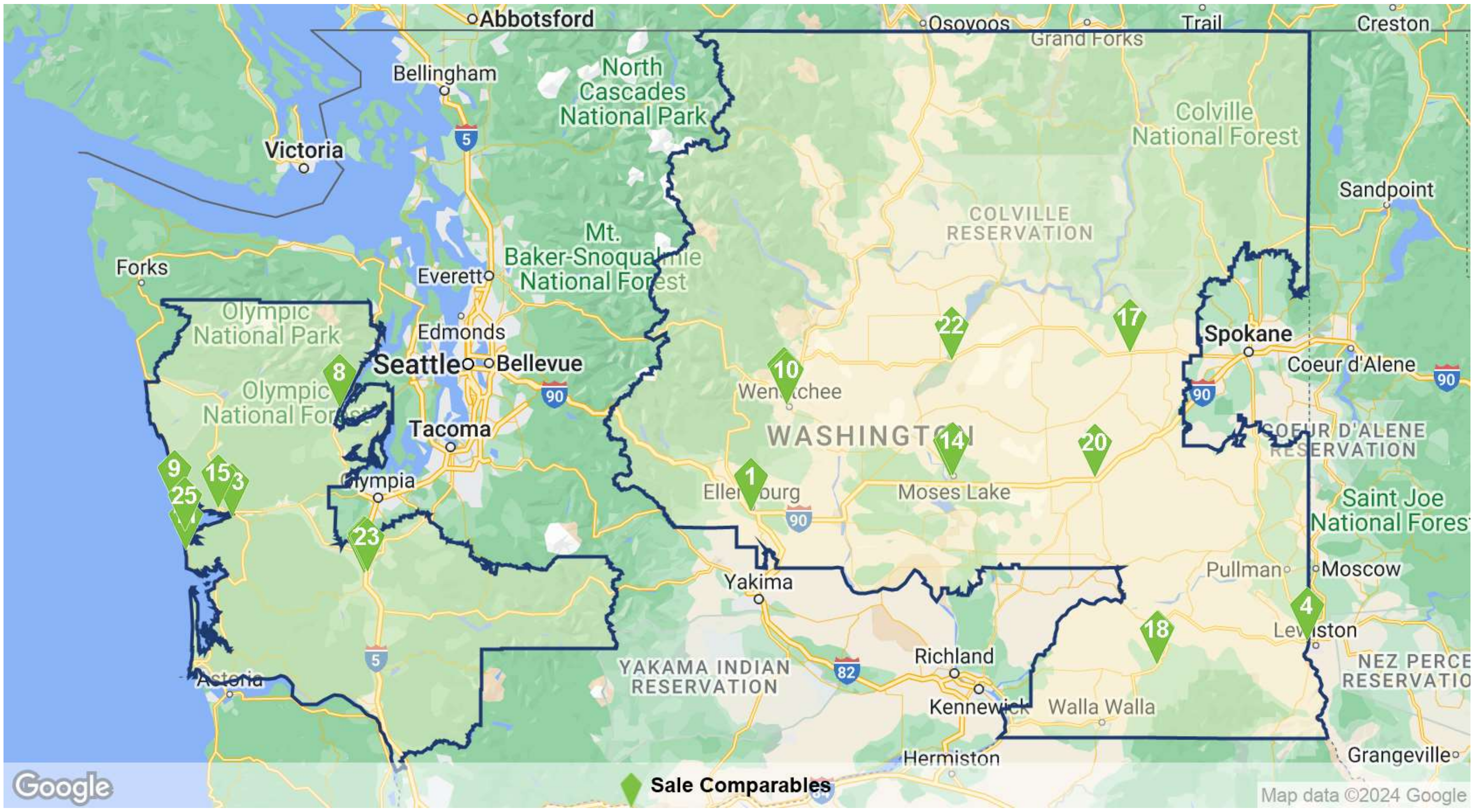


Sales Past 12 Months

Washington State Area Hospitality

Sale Comparables	Average Price/Room	Average Price	Average Cap Rate
25	$58K	$2.3M	11.3%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sale Attributes	Low	Average	Median	High
Sale Price	$450,100	$2,321,339	$1,600,000	$8,280,000
Price/Room	$7,184	$57,836	$52,533	$176,500
Cap Rate	8.2%	11.3%	11.7%	14.7%
Time Since Sale in Months	0.5	6.5	6.8	12.0
Property Attributes	**Low**	**Average**	**Median**	**High**
Property Size in Rooms	10	37	25	94
Number of Floors	1	1	2	3
Total Meeting Space	0	990	990	3,990
Year Built	1890	1962	1961	2000
Class	Economy	Midscale	Economy	Upper Midscale

Sales Past 12 Months

RECENT SIGNIFICANT SALES

		Property Information				Sale Information		
	Property Name/Address	Class	Yr Built	Rooms	Brand	Sale Date	Price	Price/Room
1	Holiday Inn Express Ellensburg 1620 S Canyon Rd	Upper Midscale	2000	66	Holiday Inn Express	9/7/2023	$8,280,000	$125,455
2	King Oscar Motel 1049 Eckerson Rd	Economy	1994	94	-	12/4/2023	$6,875,000	$73,138
3	Wenatchee Inn 1905 N Wenatchee Ave	Midscale	1993	65	-	10/12/2023	$6,450,000	$99,231
4	Motel 6 Clarkston 222 Bridge St	Economy	1979	85	Motel 6	12/17/2023	$4,250,000	$50,000
5	Ocean Paradise Hotel & Resort 773 Ocean Shores Blvd NW	Economy	1998	62	-	12/27/2023	$3,499,985	$56,451
6	Peppertree West Motor Inn 1208 Alder St	Economy	1970	25	-	6/29/2023	$2,577,035	$103,081
7	Downtown Inn Wenatchee 232 N Wenatchee Ave	Economy	1961	40	-	6/10/2024	$2,287,000	$57,175
8	Glen Ayr Canal Resort 25381 N US Highway 101	Economy	1976	17	-	6/11/2024	$2,098,128	$123,419
9	801 Ocean Shores Blvd NW	Midscale	1976	79	-	11/17/2023	$2,008,500	$25,424
10	Economy Inn 700 N Wenatchee Ave	Economy	1958	42	-	2/2/2024	$1,800,000	$42,857
11	Ocean Spray Resort 1757 St Rt 105	Midscale	1943	10	-	12/11/2023	$1,765,000	$176,500
12	Imperial Inn 905 W Broadway Ave	Economy	1961	29	-	1/31/2024	$1,600,000	$55,172
13	Grays Harbor Inn & Suites 1700 Boone St	Economy	1967	66	-	2/20/2024	$1,550,000	$23,485
14	Sunland Motor Inn 309 E 3rd Ave	Economy	1980	22	-	9/12/2023	$1,000,000	$45,455
15	Shiny Motel 504 Perry Ave	Economy	1954	13	-	8/10/2023	$828,718	$63,748
16	Hotel Hardware 235 E Main St	Midscale	1890	15	-	11/6/2023	$788,000	$52,533
17	Davenport Motel 1205 Morgan St	Economy	1962	10	-	9/1/2023	$657,000	$65,700
18	Blue Mountain Motel 414 W Main St	Economy	1950	22	-	10/2/2023	$640,000	$29,091
19	OYO Hotel Centralia 702 Harrison Ave	Economy	1971	87	OYO	4/26/2024	$625,000	$7,184
20	Westside Motor Inn 407 W 1st Ave	Economy	1950	11	-	3/8/2024	$545,000	$49,545

Appendix

Washington State Area Hospitality

OVERALL SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	6,138,632	0	0%	3,600,891	(2,191)	-0.1%
2027	6,138,632	0	0%	3,603,082	(27,876)	-0.8%
2026	6,138,632	0	0%	3,630,958	27,193	0.8%
2025	6,138,632	16,029	0.3%	3,603,765	37,925	1.1%
2024	6,122,603	5,592	0.1%	3,565,840	(15,219)	-0.4%
YTD	2,520,951	(6,826)	-0.3%	1,338,602	(13,509)	-1.0%
2023	6,117,011	(33,594)	-0.5%	3,581,059	(74,335)	-2.0%
2022	6,150,605	16,553	0.3%	3,655,394	69,278	1.9%
2021	6,134,052	180,602	3.0%	3,586,116	828,056	30.0%
2020	5,953,450	(39,351)	-0.7%	2,758,060	(774,836)	-21.9%
2019	5,992,801	94,199	1.6%	3,532,896	49,151	1.4%
2018	5,898,602	103,248	1.8%	3,483,745	63,850	1.9%
2017	5,795,354	57,059	1.0%	3,419,895	118,025	3.6%
2016	5,738,295	3,301	0.1%	3,301,870	42,161	1.3%
2015	5,734,994	69,926	1.2%	3,259,709	94,928	3.0%
2014	5,665,068	35,396	0.6%	3,164,781	143,173	4.7%

LUXURY & UPPER UPSCALE SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	702,438	0	0%			
2027	702,438	0	0%			
2026	702,438	0	0%			
2025	702,438	18	0%			
2024	702,420	(1,080)	-0.2%			
YTD	287,850	0	0%	170,991	16,415	10.6%
2023	703,500	0	0%	436,575	(9,338)	-2.1%
2022	703,500	4,518	0.6%	445,913	36,997	9.0%
2021	698,982	36,284	5.5%	408,916	134,009	48.7%
2020	662,698	11,988	1.8%	274,907	(145,899)	-34.7%
2019	650,710	5,876	0.9%	420,806	293	0.1%
2018	644,834	(5,231)	-0.8%	420,513	6,584	1.6%
2017	650,065	0	0%	413,929	(128)	0%
2016	650,065	663	0.1%	414,057	13,580	3.4%
2015	649,402	4,984	0.8%	400,477	12,079	3.1%
2014	644,418	1,288	0.2%	388,398	13,993	3.7%

Appendix

UPSCALE & UPPER MIDSCALE SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	1,911,862	0	0%	1,158,308	(826)	-0.1%
2027	1,911,862	0	0%	1,159,134	(12,352)	-1.1%
2026	1,911,862	0	0%	1,171,486	(14,220)	-1.2%
2025	1,911,862	1,721	0.1%	1,185,706	6,693	0.6%
2024	1,910,141	23,814	1.3%	1,179,013	(11,144)	-0.9%
YTD	789,005	14,798	1.9%	443,463	(8,954)	-2.0%
2023	1,886,327	34,758	1.9%	1,190,157	26,015	2.2%
2022	1,851,569	31,695	1.7%	1,164,142	90,739	8.5%
2021	1,819,874	114,995	6.7%	1,073,403	287,241	36.5%
2020	1,704,879	(21,339)	-1.2%	786,162	(292,270)	-27.1%
2019	1,726,218	83,809	5.1%	1,078,432	50,623	4.9%
2018	1,642,409	127,712	8.4%	1,027,809	85,235	9.0%
2017	1,514,697	57,901	4.0%	942,574	10,220	1.1%
2016	1,456,796	2,380	0.2%	932,354	14,453	1.6%
2015	1,454,416	63,997	4.6%	917,901	41,036	4.7%
2014	1,390,419	40,947	3.0%	876,865	56,964	6.9%

MIDSCALE & ECONOMY SUPPLY & DEMAND

	Supply			Demand		
Year	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	3,524,332	0	0%	1,994,705	(1,014)	-0.1%
2027	3,524,332	0	0%	1,995,719	(11,887)	-0.6%
2026	3,524,332	0	0%	2,007,606	45,326	2.3%
2025	3,524,332	14,290	0.4%	1,962,280	28,595	1.5%
2024	3,510,042	(17,142)	-0.5%	1,933,685	(20,642)	-1.1%
YTD	1,444,096	(21,624)	-1.5%	724,148	(20,970)	-2.8%
2023	3,527,184	(68,352)	-1.9%	1,954,327	(91,012)	-4.4%
2022	3,595,536	(19,660)	-0.5%	2,045,339	(58,458)	-2.8%
2021	3,615,196	29,323	0.8%	2,103,797	406,807	24.0%
2020	3,585,873	(30,000)	-0.8%	1,696,990	(336,668)	-16.6%
2019	3,615,873	4,514	0.1%	2,033,658	(1,765)	-0.1%
2018	3,611,359	(19,233)	-0.5%	2,035,423	(27,969)	-1.4%
2017	3,630,592	(842)	0%	2,063,392	107,933	5.5%
2016	3,631,434	258	0%	1,955,459	14,128	0.7%
2015	3,631,176	945	0%	1,941,331	41,813	2.2%
2014	3,630,231	(6,839)	-0.2%	1,899,518	72,216	4.0%

Appendix

Washington State Area Hospitality

OVERALL PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2028	58.7%	-0.1%	$142.83	2.0%	$83.78	1.9%
2027	58.7%	-0.8%	$140.01	1.9%	$82.18	1.1%
2026	59.1%	0.8%	$137.46	2.4%	$81.31	3.2%
2025	58.7%	0.8%	$134.18	0.8%	$78.77	1.6%
2024	58.2%	-0.5%	$133.16	2.4%	$77.56	1.9%
YTD	53.1%	-0.7%	$123.11	3.2%	$65.37	2.5%
2023	58.5%	-1.5%	$130.03	4.4%	$76.12	2.8%
2022	59.4%	1.7%	$124.54	12.5%	$74.02	14.3%
2021	58.5%	26.2%	$110.74	19.8%	$64.74	51.1%
2020	46.3%	-21.4%	$92.47	-13.2%	$42.84	-31.8%
2019	59.0%	-0.2%	$106.51	2.6%	$62.79	2.4%
2018	59.1%	0.1%	$103.78	2.7%	$61.29	2.8%
2017	59.0%	2.6%	$101.03	2.2%	$59.62	4.8%
2016	57.5%	1.2%	$98.86	2.9%	$56.88	4.2%
2015	56.8%	1.7%	$96.04	3.6%	$54.59	5.4%
2014	55.9%	4.1%	$92.70	7.1%	$51.79	11.5%

LUXURY & UPPER UPSCALE PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2028						
2027						
2026						
2025						
2024						
YTD	59.4%	10.6%	$229.30	-7.5%	$136.21	2.3%
2023	62.1%	-2.1%	$254.66	0.8%	$158.04	-1.3%
2022	63.4%	8.3%	$252.61	5.6%	$160.12	14.5%
2021	58.5%	41.0%	$239.12	13.6%	$139.89	60.1%
2020	41.5%	-35.9%	$210.59	-1.3%	$87.36	-36.7%
2019	64.7%	-0.8%	$213.28	5.1%	$137.93	4.2%
2018	65.2%	2.4%	$202.91	2.2%	$132.32	4.7%
2017	63.7%	0%	$198.51	2.2%	$126.40	2.2%
2016	63.7%	3.3%	$194.23	0.1%	$123.71	3.3%
2015	61.7%	2.3%	$194.12	2.6%	$119.71	5.0%
2014	60.3%	3.5%	$189.18	25.9%	$114.02	30.4%

Appendix

UPSCALE & UPPER MIDSCALE PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2028	60.6%	-0.1%	$155.33	2.0%	$94.11	1.9%
2027	60.6%	-1.1%	$152.27	1.8%	$92.32	0.7%
2026	61.3%	-1.2%	$149.61	2.7%	$91.67	1.5%
2025	62.0%	0.5%	$145.65	-1.1%	$90.33	-0.7%
2024	61.7%	-2.2%	$147.30	5.0%	$90.92	2.8%
YTD	56.2%	-3.8%	$138.04	7.6%	$77.59	3.5%
2023	63.1%	0.4%	$140.23	4.8%	$88.48	5.2%
2022	62.9%	6.6%	$133.75	9.8%	$84.09	17.0%
2021	59.0%	27.9%	$121.83	17.4%	$71.86	50.2%
2020	46.1%	-26.2%	$103.78	-12.9%	$47.86	-35.7%
2019	62.5%	-0.2%	$119.19	1.8%	$74.46	1.6%
2018	62.6%	0.6%	$117.10	2.1%	$73.28	2.7%
2017	62.2%	-2.8%	$114.68	4.7%	$71.36	1.8%
2016	64.0%	1.4%	$109.53	3.8%	$70.10	5.2%
2015	63.1%	0.1%	$105.54	4.0%	$66.61	4.1%
2014	63.1%	3.8%	$101.48	1.7%	$64	5.6%

MIDSCALE & ECONOMY PERFORMANCE

	Occupancy		ADR		RevPAR	
Year	Percent	% Change	Per Room	% Change	Per Room	% Change
2028	56.6%	-0.1%	$108.94	2.1%	$61.66	2.0%
2027	56.6%	-0.6%	$106.74	2.7%	$60.44	2.1%
2026	57.0%	2.3%	$103.96	3.7%	$59.22	6.1%
2025	55.7%	1.1%	$100.25	1.4%	$55.82	2.5%
2024	55.1%	-0.6%	$98.83	3.0%	$54.44	2.4%
YTD	50.1%	-1.4%	$88.90	2.1%	$44.58	0.7%
2023	55.4%	-2.6%	$95.98	5.0%	$53.18	2.3%
2022	56.9%	-2.2%	$91.38	14.0%	$51.98	11.5%
2021	58.2%	23.0%	$80.12	17.7%	$46.63	44.7%
2020	47.3%	-15.9%	$68.10	-12.3%	$32.23	-26.2%
2019	56.2%	-0.2%	$77.69	1.5%	$43.70	1.3%
2018	56.4%	-0.8%	$76.57	1.8%	$43.16	0.9%
2017	56.8%	5.5%	$75.24	2.3%	$42.76	7.9%
2016	53.8%	0.7%	$73.57	3.2%	$39.62	3.9%
2015	53.5%	2.2%	$71.31	3.5%	$38.13	5.7%
2014	52.3%	4.1%	$68.91	2.1%	$36.06	6.3%

Appendix

Washington State Area Hospitality

OVERALL SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	$128,946	273	9.6%
2027	-	-	-	-	-	-	$122,057	258	9.8%
2026	-	-	-	-	-	-	$113,366	240	10.2%
2025	-	-	-	-	-	-	$108,125	229	10.3%
2024	-	-	-	-	-	-	$114,683	243	9.4%
YTD	8	$11M	1.8%	$1,369,404	$36,276	12.3%	$119,580	253	8.8%
2023	24	$84.3M	6.5%	$3,513,477	$77,219	9.8%	$112,810	239	8.7%
2022	35	$124.9M	9.1%	$3,567,221	$80,863	10.3%	$104,278	221	8.3%
2021	21	$56.4M	5.1%	$2,686,492	$64,550	11.4%	$100,219	212	8.2%
2020	15	$23M	2.2%	$1,531,455	$61,919	12.9%	$99,444	210	8.8%
2019	12	$39M	3.8%	$3,251,237	$61,635	10.2%	$104,302	221	9.0%
2018	22	$43.5M	5.8%	$1,975,082	$45,404	10.1%	$102,873	218	8.9%
2017	18	$33.3M	4.5%	$1,851,489	$45,716	10.4%	$98,005	207	9.0%
2016	13	$28.4M	3.3%	$2,187,012	$54,675	11.0%	$91,619	194	9.0%
2015	16	$27.3M	4.5%	$1,704,989	$38,314	10.2%	$87,371	185	8.8%
2014	14	$23.1M	4.7%	$1,648,630	$31,317	11.9%	$81,494	172	8.6%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.
(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

LUXURY & UPPER UPSCALE SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	$377,926	325	8.3%
2027	-	-	-	-	-	-	$357,736	308	8.6%
2026	-	-	-	-	-	-	$332,265	286	8.9%
2025	-	-	-	-	-	-	$316,902	273	9.0%
2024	-	-	-	-	-	-	$336,123	289	8.2%
YTD	-	-	-	-	-	-	$350,478	302	7.7%
2023	-	-	-	-	-	-	$331,921	286	7.6%
2022	2	$31.3M	12.6%	$15,639,459	$127,669	-	$307,486	265	7.2%
2021	-	-	-	-	-	-	$299,362	258	7.0%
2020	1	$9.1M	1.2%	$9,114,000	$379,750	-	$292,171	251	7.6%
2019	-	-	-	-	-	-	$304,762	262	7.8%
2018	-	-	-	-	-	-	$299,807	258	7.7%
2017	1	$6.3M	1.3%	$6,325,000	$263,542	-	$286,706	247	7.7%
2016	-	-	-	-	-	-	$267,311	230	7.7%
2015	-	-	-	-	-	-	$249,617	215	7.6%
2014	-	-	-	-	-	-	$228,900	197	7.6%

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Appendix

Washington State Area Hospitality

UPSCALE & UPPER MIDSCALE SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	$129,926	250	9.4%
2027	-	-	-	-	-	-	$122,985	237	9.6%
2026	-	-	-	-	-	-	$114,229	220	10.0%
2025	-	-	-	-	-	-	$108,947	210	10.1%
2024	-	-	-	-	-	-	$115,555	223	9.2%
YTD	-	-	-	-	-	-	$120,490	232	8.6%
2023	2	$20M	2.9%	$10,015,000	$133,533	-	$113,199	218	8.5%
2022	2	$15.3M	2.2%	$7,630,000	$133,860	-	$103,782	200	8.2%
2021	4	$19.1M	4.2%	$4,783,750	$90,259	-	$100,624	194	8.0%
2020	2	$1.2M	1.2%	$622,500	$21,466	-	$101,237	195	8.5%
2019	2	$16.5M	3.2%	$8,250,000	$105,769	10.6%	$106,553	205	8.7%
2018	1	$4.5M	2.3%	$4,487,500	$41,939	9.6%	$104,603	202	8.7%
2017	1	$3.6M	2.4%	$3,600,000	$33,962	-	$99,644	192	8.7%
2016	3	$17M	4.8%	$5,680,000	$88,750	11.1%	$93,180	180	8.8%
2015	3	$12.8M	7.6%	$4,250,000	$41,803	6.9%	$89,936	173	8.5%
2014	2	$7.5M	6.9%	$3,732,550	$27,959	-	$84,849	163	8.4%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.
(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

MIDSCALE & ECONOMY SALES

	Completed Transactions (1)						Market Pricing Trends (2)		
Year	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	$77,755	254	9.9%
2027	-	-	-	-	-	-	$73,601	240	10.2%
2026	-	-	-	-	-	-	$68,360	223	10.6%
2025	-	-	-	-	-	-	$65,200	213	10.7%
2024	-	-	-	-	-	-	$69,154	226	9.8%
YTD	8	$11M	3.1%	$1,369,404	$36,276	12.3%	$72,108	235	9.2%
2023	22	$64.3M	9.7%	$2,922,429	$68,252	9.8%	$67,689	221	9.0%
2022	31	$78.3M	12.0%	$2,526,252	$66,088	10.3%	$62,901	205	8.6%
2021	17	$37.3M	6.6%	$2,193,019	$56,316	11.4%	$59,180	193	8.5%
2020	12	$12.6M	2.9%	$1,051,069	$43,643	12.9%	$58,962	192	9.1%
2019	10	$22.5M	4.8%	$2,251,484	$47,201	10.0%	$61,984	202	9.4%
2018	21	$39M	8.6%	$1,855,443	$45,840	10.3%	$61,562	201	9.3%
2017	16	$23.4M	6.0%	$1,462,613	$39,068	10.4%	$58,431	191	9.3%
2016	10	$11.4M	3.3%	$1,139,115	$34,729	10.9%	$54,754	179	9.4%
2015	13	$14.5M	4.1%	$1,117,679	$35,700	11.3%	$52,713	172	9.1%
2014	12	$15.6M	4.7%	$1,301,310	$33,225	11.9%	$49,444	161	9.0%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.
(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

DELIVERIES & UNDER CONSTRUCTION

	Inventory			Deliveries		Net Deliveries		Under Construction	
Year	Bldgs	Rooms	% Change	Bldgs	Rooms	Bldgs	Rooms	Bldgs	Rooms
YTD	336	16,881	0%	0	0	(1)	(7)	0	0
2023	336	16,885	-0.5%	1	88	(4)	(127)	-	-
2022	339	16,970	-0.2%	4	274	0	217	1	88
2021	343	17,007	1.7%	3	185	0	162	4	274
2020	339	16,727	0.4%	4	292	2	236	5	401
2019	338	16,662	1.7%	5	309	3	290	5	411
2018	336	16,380	1.6%	3	224	0	183	5	309
2017	333	16,125	2.2%	5	438	5	438	3	224
2016	330	15,772	0%	2	12	2	12	4	338
2015	330	15,775	0.9%	2	142	(1)	117	2	85
2014	330	15,630	0.7%	2	139	2	139	2	142

WASHINGTON STATE ARTS COMMISSION

Program: FY25 Creative District Grants **Contract No. 387-CD25-001**

GRANT CONTRACT

THIS CONTRACT is made and entered into by and between the **WASHINGTON STATE ARTS COMMISSION**, 711 Capitol Way S, Suite 600, PO Box 42675, Olympia, WA 98504-2675 hereinafter referred to as the COMMISSION, and

Name:	**Blue Mountain Arts Alliance, DBA ArtWalla**
Address:	**PO Box 2192** **Walla Walla, WA 99362**
Email:	**tricia.harding@artwalla.com**
SWV:	**SWV0321759-00**
Federal Employer ID:	

hereinafter referred to as the GRANTEE.

THE PARTIES MUTUALLY UNDERSTAND AND AGREE AS FOLLOWS:

A. PURPOSE OF GRANT

This Contract sets out the terms and conditions by which the COMMISSION provides a grant to the GRANTEE for the purpose of developing, sponsoring, promoting or administering an activity, project or program which is related to the conservation and development of artistic, cultural and creative resources, and / or the growth of the creative economy of the State of Washington. RCW 43.46 provides the statutory authorization for making the grant. The funding is administered under WAC Title 30.

B. DESCRIPTION OF THE ACTIVITY, PROJECT, OR PROGRAM

GRANTEE shall use funds provided under this **Contract No. 387-CD25-001** solely for the Purpose of developing, sponsoring, and administering a Creative District as certified by the COMMISSION representing the State of Washington.

C. AMOUNT OF GRANT

Total amount provided under this contract: **$5,000.00.**

1. The Commission provides State Funds in the amount of **$5,000.00** to the GRANTEE in the following disbursements:

   a. Payment #1: **$5,000.00** for the period 7/1/24-6/30/25

2. GRANTEE agrees to match this grant with cash and/or in-kind resources equal to or greater than the total funds provided by the COMMISSION.
3. Payments will be made in accordance with the payment schedule set forth in Attachment “B”.

D. CONTRACT PERIOD

Funds are awarded for the period beginning **July 1, 2024 to June 30th, 2025.** The GRANTEE must expend all funds by the ending date of this contract. The GRANTEE shall notify the COMMISSION immediately in writing if any portion of the funds will not be expended by the end of the fiscal year.

A separate contract will be signed for the second year of this project in June 2025.

E. CONTRACT REPRESENTATIVES

The following shall be the contact persons for all communications and billings regarding the performance of this Contract. Either party shall provide written notification to the other of changes in contract representation.

GRANTEE's Contract Representative:		**COMMISSION's Contract Representative:**	
Name:	**Tricia Harding**	Name:	**Annette Roth**
Title:	**Treasurer of the Board**	Title:	**Community Development Manager**
Org. Name:	**Blue Mountain Arts Alliance DBA ArtWalla**	Org. Name:	**Washington State Arts Commission – Creative Districts Program**
Address:	**PO Box 2192 Walla Walla, WA 99362**	Address:	**PO Box 42675 Olympia, WA 98504-2675**
Phone:		Phone:	**360-252-9982**
E-Mail:	**tricia.harding@artwalla.com**	E-Mail:	**annette.roth@arts.wa.gov**

F. LIMITATION OF AUTHORITY

The COMMISSION's Agent shall be the Executive Director of the Washington State Arts Commission. Only the COMMISSION's Agent shall have the express, implied, or apparent authority to alter, amend, modify, or waive any clause or condition of this contract. The Agent may delegate this authority, but such delegation is effective only if in writing. See General Terms and Conditions for Contract Amendment or Modification procedures.

G. RIGHTS AND OBLIGATIONS

All rights and obligations of the parties to this Contract shall be subject to this Contract and its attachments including the following, which by this reference, are made a part of this Contract:

Attachment A: Scope of Work and Reporting Requirements
Attachment B: Budget and Payment Schedule
Attachment C: General Terms and Conditions
Attachment D: Invoice Voucher

I. ENTIRE CONTRACT

This Contract including all attachments contains all the terms and conditions agreed upon by the parties. No other understandings, oral or otherwise, regarding the subject matter of this contract and attachments shall be deemed to exist or to bind any of the parties.

J. ANNUAL REPORTS

Every Creative District is required to submit annual reports by August 15th of each year in order to maintain certification as a Creative District by the State of Washington. By signing this grant contract, the Creative District agrees to submit annual reports for each year of certification as a Creative District by the State of Washington.

THIS CONTRACT is executed by the persons signing below who warrant that they have authority to execute this contract.

Blue Mountain Arts Alliance DBA ArtWalla

Tricia Harding
Tricia Harding (Jul 3, 2024 15:57 PDT)
(Signature of party authorized to sign for GRANTEE)

Tricia Harding
(Printed name of signatory)

Tricia Harding
(Printed title of signatory)

Date: Jul 3, 2024

WASHINGTON STATE ARTS COMMISSION

Karen J. Hanan, Executive Director

Date: Jul 3, 2024

APPROVED AS TO FORM:
(Signature of Kathryn Wyatt, Assistant Attorney General, State of Washington, July 11, 2013 on file in fiscal office)

GRANT CONTRACT - ATTACHMENT "A"
Scope of Work and Reporting Requirements

Program: FY25 (July 1, 2024 - June 30, 2025) Creative District Grants **Contract No. 387-CD25-001**

GRANTEE: Blue Mountain Arts Alliance DBA ArtWalla

The GRANTEE agrees that funds shall be received solely for the services and/or reimbursements described here below:

Project Summary:
CoWalla has been certified as a Creative District by the State of Washington. The Creative District certification is effective for the 5-year period between **5/8/2024 and 5/8/2029**, as specified in Chapter 30-42 WAC.

This grant, effective July 1^{st}, 2024 to June 30^{th}, 2025 is intended to support the development and implementation of the Creative District occurring during the contract period.

Scope of Work:

Completion of Creative District certification process, including development of strategic plan for Creative District.

Allowable Expenses:
Expenses related to the formation and operation of the Creative District, including, but not limited to, salaries, benefits, and program operating costs.

Annual Report Obligations:
Creative District Certification is independent of this funding. Every Creative District is required to submit annual reports by or before August 15^{th} of each year in order as well as comply with other program requirements to maintain certification in good standing as a Creative District by the State of Washington as required under Chapter 30-42 WAC.

Logo Credit:
Grant recipients are required to acknowledge support from the Washington State Arts Commission (ArtsWA) in all online and printed materials and announcements (including media interviews) associated with this grant as follows: "This Creative District is certified by the Washington State Arts Commission." Whenever possible use the ArtsWA logo on any printed, promotional materials related to this grant. ArtsWA will provide the suite of logos to Creative Districts upon acceptance of this grant contract.

ARTSWA
WASHINGTON STATE
ARTS COMMISSION

GRANT CONTRACT - ATTACHMENT "B"
Budget and Payment Schedule

Program: FY25 (July 1, 2024 - June 30, 2025) Creative District Grants **Contract No. 387-CD25-001**

GRANTEE: Blue Mountain Arts Alliance DBA ArtWalla

The GRANTEE agrees that in consideration of **sections A, B, and C** on page 1 of this CONTRACT, that funds as awarded will be paid to the GRANTEE by the COMMISSION with the following terms and conditions:

1. No funds will be paid to the GRANTEE in advance of the contract starting date stated in section D of the CONTRACT.

2. Grant funds can only be spent on the expenses for which COMMISSION funds were committed and described in the ***Allowable Expenses*** section of ***Attachment "A"***.

    a. Invoice Vouchers will be signed and returned to the COMMISSION along with the signed contract as outlined in the cover letter included with this contract. The Invoice Voucher may not be altered by the GRANTEE.
    b. When you have completed your scope of work and are ready to be paid, e-mail Annette Roth with copies of your documentation including materials with the required documentation.

3. The budget is as follows:

    Year 1 Grant Funds: **$5,000**

4. Payment Schedule:

    Payment 1: **$5,000** for the period 7/1/2024-6/30/2025

GRANT CONTRACT - ATTACHMENT "C"
General Terms and Conditions

Program: CoWalla Creative District **Contract No. 387-CD25-001**

GRANTEE: Blue Mountain Arts Alliance DBA ArtWalla

TABLE OF CONTENTS

This table of contents is for reference purposes only and shall not be considered a substantive part of this Contract.

A. HEADINGS AND DEFINITIONS

DEFINITIONS - As used throughout this Contract, the following terms shall have the meaning set forth below:

1. "COMMISSION" shall mean the Washington State Arts Commission, any division, section, office, unit or other entity of the Commission, or any of the officers or other officials lawfully representing that Commission.

2. "Creative District" shall mean a land area designated by a local government and certified by the Commission in accordance with RCW 43.46.105 that contains either a hub of cultural facilities, creative industries, or arts-related businesses, or multiple vacant properties in close proximity that would be suitable for redevelopment as a creative district.

3. "State-certified creative district" means a creative district whose application for certification has been approved by the commission.

4. "AGENT" shall mean the Executive Director, Washington State Arts Commission, and/or the delegate authorized in writing to act on his/her behalf.

5. "GRANTEE" shall mean that Creative District Administrator or administrative entity that has been awarded a grant of funds under this Contract and shall include all designated employees of the GRANTEE.

6. "Local government" means a city, county, or town.

HEADINGS - Headings used in this Contract are for reference purposes only and shall not be considered a substantive part of this Contract.

B. GENERAL CONTRACT TERMS

AMENDMENTS OR MODIFICATION - This Contract may be amended or modified only by mutual consent of the COMMISSION and GRANTEE. To be effective, any amendment or modification must be in writing, signed by all parties, and attached hereto. No oral understanding or agreement binds the parties.

CONFORMANCE - If any provision of this contract violates any statute or rule of law of the State of Washington, it is considered modified to conform to that statute or rule of law.

ORDER OF PRECEDENCE – The items listed below are incorporated herein by reference. In the event of an inconsistency in this Contract, the inconsistency shall be resolved by giving precedence in the following order:

1. Applicable Federal and Washington State statutes and regulations including applicable Federal and State Executive Orders.
2. Special Terms and Conditions of this Contract, including
    a. Scope of Work and Reporting Requirements
    b. Modifications to the General Terms and Conditions
3. General Terms and Conditions
4. All other attachments or material incorporated by reference.

SEVERABILITY - If any provision of this Contract or any provision of any document incorporated by reference is held invalid, such invalidity shall not affect the other provisions of this Contract which can be given effect without the invalid provision, and to this end the provisions of this Contract are declared to be severable.

WAIVER OF DEFAULT OR BREACH-- Waiver of any default or breach shall not be deemed to be a waiver of any subsequent default or breach. Waiver of any default or breach shall not be construed to be a modification of the terms of the Contract.

C. PERFORMANCE AND GENERAL RESPONSIBILITIES

COVENANT AGAINST CONTINGENT FEES - The GRANTEE warrants that no person or selling agent has been employed or retained to solicit or secure this Contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, excepting bona fide employees or a bona fide established agent maintained by the GRANTEE for the purpose of securing business. The COMMISSION shall have the right, in the event of breach of this clause by the GRANTEE, to annul this Contract without liability, or, in its discretion, to deduct from the contract price or consideration or recover by other means the full amount of such commission, percentage, brokerage or contingent fee.

INDEMNIFICATION – To the fullest extent permitted by law, the GRANTEE shall indemnify defend, and hold harmless the State of Washington, including the COMMISSION and all officials, agents, employees of the State from and against any liability, damages, claims, suits and/or expenses arising out of or resulting from performance of this Contract, including, but not limited to, injury to persons or property, failure to follow applicable law, acts that are libelous or slanderous, and the violation or infringement of any copyright, patent, trademark, trade name or unfair trade practice law. The GRANTEE's obligation to indemnify, defend, and hold harmless includes any claim by the GRANTEE's agents, employees, representatives, or any subGRANTEE or its employees. The GRANTEE shall be required to indemnify, defend, and hold harmless the State only to the extent claim is caused in whole or in part by negligent acts or omissions of the GRANTEE.

INDEPENDENT CAPACITY OF GRANTEE This Contract creates an independent GRANTEE relationship. The GRANTEE and its employees or agents performing under this Contract are not employees or agents of the COMMISSION or the State of Washington. The GRANTEE and its employees or agents will not hold themselves out as nor claim to be officers or employees of the COMMISSION or of the State of Washington by reason of this Contract and will not make any claim, demand, or application to or for any right or privilege which would accrue to such an officer or employee under law. The COMMISSION shall not control or otherwise supervise the manner in which this Contract is performed.

NONASSIGNABILITY – The GRANTEE shall not assign this Contract, any rights or obligations under this Contract, or any claim arising under this Contract without prior written consent of the COMMISSION.

PUBLICITY/ACKNOWLEDGEMENTS – The GRANTEE shall acknowledge the COMMISSION in all online, printed or oral material and announcements, including in-person interviews with audio, video, or print journalists, which result from this Contract, as follows: "This program is supported in part, by a grant from ArtsWA (the Washington State Arts Commission)."

REPRODUCTION - The GRANTEE relinquishes to the State and its assigns royalty-free, irrevocable, non-exclusive license to make photographic or graphic reproductions or otherwise use data and copyrightable materials that result from this Contract, provided that such use or reproduction shall be only for government purposes. Data shall include, but is not limited to, reports, documents, pamphlets, other printed matter, photographs, and sound recordings. Government purposes shall include, but are not limited to, (1) internal documents such as memoranda and (2) public releases such as advertising, brochures, media publicity and catalogs or other similar publications, social media or other electronic communications, provided that the author or artist is credited. All reproductions of copyrightable material by the State in public releases shall contain a credit to the author or artist where applicable.

SERVICES WITHIN WASHINGTON - The GRANTEE agrees that no funds under this Contract will be used for activities or services outside the State of Washington, without prior authorization of the COMMISSION.

D. COMPLIANCE WITH LAWS, RECORDKEEPING, AND INSPECTION

AMERICANS WITH DISABILITIES ACT (ADA) OF 1990, PUBLIC LAW 101-336, also referred to as the "ADA" 28 CRF Part 35. – The GRANTEE must comply with the ADA, which provides comprehensive civil rights protection to individuals with disabilities in the areas of employment, public accommodation, state and local government services, and telecommunications.

COMPLIANCE WITH APPLICABLE LAW. The GRANTEE shall comply with all applicable and current federal, state, anc local laws, regulations, and policies, including all applicable local, state, and federal licensing, accreditation and registratior requirements/standards necessary for the performance of this Contract.

In the event of the GRANTEE's noncompliance or refusal to comply with any applicable law or policy, the COMMISSION may rescind, cancel or terminate this Contract for cause in whole or in part. The COMMISSION also may declare the GRANTEE ineligible for further grant awards from the COMMISSION.

CONFLICT OF INTEREST. Notwithstanding any determination by the Executive Ethics Board or other tribunal, the COMMISSION may, by written notice to the GRANTEE, terminate this Contract if it is found after due notice and examination by the COMMISSION that there is a violation of the Ethics in Public Service Act, Chapter 42.52 RCW, or any similar statute involving the GRANTEE in the procurement of, or performance under, this Contract.

In the event this Contract is terminated as provided above, the COMMISSION shall be entitled to pursue the same remedies against the GRANTEE as it could pursue in the event of a breach of contract by the GRANTEE. The rights and remedies of the COMMISSION provided for in this clause shall not be exclusive and are in addition to any other rights and remedies provided by law. The existence of facts upon which the Agent makes any determination under this clause shall be an issue and may be reviewed as provided in the "Disputes" clause of this Contract.

HAZARDOUS SUBSTANCES. The GRANTEE will defend, protect and hold harmless COMMISSION and any and all of its employees and/or agents, from and against any and all liability, cost (including but not limited to all costs of defense and attorneys' fees) and any and all loss of any nature from any and all claims or suits resulting from the presence of, or the release or threatened release of, hazardous substances as defined by state and federal law on the property covered by the project.

NONDISCRIMINATION LAWS – During the performance of this Contract, the GRANTEE shall comply with all federal and state nondiscrimination laws, regulations, or policies. If the GRANTEE does not comply or refuses to comply with nondiscrimination laws, regulations or policies, the COMMISSION may rescind, cancel, or terminate this Contract in whole or in part and may also declare the GRANTEE ineligible for further contracts with the COMMISSION. The GRANTEE shall be given a reasonable time in which to cure noncompliance. Any dispute may be resolved in accordance with the "Disputes" provision in this Contract.

NONDISCRIMINATION
Nondiscrimination Requirement. During the term of this Contract, CONTRACTOR, including any SUBCONTRACTOR, shall not discriminate on the bases enumerated at RCW 49.60.530(3). In addition, CONTRACTOR, including any SUBCONTRACTOR, shall give written notice of this nondiscrimination requirement to any labor organizations with which CONTRACTOR, or SUBCONTRACTOR, has a collective bargaining or other agreement.

Obligation to Cooperate. CONTRACTOR, including any SUBCONTRACTOR, shall cooperate and comply with any Washington state agency investigation regarding any allegation that CONTRACTOR, including any SUBCONTRACTOR, has engaged in discrimination prohibited by this Contract pursuant to RCW 49.60.530(3).

Default. Notwithstanding any provision to the contrary, COMMISSION may suspend CONTRACTOR, including any SUBCONTRACTOR, upon notice of a failure to participate and cooperate with any state agency investigation into alleged discrimination prohibited by this Contract, pursuant to RCW 49.60.530(3). Any such suspension will remain in place until COMMISSION receives notification that CONTRACTOR, including any SUBCONTRACTOR, is cooperating with the investigating state agency. In the event CONTRACTOR, or SUBCONTRACTOR, is determined to have engaged in discrimination identified at RCW 49.60.530(3), COMMISSION may terminate this Contract in whole or in part, and CONTRACTOR, subcontractor, or both, may be referred for debarment as provided in RCW 39.26.200. CONTRACTOR or SUBCONTRACTOR may be given a reasonable time in which to cure this noncompliance, including implementing conditions consistent with any court-ordered injunctive relief or settlement agreement.

Remedies for Breach. Notwithstanding any provision to the contrary, in the event of Contract termination or suspension for engaging in discrimination, CONTRACTOR, SUBCONTRACTOR, or both, shall be liable for contract damages as authorized by law including, but not limited to, any cost difference between the original contract and the replacement or cover contract and all administrative costs directly related to the replacement contract, which damages are distinct from any penalties imposed under Chapter 49.60, RCW. COMMISSION shall have the right to deduct from any monies due to CONTRACTOR or SUBCONTRACTOR, or that thereafter become due, an amount for damages CONTRACTOR or SUBCONTRACTOR will owe COMMISSION for default under this provision.

PUBLIC DISCLOSURE/CONFIDENTIALITY – GRANTEE acknowledges that the COMMISSION is subject to Chapter 42.17 RCW, the Public Disclosure Act and that this Contract shall be a public record as defined in RCW 42.17.250 through 42.17.340. Any specific information that is claimed by the GRANTEE to be confidential or proprietary must be clearly identified as such by the GRANTEE. To the extent consistent with

Chapter 42.17 RCW, the COMMISSION shall maintain the confidentiality of all such information marked confidential or proprietary. If a request is made to view the GRANTEE's information, the COMMISSION will notify the GRANTEE of the request and the date that such records will be released to the requester unless GRANTEE obtains a court order enjoining that disclosure. If the GRANTEE fails to obtain the court order enjoining disclosure, the COMMISSION will release the request information on the date specified.

RECORDS, DOCUMENTS, AND REPORTS – The GRANTEE shall maintain complete financial records, including all accounts, books, records, documents, invoices and other evidence, that sufficiently and properly reflect all direct and indirect costs of any nature expenses incurred and revenues acquired under this Contract. The records must clearly show that matching expenditures, if required, are not less than the amount granted in the approved application and this Contract. The system of accounting employed by the GRANTEE shall be in accordance with generally accepted accounting principles, and will be applied in a consistent manner so that the project finances can be clearly identified.

These records shall be subject at all reasonable times to inspection, review, or audit by personnel duly authorized by the COMMISSION, the Office of the State Auditor, and Federal officials so authorized by law, rule, regulation, or contract. The GRANTEE will retain all books, records, documents, and other materials relevant to this Contract for six years after termination or expiration of the Contract, and make them available for inspection by persons authorized under this provision. If any litigation, claim or audit is started before the expiration of the six (6) year period, the records shall be retained until all litigation, claims, or audit findings involving the records have been resolved.

REGISTRATION WITH THE DEPARTMENT OF REVENUE - The GRANTEE shall complete registration, if required by law, with the Washington State Department of Revenue, P.O. Box 47450, Olympia, WA 98504-7450, http://dor.wa.gov. The GRANTEE shall be responsible for payment of all taxes due on payments made under this Contract.

RIGHT OF INSPECTION – The GRANTEE shall cooperate with and freely participate in any monitoring or evaluation activities conducted by the COMMISSION pertinent to the intent of this Contract, including right of entry for periodic site inspections. The GRANTEE shall provide right of access to the facilities and/or site of the activity, project, or program to the COMMISSION, or to any of its officers, or to any other authorized agent or official of the State of Washington or the Federal government at all reasonable times, in order to monitor and evaluate performance, compliance, and/or quality assurance under this Contract.

E. FUNDING, REIMBURSEMENT AND BUDGET

ADVANCE PAYMENTS PROHIBITED - No payments in advance or in anticipation of services or supplies to be provided under this Contract shall be made by the COMMISSION.

TAXES – All payments accrued on account of payroll taxes, unemployment contributions, any other taxes, insurance or other expenses for the GRANTEE or its staff shall be the sole responsibility of the GRANTEE.

TRAVEL AND PER DIEM - In the event the Contract expressly provides for the GRANTEE to be reimbursed for out-of-pocket expenses, the GRANTEE will be reimbursed for travel expenses at the State rates for mileage and per diem in effect at the time these expenses are incurred. The COMMISSION reserves the right to audit documents supporting billings made for out-of-pocket expenses.

F. TERMINATION AND DISPUTES

DISPUTES. Except as otherwise provided in this Contract, when a dispute arises between the parties and it cannot be resolved by direct negotiation, either party may request a dispute hearing of the other according to the process set out in this section. Either party's request for dispute hearing must be in writing and clearly state:

1. The disputed issue(s);
2. The relative positions of the parties;
3. The GRANTEE's name, address and project title.

The requesting party shall mail the request for hearing to the other party within 5 working days after the parties agree that they cannot resolve the dispute. Within 5 working days of receipt of the request, the receiving party shall respond by either accepting or refusing the request for dispute resolution.

If both parties agree to a dispute hearing, the dispute shall be heard by a panel of three persons consisting of one person selected by the GRANTEE, one person selected by the COMMISSION, and a third person chosen by the two persons initially appointed. Any hearing under this section shall be informal, with the specific processes to be determined by the panel according to the nature and complexity of the issues involved. The process may be solely based upon written material if the parties so agree. Provisions of this Contract shall govern the panel in deciding the disputes. The parties shall equally share all cost associated with implementation of this process.

The decision of the panel shall not be admissible in any succeeding judicial or quasi-judicial proceeding concerning the Contract. The parties agree that these dispute resolution proceedings shall precede any action in a judicial or quasi-judicial tribunal. Nothing in this Contract shall be construed to limit the parties' choice of a mutually acceptable alternative dispute resolution method in addition to the dispute resolution procedure outlined above.

<u>GOVERNING LAW AND VENUE</u> – Washington law shall govern this Contract. In the event of a lawsuit involving this Contract, venue shall be proper in Thurston County.

<u>SAVINGS</u> If any State, Federal, private, or other funding source withdraws, reduces, or limits in any way the funds appropriated for the work under this Contract prior to normal termination of the Contract, the COMMISSION may terminate the Contract without advance notice. At the COMMISSION's discretion, the parties may renegotiate the Contract under those new funding limitations and conditions**.** If this Contract is so terminated, the parties shall be liable only for performance rendered or costs incurred in accordance with the terms of this Contract prior to the effective date of termination.

<u>TERMINATION FOR CONVENIENCE</u> - Either party may terminate this Contract upon 15 days' prior written notification to the other party. If this Contract is so terminated, the parties shall be liable only for performance rendered or costs incurred in accordance with the terms of this Contract prior to the effective date of termination.

<u>TERMINATION OR SUSPENSION FOR CAUSE</u>—In the event the COMMISSION determines the GRANTEE has failed to comply with the conditions of this Contract in a timely manner, the COMMISSION has the right to suspend or terminate the Contract. Before suspending or terminating the Contract, the COMMISSION shall notify the GRANTEE in writing of the need to take corrective action. If corrective action is not taken within fifteen (15) days of receiving notice, the COMMISSION may terminate or suspend the Contract.

If the Contract is terminated for cause, the COMMISSION reserves the right to require the GRANTEE to repay all or any portion of funds paid to the GRANTEE prior to termination. The GRANTEE shall make repayment within thirty (30) days of the demand. If the COMMISSION is required to institute legal proceedings to enforce this repayment provision, the COMMISSION shall be entitled to its costs, including reasonable attorneys' fees. However, repayment shall not be the sole or exclusive remedy available to the COMMISSION. No remedy available to the COMMISSION shall be deemed exclusive. The COMMISSION may elect to exercise any single, any combination, or all of the remedies available to it under this Contract, or under any provision of law, common law, or equity.

<u>SUSPENSION AND DEBARMENT</u>
If federal funds are used for this contract, the CONTRACTOR shall assure that, its officers, agents, SUBCONTRACTORS, and consultants shall not fund, contract with, or engage the services of any consultant, SUBCONTRACTOR, supplier, or other party who is debarred, suspended, or otherwise ineligible to receive funds.

The CONTRACTOR certifies that the CONTRACTOR is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in the AGREEMENT by any federal department or agency. If requested by COMMISSION, the CONTRACTOR shall complete a Certification of Debarment, Suspension, Ineligibility, and Voluntary Exclusion form.

Invoice Voucher

FORM A19-1A (REV 7/96)	STATE OF WASHINGTON AFRS **INVOICE VOUCHER**

	AGENCY USE ONLY	
AGENCY NO.	LOCATION CODE	P.R. OR AUTH. NO.
387	**001**	

AGENCY NAME AND LOCATION

WASHINGTON STATE ARTS COMMISSION
PO BOX 42675
OLYMPIA WA 98504-2675

INSTRUCTION TO VENDOR OR CLAIMANT: Submit this form to claim payment for materials, merchandise or services. Show complete detail for each item.

Vendor's Certificate. I hereby certify under penalty of perjury that the items and totals listed herein are proper charges for materials, merchandise or services furnished to the State of Washington, and that all goods furnished and/or services rendered have been provided without discrimination because of age, sex, marital status, race, creed, color, national origin, handicap, religion, or Vietnam era or disabled veterans status.

VENDOR OR CLAIMANT (Warrant is to be payable to)

Blue Mountain Arts Alliance DBA ArtWalla
Attn: Tricia Harding
PO Box 2192 Walla Walla, WA 99362
tricia.harding@artwalla.com

SWV0321759-00

Tricia Harding

X BY: Tricia Harding (Jul 3, 2024 15:57 PDT)

ArtWalla Board of Director, Treasurer	Jul 3, 2024
(TITLE)	(DATE)

FEDERAL I.D. NO. OR SOCIAL SECURITY NO. (For Reporting Personal Service Contract Payments to IRS):	RECEIVED BY:	DATE RECEIVED:

DATE	DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	AMOUNT	FOR AGENCY USE
	Creative Districts Grant – CoWalla					
	Start-Up Grant- Payment 1					
	Per ***Attachment "A"*** Scope of Work					
	Contract No: **387-CD25-001**					
	012 State Creative District Funds:				**$5,000**	
	Total Grant Awarded:				$5,000	
Vendor Message:						
				Total:	**$5,000**	

PREPARED BY:	TELEPHONE NUMBER:	DATE:	AGENCY APPROVAL:	DATE:
Korja Giles	360-485-1106	7/1/24	[signature]	Jul 3, 2024

DOC. DATE	PMT DUE DATE:	CURRENT DOC. NO.:	REF. DOC. NO.:	VENDOR NUMBER:	USE TAX	VENDOR MESSAGE:	UBI NUMBER:
				SWV0321759-00			

REF DOC SUF	TRANS CODE	M O D	FUND	MASTER INDEX APPN INDEX	PROGRAM INDEX	SUB OBJ	SUB SUB OBJ	ORG INDEX	WORKCLASS ALLOC	COUNTY Budget Unit	CITY/TOWN MOS	PROJECT	SUB PROJ	PROJ PHAS	AMOUNT	INVOICE NUMBER
			001	**012**	**00107**	**NZ**						**7CRD**			$5,000	CD25-001

ACCOUNTING APPROVAL FOR PAYMENT:	DATE:	WARRANT TOTAL:	WARRANT NUMBER:

WASHINGTON STATE
ARTS COMMISSION

May 13, 2024

Elizabeth Rowden
Program Director
ArtWalla
PO Box 2192
Walla Walla WA 99362

Dear Ms. Rowden:

We are pleased to let you know that the ArtWalla's application for the Co(W)alla Creative District certification has been approved. Our review panel thought your application outlined the joint creative district's appeal well. Based on their recommendation, our board of commissioners voted to ratify your District's approval. Congratulations on becoming the newest Creative District in Washington State!

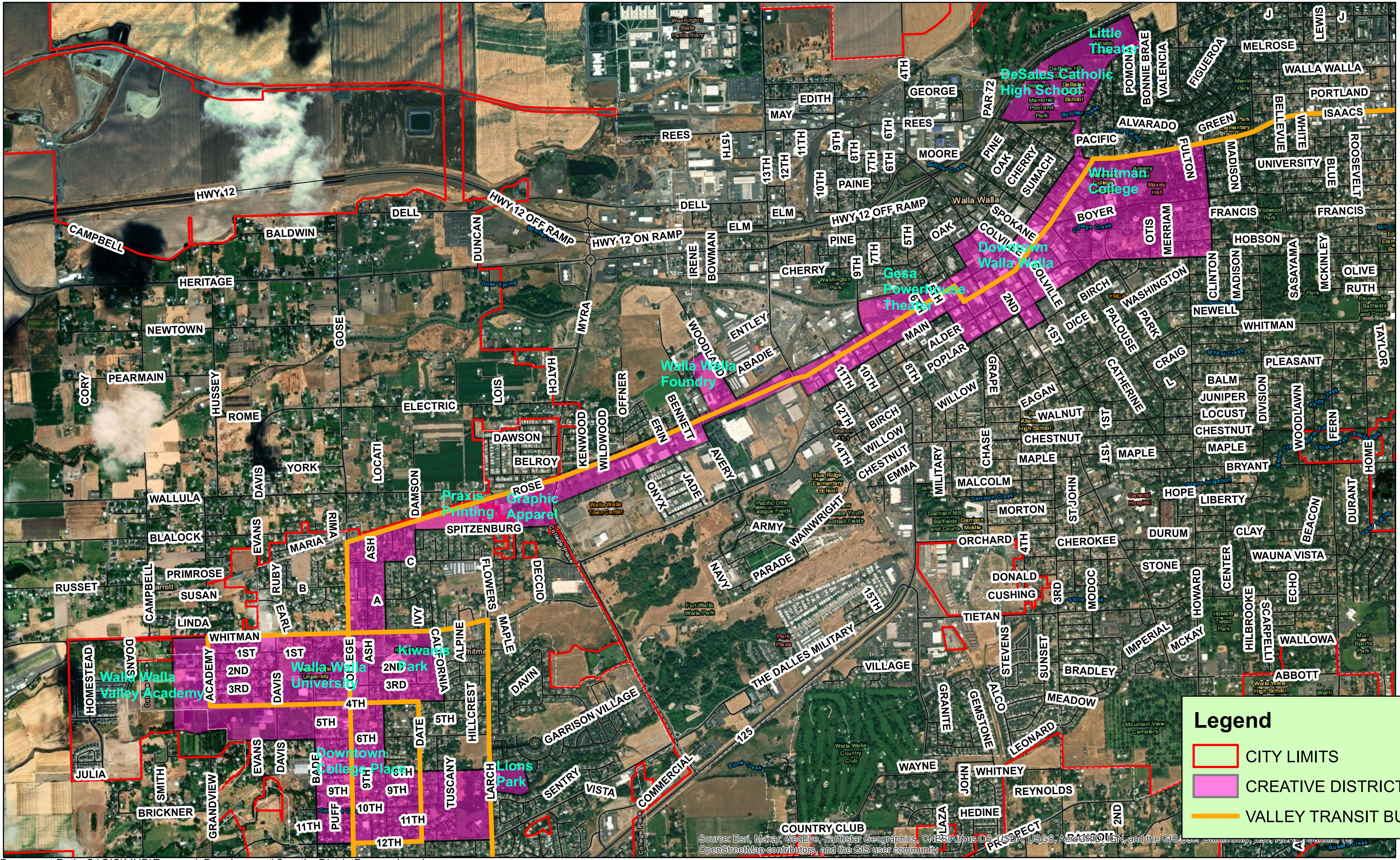
We are excited to begin this process with your community and are looking forward to supporting your success.

Best regards,

Annette M. Roth
Community Development Manager
Washington State Arts Commission
711 Capital Way South, Suite 600
Olympia, WA 98504
(360) 252-9982

Cc: Karen Hanan, Executive Director

COWALLA Creative District



Document Path: S:\GIS\MXD\EconomicDevelopment\CreativeDistrictProposal.mxd

FOR IMMEDIATE RELEASE: July 24, 2024

Contact: Tricia Harding, Board of Directors, ArtWalla
CoWalla Creative District Steering Committee
Email: tricia.harding@artwalla.com

CoWalla earns Creative District designation from Washington State Arts Commission

WALLA WALLA, Wash. — The CoWalla Creative District, a unique cultural corridor linking downtown College Place and downtown Walla Walla, has been officially designated as a Creative District by the Washington State Arts Commission (ArtsWA). The groundbreaking designation marks the first time a creative district in Washington State encompasses two distinct cities, showcasing a collaborative regional effort to enhance the area's cultural and economic vitality.

The CoWalla Creative District aims to support and promote local artists, makers, and creative businesses through various initiatives and events. By fostering a thriving creative economy, the district will provide educational opportunities, enhance the overall quality of life for residents, and attract visitors.

Elizabeth Chamberlain, City Manager of Walla Walla, emphasized the district's significance: “The CoWalla Creative District is more than just a nod to the arts. It is a commitment to fostering innovation and enriching the cultural fabric of our community. The first creative district in Washington State that crosses two cities, College Place and Walla Walla, demonstrates collaboration across our region and dedication by the organizations who advocated for the joint district.”

This designation by ArtsWA underscores the district's potential to become a thriving hub for creativity and innovation. The collaborative efforts between College Place and Walla Walla reflect a shared vision for a dynamic and culturally rich region.

Mike Rizzitiello, City Administrator of College Place, stated, “The CoWalla Creative District is a mechanism to a cohesive effort to link together any type of artisan between College Place and Walla Walla. It is seamlessly linked together by College Avenue/Rose Street, which is built for all modes of transportation, including a Valley Transit bus route.”

The designation of the CoWalla Creative District is the result of extensive collaboration among a dedicated group of community stakeholders, which began with the City of College Place, City of Walla Walla, ArtWalla, and the Downtown Walla Walla Foundation. Their concerted efforts in submitting the district for consideration included feedback from surveys, community gatherings, and focus groups that identified local interests in arts and culture. With the official launch of the project, these stakeholders are now eager to welcome additional community members to join and contribute to the district’s vibrant future.

ArtWalla will serve as the administrator for this exciting project, with a steering committee guiding the development and implementation of initiatives designed to support local artists and creative businesses. Interested parties are encouraged to visit cowallacreativedistrict.com for more information about the CoWalla Creative District and to learn how to participate in this community effort.

About CoWalla Creative District: The CoWalla Creative District is a collaborative cultural corridor linking downtown College Place and downtown Walla Walla, Washington. It aims to foster innovation, support local artists and creative businesses, and enrich the community's cultural and economic landscape.

About ArtsWA: The Washington State Arts Commission (ArtsWA) is a state agency established in 1961 to cultivate and promote the arts in Washington State. ArtsWA supports a diverse and vibrant arts community through grants, programs, and services that expand arts opportunities for all Washingtonians. Learn more about statewide Creative Districts at arts.wa.gov/creative-districts/

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Advocacy

Published on Jul 12, 2024

Provide feedback on proposed change to model business license threshold

Contact: Candice Bock, Sheila Gall

The city work group reviewing the business license minimum threshold for out-of-city businesses needs your feedback on proposed changes to the threshold. The threshold has not been updated since cities with business licenses adopted it in 2019.

After input from the business community last month, the work group is considering a proposal that would include the following changes:

- A one-time increase to a higher threshold to $4,000 for out-of-city businesses.
- Combined with an automatic periodic increase four years later based on cumulative inflation. The rate of inflation would be calculated as zero in any year in which inflation was negative and capped at 5% per year or 20% over four years if inflation exceeded those amounts.
- The rates of inflation would be calculated using the Consumer Price Index-U (CPI-U) Western for June of each year compared to the previous year for the previous four years.
- To make the threshold easier to administer, the cumulative inflation amount would be rounded to the nearest $100.
- While the workgroup has been considering recommending that the change take effect on January 1, 2025, it is considering whether it would be more feasible if the change took effect January 1, 2026. Cities that partner with the state's Business License Service would need to update their ordinance in time to provide 75-days' notice to the Department of Revenue of the change.
- Cities would retain the local option of requiring a no-fee registration for out-of-city businesses below the threshold and the local option of

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Meet your lobbyists

imposing a higher threshold than the model minimum threshold.

If you have feedback for the work group, please contact Sheila Gall.

Potential updates to city model business license minimum threshold

June 8, 2024

Picking up on work that began last summer, a work group of cities has begun meeting to review the business license minimum threshold for out-of-city businesses that cities with business licenses were required to adopt by January 1, 2019.

The work group is considering a one-time increase to a higher threshold, possibly to $3000, which could also be combined with an automatic periodic increase two to four years later based on inflation and rounded to the nearest $10 or $100. If a higher threshold is agreed upon by the workgroup, it would likely take effect on January 1, 2025, and cities that are partners with the state's Business License Service would need to update their ordinance in time to provide 75-days' notice to the Department of Revenue of the change.

The last threshold was created in 2018 in a model ordinance process required by legislation (RCW 35.90.080), in part to respond to concerns of businesses concerns about licensing requirements for out of city businesses delivering goods on an infrequent basis using their own vehicles. The final 2019 business license threshold for out-of-city businesses was set at $2,000 per year, with an option for cities to require no-fee registration only for out-of-city businesses below the threshold. Cities also had the option to create a higher threshold if they chose. The threshold was adopted by all business license cities with a January 1, 2019, effective date.

The statute provided the model minimum threshold cannot be updated more frequently than every four years, and cities made a commitment to review the level every four to five years to see if the level created in 2019 is still working for cities and their out of city businesses. AWC recently met with the business community to discuss potential updates to the model license threshold for out-of-city businesses. They have been requesting that cities consider a business licensing threshold of $5,000 to $10,000 per year for out-of-city businesses.

If you have feedback for the work group or would like to participate in future monthly meetings, please contact Sheila Gall.

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COLLEGE PLACE

MOVIES IN THE PARK

Saturday August 24th
Kiwanis Park
Movie Starts at Dusk ~8:45PM

FREE KETTLE CORN!
{FIRST 100 PEOPLE}

BRING YOUR CHAIRS & BLANKETS!

COLLEGE PLACE
WALLA WALLA VALLEY

COLLEGE PLACE
Farmers + Artisans Market

BIG RIG DAY!

at the College Place Farmers Market

THURSDAY, AUGUST 8TH, 2024
KIWANIS PARK ON SE 3RD ST
4-7PM

City of College Place: Development Activity - August 2024				
Project Name	**Use**	**Location**	**Status**	**Lead Generated**
Commericial/Industrial				
Jersey Mike's	Fast Food Restaurant	Meadowbrook	- Sept 2023 Another fast food sandwich tenant will go in space next to Chipotle. - Dec 2023 Awaiting building permit app. - May 2024 Getting building plan submittals. - June 2024 Filed Sign Permit. - August 2024 Aiming for Thanksgiving opening.	ICSC Las Vegas
WalMart	BigBox	Meadowbrook	- July 2024 Filed permits to repave parking lot, renovate store, and do generate site improvements. - August 2024 Renovations in process.	Walmart
Project Beyond	Gas Station & Food Mart	Rose Corridor or Meadowbrook	- June 2024 Met at Retail Convention. Interested in serving community. -August2024 Continuing due diligence.	ICSC Las Vegas
Project Tom	Car Wash	Meadowbrook	- June 2024 Interested in Meadowbrook sites. - August 2024 Pursuing option argreement for a site.	ICSC Las Vegas

Project Murph	Gas Station	Meadowbrook	- June 2024 Interested in establishing gas station in outlot of Walmart. - August 2024 Getting permission from corporate.	ICSC Las Vegas
Project Boise	Grocer	Myra Rd	- June 2024 Interested in establishing a facility either at 12th Myra or Garrison Myra. Will start due diligence. - August 2024 No update.	ICSC Las Vegas
Project Palouse	Commercial Developer	South College Avenue	- June 2024 Interested in partnering with Lakeside and buying properties along South College (south of Mojonnier) - August 2024 Continuing due diligence.	ICSC Las Vegas
Project Cobble	Hotel	Whitman & Myra	- November 2023 Hotelier working out development agreement with property owner. Still trying to hammer out road access. - February 2024 Still working out development agreement. - May 2024 Purchase and Sale agreement in place. Dependent upon roundabout. - August 2024 Gave them new Hotel STudy. Going after TIB roundabout grant.	ICSC Las Vegas

Project Hammer	Big Box Hardware	South College Avenue	- June 2024 Big Box hardware store interested in serving area. -August 2024 Doing due diligence on a site.	ICSC Las Vegas
Project Bullseye	Big Box	Whitman & Myra	- November 2023 Option purchased on site by a big box retailer. - March 2024 Option agreement exists. - August 2024 Tied to project Cobble and its success.	ICSC Las Vegas
Project OPH	Breakfast Restaurant	Whitman & Myra	- November 2023 Option for breakfast restaurant. Dependent upon hotel. -March 2024 Signed agreement based on hotel coming in adjacent. -August 2024 Tied to Project Cobble.	Property Owner.
Project FH	Sandwich Fast Food	Whitman & Myra	- August 2024 Negotiating option agreement with land owner.	Property Owner.
Project DE	Brunch Restaurant	Meadowbrook	- June 2024 Interested in serving market. - August 2024 Doing site evaluations.	ICSC Las Vegas
Project Q	Fast Food Restaurant	WWU Area	- November 2023 National mexican fast food franchise is looking at entering area adjacent to WWU Campus. -August 2024 No Update	WWU Contact

Project Y	Grocer	Whitman & Myra	- December 2023 option for regional grocer at play. - June 2024 Is going to Board of Company for site approval. - August 2024 On back burner for now. Operator is trying to sell store up in Spokane area and use funds to do new store here. In	Cold Call
Project MP	Hotel	Meadowbrook	- August 2024 Doing due diligence.	ICSC Las Vegas
Project Bed	Hotel	Meadowbrook or Near University	-August 2024 National hotel brand looking at putting medium end extended stay chain in City.	ICSC Las Vegas
Project FM	Medium sized grocery and general merchandise store.	College Avenue, across from College Place High School.	- Jan 2019 This site is shortlisted with another site at end of Myra Rd in Walla Walla. User would like to open up by 2021/2022. -Dec 2022 Awaiting if Feds will approve merger of Kroger/Safeway. WIll have impact on viability of this deal. - June 2024 Continue monitoring progress of Lakeside development before making decision. - August 2024 Evaluating property near SR 125 and College.	ICSC Las Vegas

Project Flight	Aerospace	Martin Airfield	- Nov 2023 Project is now annexed into the City. Working with property owner on future planning. - Dec 2023 No Update. - August 2024 Working with developer via State CERB Grant for infrastructure planning.	Property owner.
Project Lawn	Lawncare	Commercial Drive	- August 2024 Headquarters for a small lawn care business. Working through submission issues with site engineer.	Property owner.
Residential				
Homestead Subdivision Phase 3C, 3D, and 3E.	Residential subdivision constructed by Hayden Homes.	Homestead and Doans Street south of Fourth Street.	- - Dec 2022 Wise size development got moved to next Spring. - August 2024 Will start to develop wise size once done with Avery Estates in WW.	Hayden Homes has owned property for the last decade.
Dawson Cottages	6 cottages	Birch between 4th and 6th	- June 2024 Developing cottages. -August 2024 Still building out cottages.	Ben Dawson
NW Residential	20 Apartments	SW Oakwood Pl off of SW 6th	- June 2024 Going through entitlement process. - July 2024 Company decided to buy eight homes on market in town to rehab and will be putting site with plans up for sale. - August 2024 Now group is looking at reengaging on development likely early next year.	NW Residential Properties

Villages at Fort Walla Walla	180 multi-family apartment units.	South side of Whitman Drive/Deccion intersection.	- Jan 2019 Plan submittal is being reviewed by development staff. Spring 2019 construction. - Nov 2022 Revizing development plans. Likely will develop in 2023. - Feb 2023 Developer paid us bill due. Will turn in new, different plans. Likely will petition for MFTE. - May 2023 Continue going through permitting. Getting near end. - buildings. - June 2024 Getting last minute additional financing to make reality. - AUgust 2024 Likely going to break up project and do first three buildings first.	Port of Walla Walla was approached by Farran Group about property and was directed to Bob Price and the City.
Sirmon Development	Multi-family apartments.	942 NE Spitzenburg St	- Jan 2019 Plan submittal is being reviewed by development staff. - - April 2021 Awaiting final engineering drawings. - Dec 2022 Project appears to be on ice for now. Tad asked about vesting rights. - Feb 2024 Talked to developer. Expecting dirt to be turned this year. -August 2024 Buildings are being built.	Property owner.

Lakeside/College Holdings Development	Single & Multi-Family	197 Mojonnier Rd	-August 2024 Expecting Master Planned Development application is planned for July 2024. Engineering on East-West Rd has started.	Property owner.
Villages at Garrison Creek Phase 11 and 13	Single Family	Villages at Garrison Creek development.	- December 2021 Received submittal for 72 lot single family in vacant middle donut hole to finish up development. - Sept 2023 Engineer for developer is working on site issues. - Dec 2023 Expecting infrastructure to go in soon. - May 2024 Infrastructure being installed. -August 2024 Still working on site infrastructure.	Property developer.
Deer Meadows Subdivision	Townhome	SW 12th	- December 2021 Developer Jeff Kelly out of Tri Cities is planning townhomes for site purchased from Marc Maiuri - Sept 2022 SEPA out now. 13 lot subdivision proposed by Jeff Kelly out of Pasco. - October 2022 Hearing Examiner meeting held. - December 2022 Going through final entitlements. - February 2023 Planning for a Summer start. - May 2024 Have turned in plans for grading permits. - August 2024 Getting close to grading.	Developer

Martin Airfield/Tarrgon Development	Airfield Update, Flex Facilities, Residential	West Whitman Drive	- Feb 2024 Project is now annexed into the City. Working with property owner on future planning. - May 2024 Martin Airfield study is starting. - July 2024 Working with City on area study. Also, Tarragon bought Hinshaw Ranch property. - August 2024 Property owner is in negotiations on surrounding lands.	Developer
Project Dairy	Residential	West Whitman Drive	- August 2024 Discussions with land owner about possible inclusion into UGA next time it opens for residential.	Land Owner
Project Sod	Residential	Wallua Avenue	- August 2024 Property owners wants to do affordable housing. Wants into UGA next time it opens up.	Land Owner

Salerno Estates	Single Family Homes	359 SW 12th	- May 2023 Had public comment period for this development. 8 homes on approximately half acres. Reviewing comments and finalizing conditions of approval. - June 2023 Site plans approved. Past appeal period. - Dec 2023 Working with developer on issues. - Feb 2024 Infrasturcture plans getting turned in. - March 2024 Expecting construction to start soon. - May 2024 Working on site utilities. - June 2024 Getting ready to record plat. -August 2024 Working on area utilities.		Developer