



Inn Development & Management

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November 17th, 2011

Matt LeCerf, City Manager
City of Maryville
415 N. Market Street
Maryville, MO 64468

Dear Matt,

The City of Maryville engaged this market study to produce the following report for the potential development of a lodging facility and necessary supportive services in the Mozingo Lake Park area. The report was to include a 20 year detailed operating profit & loss statements as it directly relates to the analysis performed. In the attached proforma certain assumptions were made for the 20 year projection. The first assumption being that the subject facility would stabilize at an occupancy rate of 70% at year 10 and maintain that rate of occupancy in years 11-20. In the attached proforma, average daily rate demonstrated continual grow from years 11-20 at the rate of 3% annually. These assumptions are based upon the subject maintaining the highest level of quality and enhancing the quest experience when and where necessary. This assumption does not take into consideration and additional growth on decline in supply within the competitive market, which may be a potential factor.

Additionally we have supplied sample room type configurations that may or may not be used for schematic design if the project should move forward. In the supplied space allocation worksheet we estimated standard rooms and suites at 380 and 450 sq. ft. respectively.

Also provided in this section was an architectural firm that has designed similar projects described in the feasibility study. These materials are third party and should be used as a comparative analysis of project potential size and concept.

We appreciate this opportunity to be of service to the City of Maryville and would welcome the opportunity to work additionally with you and other interested parties to identify possible incentives available to the project, further architectural work necessary, and additional site planning that would be necessary to the development of the hotel.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sean Skellie".

Sean Skellie
VP of Business Analysis
IDM Group, LLC

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Fort Atkinson, WI 53538
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