

COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY

PREPARED FOR

COMMERCE, GEORGIA

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

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TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY



Organization: City of Commerce, GA
Attention: Matt Hailey, City Manager
Address: 110 State Street
City, State, Zip Code: Commerce, GA 30529

In accordance with our agreement, Core Distinction Group, LLC has completed a Comprehensive Hotel Market Feasibility Study to determine if Commerce, GA 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 May and June of 2026. 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, LLC 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.

Jessica Junker

Managing Partner

Core Distinction Group, LLC



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INTRODUCTION

The following Comprehensive Lodging Feasibility Study Report will review the potential development of a hotel in Commerce, GA.

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

Intended User - Commerce, GA is the only intended user for this report.

Core Distinction Group, LLC has been engaged to provide this Comprehensive Lodging Feasibility Study Report for the Commerce, GA 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. Core Distinction Group, LLC performed field research to determine the relationship between the community and its 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 Commerce, GA 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.

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 readers a brief summary. This section offers that Community Overview.



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COMMUNITY OVERVIEW

Commerce, Georgia, is a thriving small city located in Jackson County in northeast Georgia, approximately 70 miles northeast of Atlanta and 20 miles north of Athens. With a population of roughly 8,000 residents, Commerce serves as an important regional hub for retail, transportation, and industry while maintaining the character and charm of a traditional Southern community. Its strategic location along Interstate 85 has positioned the city as a gateway between metropolitan Atlanta and the mountains of North Georgia, making it a convenient destination for travelers, businesses, and residents alike. Over the years, Commerce has successfully balanced economic growth with historic preservation, creating a community that offers both modern conveniences and a strong sense of local identity.

The city's history dates back to the late eighteenth century when the area was first settled and became known as Harmony Grove. A trading post established in the early 1800s helped the community develop into an important agricultural and commercial center for the surrounding region. The arrival of the railroad in 1876 transformed Harmony Grove, stimulating business growth and encouraging new residential development. In 1904, community leaders officially changed the town's name to Commerce to reflect its growing importance as a regional trading center. This entrepreneurial spirit remains a defining characteristic of the city today, with Commerce continuing to serve as a center for business activity in northeast Georgia.

Downtown Commerce remains one of the community's most distinctive features. The historic downtown district showcases beautifully preserved architecture, tree-lined streets, locally owned shops, restaurants, and gathering spaces that contribute to the city's welcoming atmosphere. The city participates in Georgia's Main Street Program and has invested heavily in revitalization efforts aimed at preserving historic buildings while supporting new business development. Community events, festivals, farmers markets, and seasonal celebrations regularly bring residents and visitors together, reinforcing the strong civic pride that is evident throughout the city. The downtown area serves not only as a commercial district but also as a social and cultural center for the community.



COMMUNITY OVERVIEW – CONTINUED

Commerce is perhaps best known throughout Georgia for its proximity to the Banks Crossing area, one of the state's premier retail destinations. Located at the intersection of Interstate 85 and U.S. Highway 441, Banks Crossing attracts millions of visitors annually. The area is anchored by the popular Tanger Outlets, which features dozens of nationally recognized retail brands and draws shoppers from across Georgia and neighboring states. The retail district has generated significant economic growth for the community and supports numerous hotels, restaurants, service businesses, and entertainment venues. This concentration of commercial activity has helped establish Commerce as one of the most recognizable shopping destinations in northeast Georgia.

Beyond shopping, Commerce offers a variety of recreational and tourism opportunities. Visitors can explore the city's historic neighborhoods, enjoy walking tours of significant landmarks, and participate in annual community events such as festivals, car shows, and holiday celebrations. The city also benefits from its proximity to many of North Georgia's most popular attractions, including state parks, waterfalls, mountain recreation areas, and the cultural amenities of nearby Athens. Families are drawn to Commerce because of its small-town atmosphere combined with easy access to larger urban centers, educational institutions, healthcare services, and outdoor recreation opportunities.

Education, community involvement, and quality of life are important aspects of Commerce's identity. The city is served by local schools that play a central role in community life, particularly through athletics, arts programs, and civic engagement activities. Residents benefit from a variety of parks, recreational facilities, and community organizations that foster connections among neighbors. The city's manageable size allows for a close-knit environment where local leaders, business owners, educators, and residents frequently collaborate on initiatives aimed at improving the community. This strong sense of engagement has contributed to Commerce's reputation as a welcoming place to live and work.



COMMUNITY OVERVIEW – CONTINUED

Today, Commerce stands as a successful example of a small Southern city that has adapted to changing economic conditions while preserving its heritage. Its combination of historical significance, strategic transportation access, thriving retail sector, attractive downtown district, and strong community spirit has enabled it to maintain steady growth and regional influence. As northeast Georgia continues to expand, Commerce remains well-positioned to benefit from new opportunities while retaining the qualities that have made it a valued community for generations. The city's commitment to economic development, historic preservation, and community engagement ensures that Commerce will continue to play an important role in the region's future.

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.



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EXECUTIVE SUMMARY

It is the opinion of Core Distinction Group, LLC, that at the time of this study, the community of Commerce, Georgia and the immediate surrounding areas 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 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, LLC 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 to Upscale hotel. For the purpose of this study, Core Distinction Group, LLC focuses on an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that this new hotel would capture displaced Lodging Demand currently staying in markets surrounding Commerce, GA. Additionally, the newness of the hotel should be well received in the marketplace. Its location will be ideal to serve Greenfield 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 for the Upper Midscale to Upper Scale, newly developed hotel was researched to be between 55 and 65 guestrooms in this report. This would position it to be similar in size to the average room size of 65 units noted by the competitive sets 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 12-15 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	\$788,680
✓	Estimated Increase in Lodging Tax	\$1,237,628
✓	Estimated Increase in Real Estate/Property Tax	\$528,959
✓	Estimated Increase in area Restaurant Sales Revenue	\$4,324,663
✓	Estimated Increase in area Entertainment Revenue	\$4,100,973
✓	Estimated Increase in Alcohol Sales Revenue	\$2,013,205
✓	Estimated Increase in Tip Revenue	\$2,460,584

Total Estimated Economic Impact: \$15,454,692**

*Details found in Economic Impact Summary

**Whole numbers- Numbers are rounded up in Economic Impact.

FEEDER MARKETS

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 pages you will find a map of the estimated market lodging demand area for the subject market.

- Market Lodging Demand Area Map
- Feeder Market Community Overviews

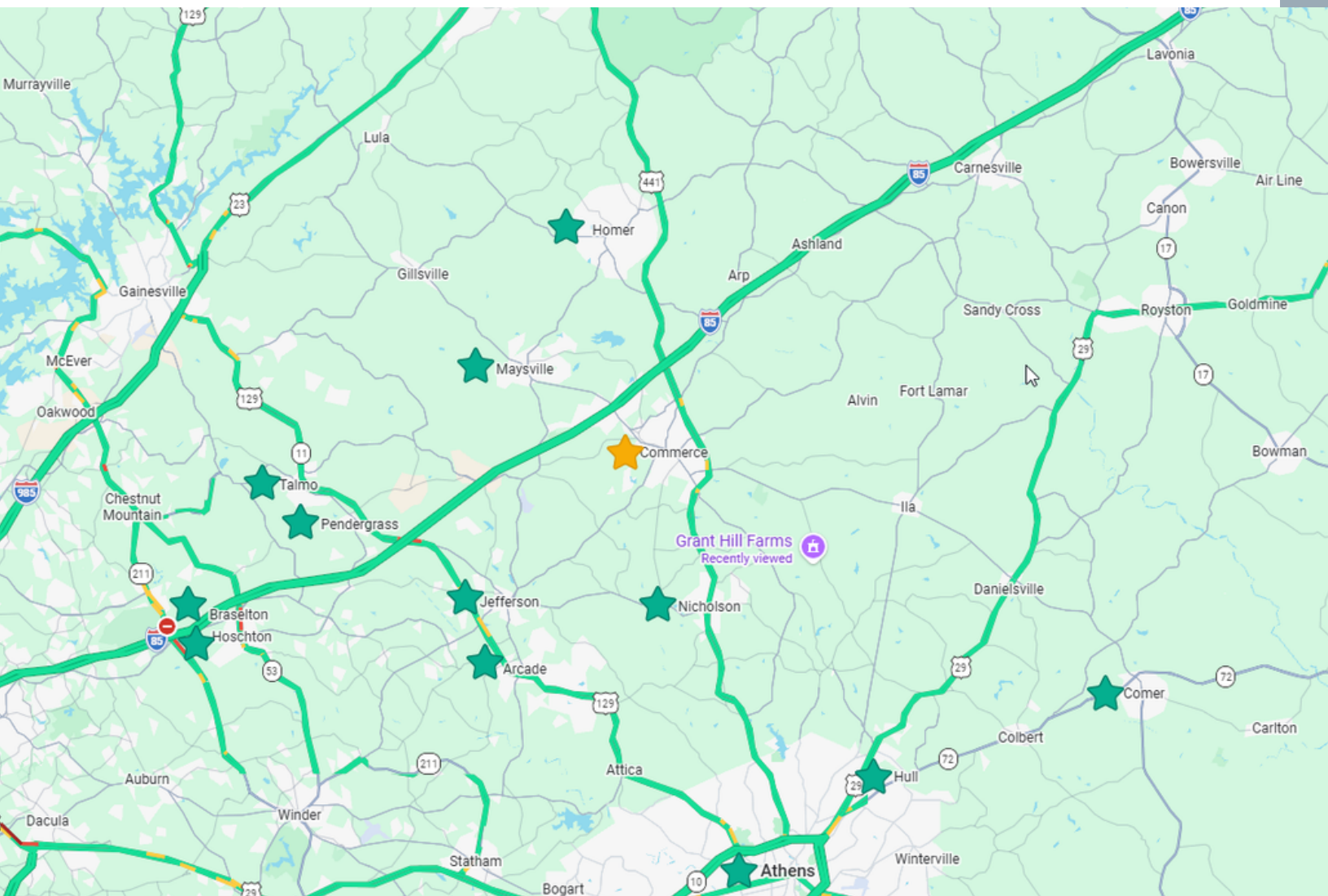


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FEEDER MARKETS

Understanding feeder markets allows hoteliers to tailor their marketing strategies, pricing, and amenities to meet the preferences and needs of their target audience. By analyzing data on travel trends, economic conditions, and population dynamics in feeder markets, hotel developers can predict demand and estimate occupancy rates more accurately. Additionally, identifying strong feeder markets helps in forecasting revenue potential and determining the most effective channels for advertising and partnerships, such as travel agencies, corporate accounts, or tourism boards. Feeder market analysis also highlights opportunities to align the hotel's offerings with regional events, attractions, or transportation hubs, ensuring a steady flow of guests and a competitive advantage in the local hospitality landscape.





FEEDER MARKETS – CONTINUED

Hull, Georgia: Located approximately 25 miles southeast of Commerce, Hull is a small community in Madison County with a population of approximately 230 residents. While primarily residential, Hull serves as part of the greater Commerce-Athens economic corridor, with many residents commuting to Commerce, Athens, and surrounding communities for employment. The local economy is influenced by agriculture, small businesses, education, healthcare, and retail opportunities available throughout the region. Hull benefits from its proximity to both Commerce's growing industrial and retail sectors and Athens' educational and healthcare institutions. Nearby attractions such as Watson Mill Bridge State Park, one of Georgia's most popular outdoor recreation destinations, attract visitors to the area and contribute to the local tourism economy. Hull offers a quiet rural setting while maintaining convenient access to the employment, shopping, and services available in Commerce.

Comer, Georgia: Comer is located approximately 30 miles southeast of Commerce and serves as one of the larger communities in neighboring Madison County, with a population of approximately 1,500 residents. Historically rooted in agriculture, the community continues to support poultry, cattle, and farming operations that contribute to the broader regional economy. Many residents travel to Commerce for retail shopping, healthcare services, and employment opportunities while maintaining strong ties to Athens and Madison County. The city's historic downtown, local businesses, and community events contribute to its small-town appeal. Comer also benefits from its location within driving distance of Commerce's major commercial developments, including the Banks Crossing retail district, making it part of the extended trade area that supports Commerce's role as a regional economic hub.

Nicholson, Georgia: Located just 10 miles south of Commerce along U.S. Highway 441, Nicholson is one of Commerce's closest neighboring communities and an important feeder market for the city. With a population of approximately 1,800 residents, Nicholson's economy is closely tied to Commerce through employment, retail spending, healthcare, and education. Many residents commute to Commerce's manufacturing facilities, distribution centers, retail establishments, and service businesses. The city is well known for its annual Daisy Festival, which attracts visitors from across northeast Georgia and contributes to local tourism activity. Nicholson's convenient location between Commerce and Athens allows residents to access amenities in both communities while maintaining a small-town lifestyle.



FEEDER MARKETS – CONTINUED

Arcade, Georgia: Arcade is located approximately 12 miles southwest of Commerce and immediately adjacent to Jefferson, making it an important residential community within Jackson County. Although small in size, Arcade benefits from its proximity to many of the region's major employment centers, including Commerce's retail and industrial sectors. Residents frequently travel to Commerce for shopping, dining, healthcare, and employment opportunities. The city's location near Interstate 85 and several major industrial corridors has contributed to steady residential growth. As Jackson County continues to attract new industries and distribution facilities, Arcade serves as a residential support community for workers employed throughout Commerce, Jefferson, Braselton, and surrounding areas.

Jefferson, Georgia: Located approximately 15 miles southwest of Commerce, Jefferson serves as the county seat of Jackson County and is one of the most significant neighboring communities within Commerce's trade area. With a population exceeding 13,000 residents, Jefferson plays a major role in the regional economy through government services, education, healthcare, manufacturing, and logistics. Commerce and Jefferson share strong economic connections, with residents regularly traveling between the two cities for employment, shopping, and professional services. Jefferson's historic downtown, highly regarded school system, and growing industrial base complement Commerce's position as a regional retail and commercial center. Together, the two communities help drive economic growth throughout Jackson County.

Braselton, Georgia: Braselton is located approximately 20 miles southwest of Commerce along the Interstate 85 corridor and is one of northeast Georgia's fastest-growing communities. With a population of approximately 15,000 residents, Braselton has become a major center for healthcare, hospitality, advanced manufacturing, and residential development. The community is home to the renowned Chateau Elan Winery & Resort, one of Georgia's premier tourism destinations, attracting visitors from across the Southeast. Braselton and Commerce share economic ties through manufacturing, logistics, and retail industries, particularly as industrial growth expands throughout Jackson County. Many businesses and residents view the two communities as part of a broader regional economic corridor that benefits from excellent interstate access and continued investment.



FEEDER MARKETS – CONTINUED

Hoschton, Georgia: Located approximately 22 miles southwest of Commerce, Hoschton is a growing community that has experienced significant residential development due to its proximity to Interstate 85 and the expanding Braselton area. With a population of approximately 3,000 residents, Hoschton functions as an important residential feeder community within the broader Jackson County market. Many residents work in Commerce, Braselton, Jefferson, and Gainesville while taking advantage of the community's small-town atmosphere. The city's growth has been fueled by families seeking access to quality schools, employment opportunities, and convenient transportation routes. Commerce remains an important destination for shopping, employment, and commercial services for many Hoschton residents.

Pendergrass, Georgia: Pendergrass is located just 8 miles southwest of Commerce along Interstate 85 and is one of the closest neighboring communities to the city. With a population of approximately 1,700 residents, Pendergrass benefits directly from Commerce's economic influence and regional importance. The city's economy is closely connected to the manufacturing, warehousing, logistics, and distribution industries that have expanded throughout Jackson County. Many residents commute to Commerce for employment, while businesses benefit from the area's transportation infrastructure and access to regional markets. Pendergrass's location between Commerce and Braselton positions it well to capitalize on continued industrial and residential growth occurring throughout northeast Georgia.

Talmo, Georgia: Talmo is located approximately 15 miles southwest of Commerce and remains one of Jackson County's smallest municipalities, with a population of roughly 250 residents. Known as the "Jewel of Jackson County," Talmo maintains a strong connection to the area's agricultural heritage while benefiting from economic growth occurring throughout the county. Residents often travel to Commerce for retail shopping, healthcare services, and employment opportunities. The city's rural atmosphere and historic character appeal to those seeking a quieter lifestyle while remaining within easy commuting distance of Commerce's industrial parks, retail centers, and growing employment base.



FEEDER MARKETS – CONTINUED

Maysville, Georgia: Located approximately 10 miles north of Commerce, Maysville serves as an important neighboring community in both Jackson and Banks counties. With a population of approximately 1,900 residents, Maysville shares strong economic ties with Commerce through employment, retail activity, healthcare services, and community events. The town's historic downtown and agricultural roots contribute to its character, while its proximity to Interstate 85 and Commerce provides residents with access to a wide range of employment opportunities. Many residents rely on Commerce for shopping, dining, and professional services, making Maysville an integral part of the city's extended trade area and regional economy.

Homer, Georgia: Homer is located approximately 12 miles northeast of Commerce and serves as the county seat of Banks County. With a population of approximately 1,300 residents, Homer functions as an important governmental and residential center within Commerce's broader market area. The community benefits from its close proximity to Commerce's retail, hospitality, and employment opportunities, particularly the Banks Crossing commercial district. Government services, education, agriculture, and small businesses support the local economy, while many residents commute to Commerce for work and shopping. Homer's location near the foothills of North Georgia also provides convenient access to outdoor recreation opportunities that complement the tourism and hospitality offerings found in Commerce.

Athens, Georgia: Located approximately 20 miles south of Commerce, Athens is the largest city in northeast Georgia and serves as the region's primary center for higher education, healthcare, culture, and professional services. With a population exceeding 125,000 residents, Athens significantly influences the economy of Commerce and surrounding communities. Home to University of Georgia, Athens attracts students, researchers, visitors, and businesses from across the state and nation. While Commerce serves as a major retail, logistics, and industrial hub along Interstate 85, Athens provides specialized healthcare, educational opportunities, entertainment, and cultural attractions that draw residents from Commerce and throughout northeast Georgia. The close relationship between the two communities creates a strong regional economy that benefits businesses, residents, and visitors alike.

SITE 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
- Utilities
- Parking
- Traffic Counts

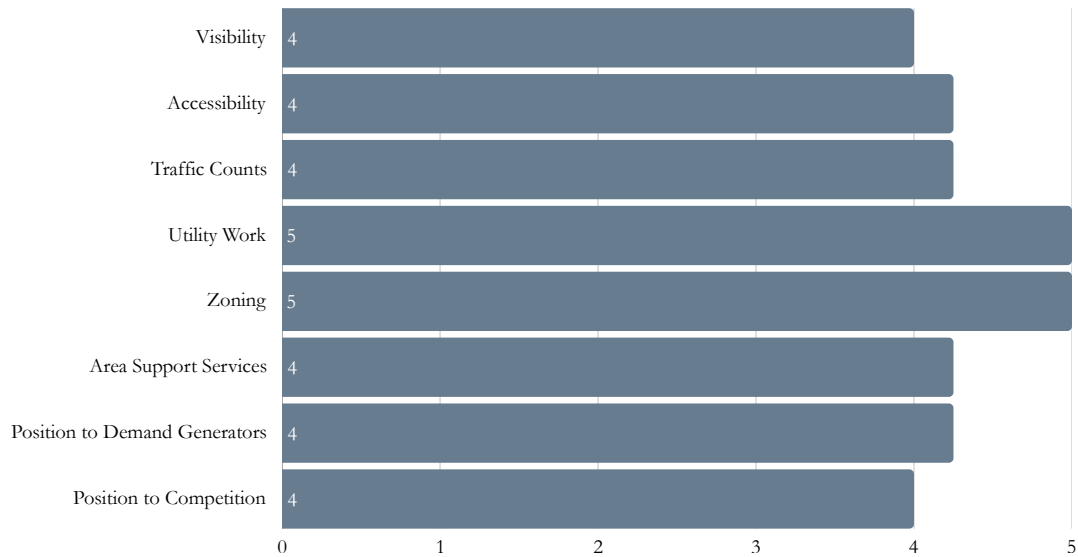
It is important to analyze the site with respect to regional and local transportation routes and demand generators, including ease of access. A detail of traffic information will follow the individual site information in this report.



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SITE ANALYSIS



Site Ratings: Each rating is based on the opinion of Core Distinction Group, LLC. Zero is a poor rating and five is a positive rating.

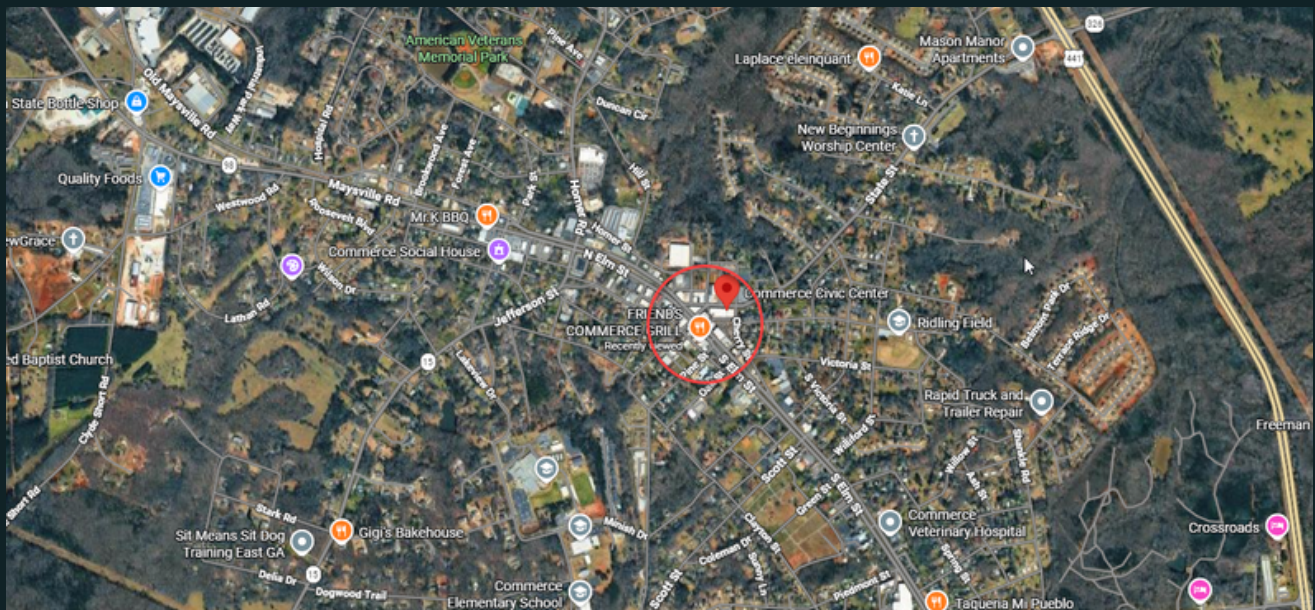
Frontage: This proposed property should offer high visibility to South Elm Street in Commerce, GA.

Utilities: It is to the understanding of Core Distinction Group, LLC that water, electricity and sewer are available in the general area.

Land Area: The site size for proposed location would be between one and one and a half acres.

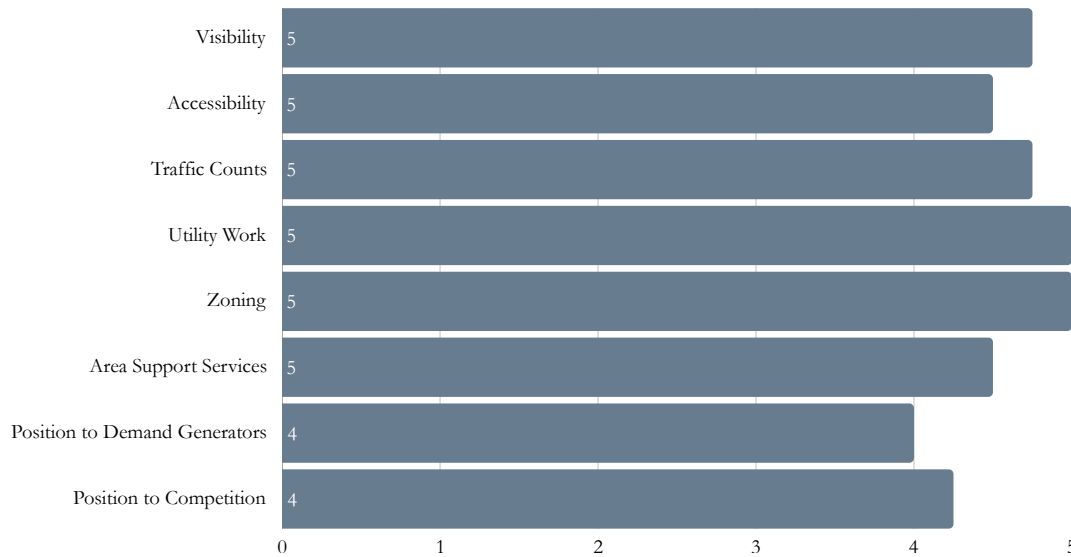
Parking: This area is assumed to offer a site that will accommodate the appropriate number of parking spaces.

Location: The vicinity of the downtown area in Commerce, GA





SITE ANALYSIS



Site Ratings: Each rating is based on the opinion of Core Distinction Group, LLC. Zero is a poor rating and five is a positive rating.

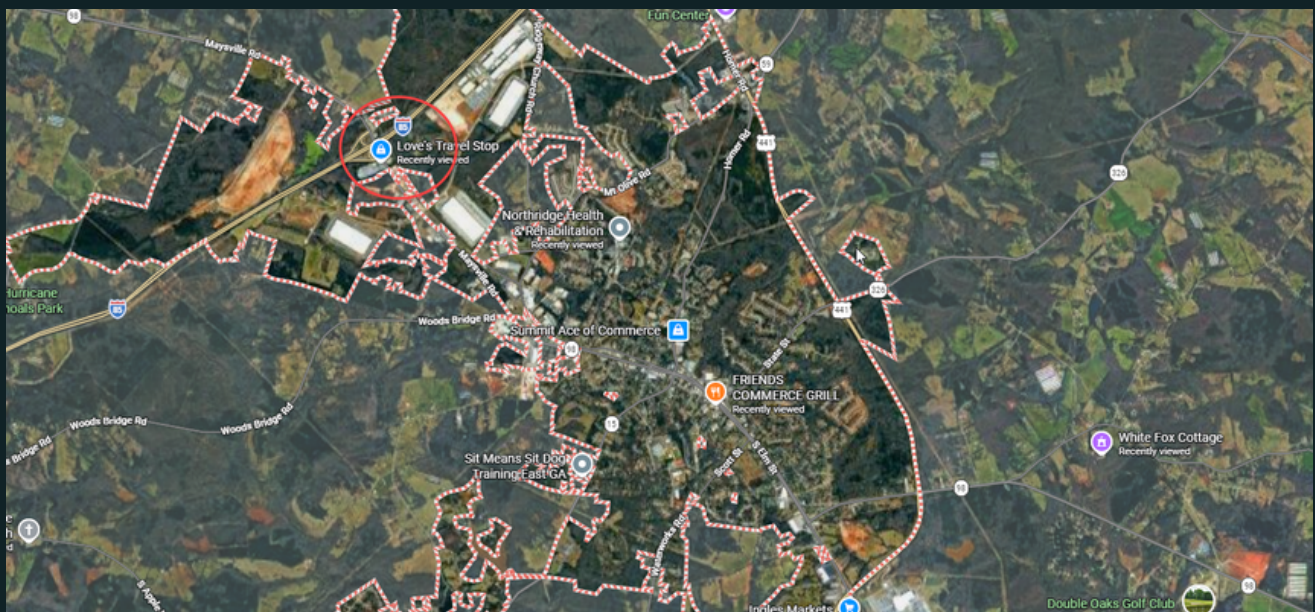
Frontage: This proposed property should offer high visibility to Interstate 85 in Commerce, GA.

Land Area: The site size for proposed location would be between two and two and a half acres.

Utilities: It is to the understanding of Core Distinction Group, LLC that water, electricity and sewer are available in the general area.

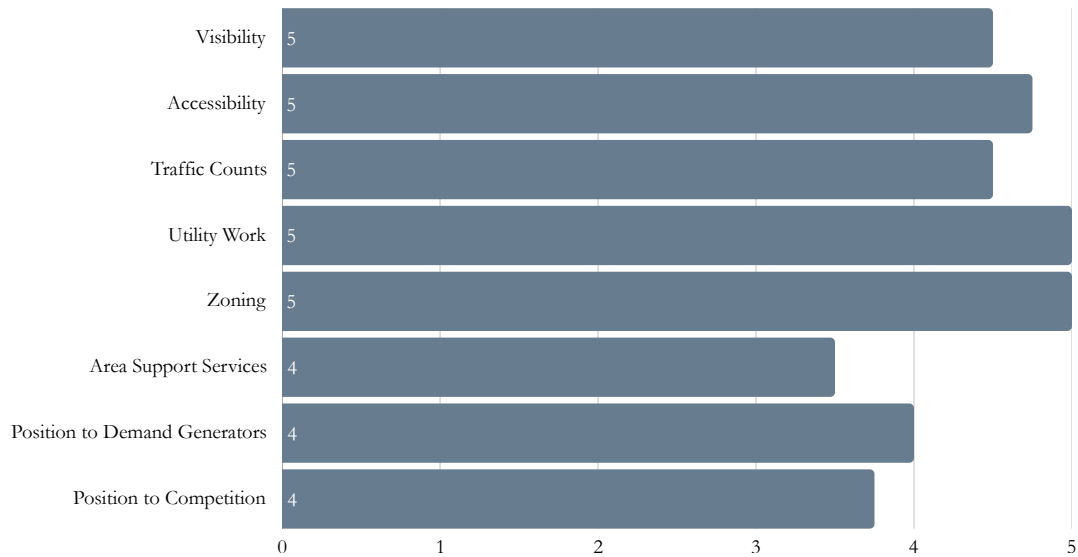
Parking: This area is assumed to offer a site that will accommodate the appropriate number of parking spaces.

Location: In the vicinity of Interstate 85 in Commerce, GA





SITE ANALYSIS



Site Ratings: Each rating is based on the opinion of Core Distinction Group, LLC. Zero is a poor rating and five is a positive rating.

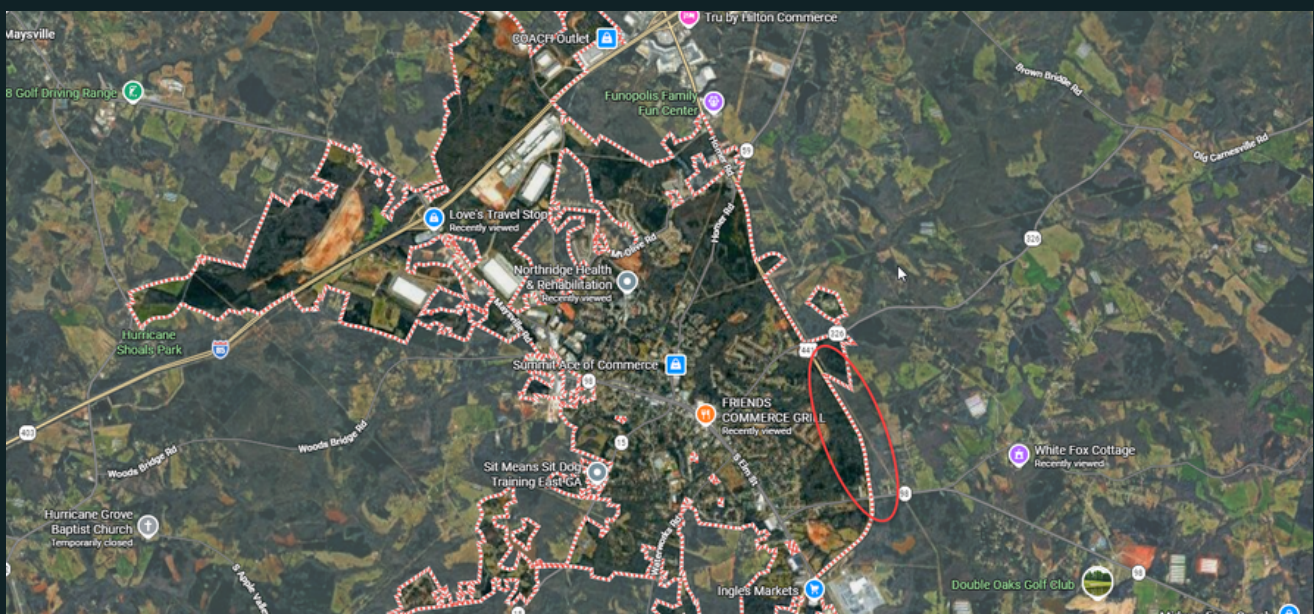
Frontage: This proposed property should offer high visibility to Highway 441 in Commerce, GA.

Land Area: The site size for proposed location would be between two and two and a half acres.

Utilities: It is to the understanding of Core Distinction Group, LLC that water, electricity and sewer are available in the general area.

Parking: This area is assumed to offer a site that will accommodate the appropriate number of parking spaces.

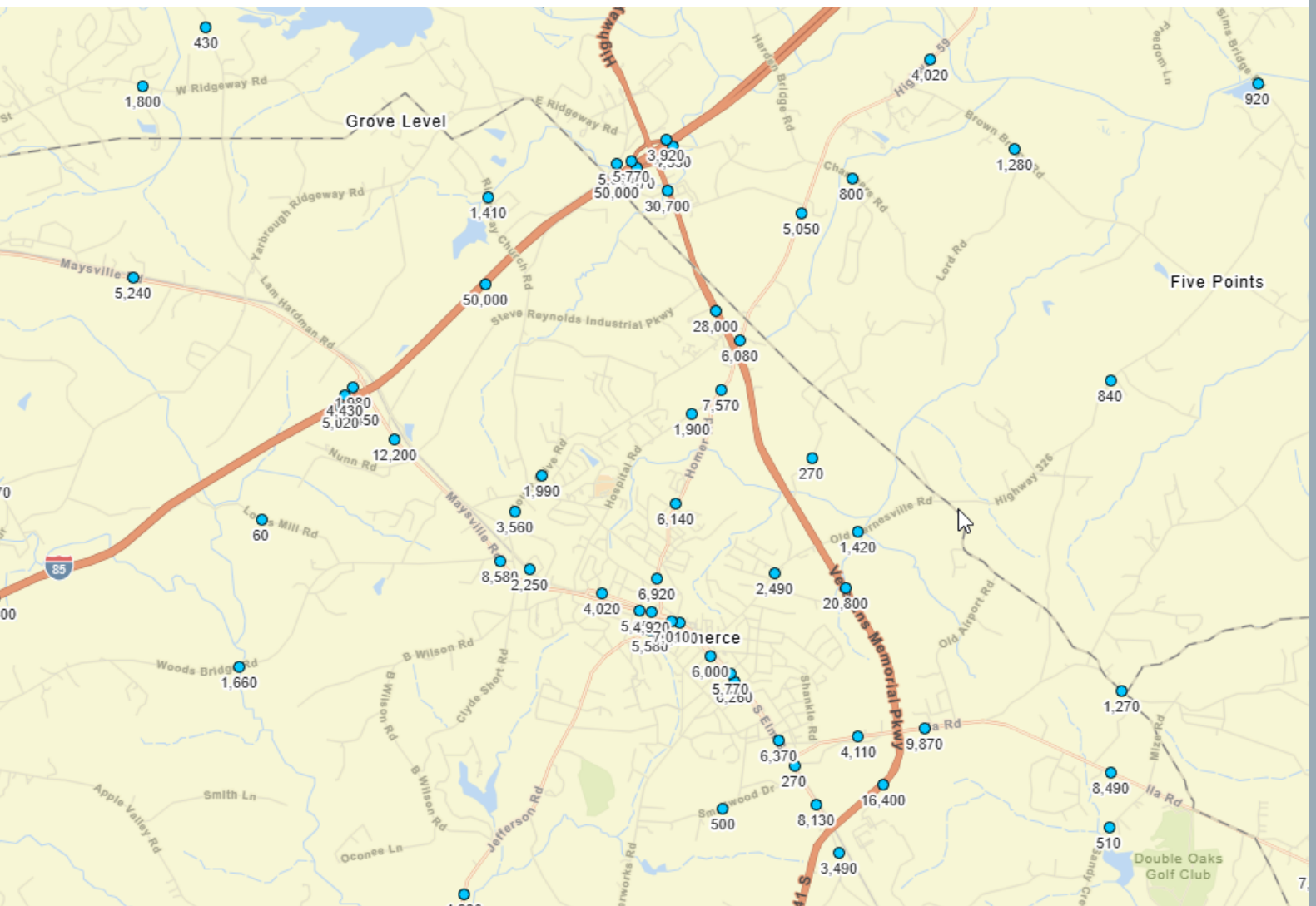
Location: In the vicinity of Highway 441 in Commerce, GA





TRAFFIC COUNTS

Traffic counts can be a critical component of a hotel market feasibility study because they provide valuable insights into the volume and patterns of potential customer flow near a proposed location. High traffic counts can indicate strong visibility and accessibility, both of which are key factors in attracting transient guests such as business travelers, tourists, and pass-through visitors. Traffic data helps assess whether the location has sufficient exposure to capture drive-by bookings or spur interest in nearby amenities. Additionally, traffic patterns can reveal peak times and seasonal variations, assisting in forecasting occupancy rates and revenue potential. By integrating traffic counts with other market indicators, such as demographics and competition, developers can make informed decisions about site selection and investment viability.



This map of Commerce, Georgia, displays population density using a color gradient from light yellow (low density) to dark purple (high density). Major roads are highlighted in red, including Interstate 75 (I-75) running north-south and State Route 441 running east-west. The city center is densely populated, with numerous smaller clusters of population along major thoroughfares. Labeled locations include Commerce, Shackle Hts, and Belmont Park Dr. The map also shows surrounding areas like Milledgeville and various local roads such as Jefferson Rd, N. Main St, and S. Main St.

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

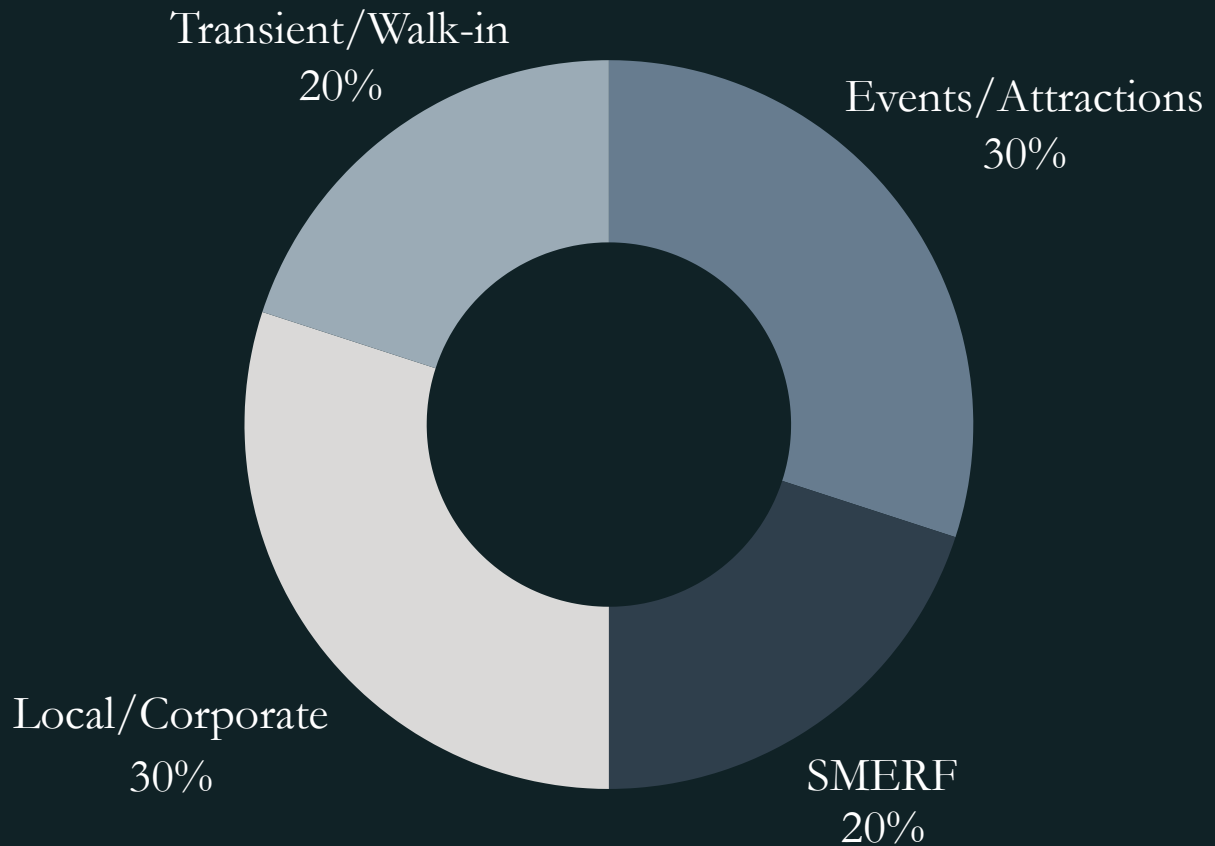
In addition to a breakdown and overview of the market's lodging demand segmentation, this sections also details the sources of said lodging demand and in some cases, identifies when the demand peaks.



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LODGING MARKET SEGMENTATION PROJECTIONS



Identifying which segments have the potential to produce 80 percent of your hotel's revenue is imperative to the success of developing these segments to ensure hotel is achieving fair market share. This starts with understanding the market in which any given hotel operates. A fundamental understanding of the competitive environment, key economic drivers and historical trends are essential to understanding which market segments are relevant. At this time, the proposed hotel should experience the same Market Segmentation as the overall market. The proposed hotel in Commerce, GA would be the newest hotel in the immediate regional area and would be positioned to serve a wide variety of Lodging Demand. Also, as a proposed upper midscale hotel, it would be able to flex rates and services to accommodate a full range of Lodging Demand.



LODGING MARKET SEGMENTATION PROJECTIONS

SMERF Demand - SMERF stands for social, military, education, religious and fraternal meetings. In communities where corporate meetings and business travelers keep hotels occupied on weekdays, SMERF business, which is predominantly weekend business, can fill rooms Friday through Sunday.

Corporate Demand - Corporate demand consists mainly of individual business people passing through the subject market or visiting area businesses, in addition to high-volume corporate accounts generated by local firms. Brand loyalty (particularly frequent-traveler programs), as well as location and convenience with respect to businesses and amenities, influence lodging choices in this segment. Companies typically designate hotels as “preferred” accommodations in return for more favorable rates, which are discounted in proportion to the number of room nights produced by a commercial client. Corporate demand is strongest Monday through Thursday nights, declines significantly on Friday and Saturday, and increases somewhat on Sunday night. It is relatively constant throughout the year, with marginal declines in late December and during other holiday periods.

Area Events & Attractions/Leisure Demand - Leisure demand consists of individuals and families spending time in an area or passing through en route to other destinations. Travel purposes include sightseeing, recreation, or visiting friends and relatives. Leisure demand also includes room nights booked through Internet sites such as Expedia, Hotels.com, and Priceline; however, leisure may not be the purpose of the stay. This demand may also include business travelers and group and convention attendees who use these channels to take advantage of any discounts that may be available on these sites. Leisure demand is strongest on Friday and Saturday nights and all week during holiday periods and the summer months. These peak periods represent the inverse of commercial visitation trends, underscoring the stabilizing effect of capturing weekend and summer tourist travel.

Transient/Walk-In Demand - This demand can peak during any day of the week depending on the market. Transient/walk-in demand is based on many factors including traffic through the area and potential overflow from feeder markets. This demand may include business and leisure travelers.



EMPLOYER/ECONOMIC OVERVIEW

Commerce, Georgia, is one of the most economically significant small communities in northeast Georgia, serving as a regional center for retail, manufacturing, logistics, and distribution. With a population of approximately 7,400 residents, the city benefits from its strategic location along Interstate 85 between Atlanta and Greenville, South Carolina. This transportation advantage has allowed Commerce to develop an economy that extends far beyond its population size, attracting businesses that serve customers and markets throughout the southeastern United States. The city's economy is diverse, with major employment sectors including retail trade, manufacturing, transportation, warehousing, healthcare, education, and hospitality. Commerce's role as a commercial crossroads has helped create a stable economic foundation that continues to support growth and investment throughout the region.

Retail is one of the largest drivers of the local economy, anchored by the well-known Banks Crossing commercial district. This area has developed into one of Georgia's most prominent shopping destinations outside of metropolitan Atlanta. The centerpiece of the district is Tanger Outlets, which attracts millions of visitors annually from across Georgia, South Carolina, and neighboring states. The retail corridor supports hundreds of jobs in sales, management, food service, hospitality, and maintenance while generating significant tax revenue for the city. In addition to outlet shopping, Banks Crossing features national retailers, restaurants, hotels, convenience stores, and service providers that benefit from the heavy traffic traveling along Interstate 85. This concentration of commercial activity has established Commerce as a regional shopping and tourism destination.

Manufacturing remains another important component of the Commerce economy. The city and surrounding Jackson County have successfully attracted industrial employers that value access to interstate transportation and the growing workforce available in northeast Georgia.

Manufacturing operations in and around Commerce produce a wide range of products, including automotive components, consumer goods, food products, packaging materials, and industrial equipment. These facilities provide stable, year-round employment opportunities and contribute significantly to the area's economic output. The city's industrial parks and business-friendly environment have encouraged both the expansion of existing manufacturers and the recruitment of new industries seeking efficient access to southeastern markets.



EMPLOYER/ECONOMIC OVERVIEW – CONTINUED

One of the most influential employers in the broader Commerce area is SK Battery America. The company established a major electric vehicle battery manufacturing complex near Commerce that represents one of the largest economic development projects in Georgia history. The facility has created thousands of direct and indirect jobs and has attracted a growing network of suppliers and related businesses to the region. The presence of SK Battery America has strengthened Commerce's position within the rapidly expanding electric vehicle supply chain and has significantly increased the area's profile as a center for advanced manufacturing and technology investment. The project has generated substantial economic activity through construction, operations, workforce development, and supplier partnerships.

Transportation, warehousing, and distribution also play a major role in the local economy due to Commerce's location along Interstate 85. Numerous distribution centers, logistics companies, and trucking operations have established facilities in the area to take advantage of efficient access to Atlanta, Charlotte, Greenville, and other southeastern markets. These businesses support regional supply chains and provide employment opportunities ranging from warehouse operations and equipment maintenance to logistics management and transportation services. As e-commerce and consumer demand for rapid delivery continue to grow, Commerce remains well-positioned to attract additional investment in distribution and fulfillment operations.

Healthcare and education contribute significantly to the local employment base as well. Medical providers, clinics, assisted living facilities, and healthcare support services employ a substantial number of residents while serving communities throughout Jackson County and surrounding areas. The Commerce City School District is also among the city's largest employers, providing jobs for educators, administrators, support personnel, and maintenance staff. These sectors offer stable employment opportunities and help support the quality of life that attracts families and businesses to the community. Their presence contributes to the economic resilience of Commerce by balancing the fluctuations that can occur in retail and manufacturing industries.



EMPLOYER/ECONOMIC OVERVIEW – CONTINUED

Looking ahead, Commerce is well positioned for continued economic growth due to its advantageous location, established commercial base, and expanding industrial sector. The combination of major retail destinations, advanced manufacturing investments, transportation infrastructure, and workforce development initiatives creates a diverse and sustainable economic environment. Continued growth in electric vehicle manufacturing, logistics, and regional tourism is expected to generate additional opportunities for both businesses and residents. As northeast Georgia continues to experience population and economic expansion, Commerce is likely to remain one of the region's most important centers for employment, investment, and commercial activity.



DEMAND GENERATORS

Commerce Civic Center: Located in the heart of downtown Commerce, the Commerce Civic Center is one of the community's premier meeting and event venues. Originally the historic Blue Bell textile factory, the building was purchased and renovated by the City of Commerce, transforming it into a versatile event facility capable of accommodating gatherings ranging from small board meetings to events of nearly 1,000 attendees. The venue features multiple meeting rooms, banquet spaces, a commercial kitchen, and the impressive Harmony Grove Hall, making it a popular location for weddings, conferences, corporate meetings, trade shows, community celebrations, and civic events. Its historic industrial architecture combined with modern amenities makes it one of northeast Georgia's most distinctive event facilities.

Jackson County Agricultural Facility: The Jackson County Agricultural Facility serves as one of the region's primary venues for agricultural events, livestock exhibitions, equestrian competitions, trade shows, community gatherings, and educational programs. Located near Jefferson, the facility supports Jackson County's strong agricultural heritage by hosting livestock shows, youth agricultural competitions, 4-H and FFA events, rodeos, and regional expos. Its large indoor and outdoor event spaces make it an important gathering place for farmers, agricultural organizations, and community groups throughout northeast Georgia. The facility regularly attracts visitors from surrounding counties and contributes to the area's agritourism and event economy.

Commerce Social House: Commerce Social House is a modern event venue designed for weddings, private parties, showers, corporate functions, and community gatherings. Known for its intimate atmosphere and flexible event space, the venue offers a blend of contemporary design and Southern hospitality. Its downtown location makes it convenient for visitors while providing a stylish setting for celebrations ranging from small family gatherings to larger receptions. The venue has become increasingly popular among local residents seeking a unique event space close to home.



DEMAND GENERATORS – CONTINUED

South Elm Events: South Elm Events is a boutique event venue that caters primarily to weddings, receptions, rehearsal dinners, and special occasions. The venue combines rustic elegance with modern amenities, providing both indoor and outdoor event options. Its charming setting, customizable event spaces, and convenient location near Interstate 85 have made it a sought-after destination for couples and event planners throughout northeast Georgia. South Elm Events contributes to Commerce's growing reputation as a destination for weddings and private celebrations.

Chapman Hill: Chapman Hill is a scenic wedding and event venue located in the rolling countryside surrounding Commerce and Jefferson. The property features picturesque landscapes, open fields, and elegant event facilities that provide a beautiful backdrop for weddings, corporate retreats, and private gatherings. The venue's rural setting offers guests a peaceful atmosphere while remaining easily accessible from Atlanta, Athens, and northeast Georgia communities. Chapman Hill has become a popular choice for couples seeking a blend of Southern charm and countryside beauty.

White Fox Cottage: White Fox Cottage is a charming venue known for intimate weddings, bridal showers, private parties, and special events. The property offers a quaint and elegant atmosphere featuring cottage-style architecture, landscaped grounds, and thoughtfully designed gathering spaces. Its appeal lies in providing a cozy, personalized setting for smaller events while maintaining the sophistication desired for memorable celebrations. The venue has become increasingly popular among couples seeking a more intimate wedding experience.

Hays-McDonald Farm: Hays-McDonald Farm is a historic farm property that serves as both an event venue and an example of Jackson County's agricultural heritage. Featuring scenic farmland, historic structures, and expansive outdoor spaces, the venue hosts weddings, family reunions, agricultural events, and community gatherings. The property's rural character and natural beauty provide visitors with an authentic northeast Georgia farm experience while offering modern accommodations for special events.



DEMAND GENERATORS – CONTINUED

Grant Hill Farms: Grant Hill Farms is one of northeast Georgia's premier wedding and event destinations. Situated on hundreds of acres of rolling countryside, the venue features elegant barns, scenic pastures, lakes, and beautifully landscaped grounds. Known for hosting upscale weddings and corporate events, Grant Hill Farms combines rustic elegance with luxury amenities. Its expansive property offers multiple ceremony and reception locations, making it a favorite venue for large celebrations and destination weddings throughout the Southeast.

Duvall Grounds Weddings and Events: Duvall Grounds Weddings and Events offers a picturesque venue designed specifically for weddings, receptions, and special occasions. The property features landscaped outdoor ceremony spaces, reception facilities, and scenic views of northeast Georgia's countryside. The venue's blend of natural beauty and event-focused amenities has made it a popular option for couples seeking a memorable wedding setting near Commerce.

W.B.L. Stomping Ground: W.B.L. Stomping Ground is a unique gathering venue known for hosting community events, private celebrations, concerts, and social functions. The venue embraces a relaxed Southern atmosphere and frequently serves as a gathering place for local residents and visitors. Its flexible event spaces and community-focused approach make it a distinctive addition to Commerce's growing hospitality and event market.

Chateau Elan Winery & Resort: Located approximately fifteen minutes from Commerce, Chateau Elan Winery & Resort is one of Georgia's most recognized tourism destinations. The 3,500-acre resort features a full-scale winery, luxury accommodations, championship golf courses, spa facilities, restaurants, and conference centers. The property attracts visitors from across the country for weddings, corporate retreats, golf outings, wine tastings, and weekend getaways. Chateau Elan significantly contributes to the tourism economy of northeast Georgia and serves as one of the region's most prestigious hospitality destinations.

Chimney Oaks Golf Club: Chimney Oaks Golf Club is a championship golf destination located just north of Commerce in Banks County. The course is known for its scenic mountain foothill setting, challenging layout, and high-quality playing conditions. In addition to golf, the facility offers lodging, dining, and event spaces, making it a popular destination for golf tournaments, corporate outings, and leisure travelers visiting northeast Georgia.



DEMAND GENERATORS – CONTINUED

Double Oaks Golf Club: Double Oaks Golf Club serves local residents and visitors seeking an enjoyable and affordable golf experience. The course offers a welcoming environment for players of all skill levels while providing scenic views of the surrounding countryside. Community tournaments, league play, and recreational golf contribute to the facility's popularity within Jackson County and neighboring communities.

Commerce Cultural Center: The Commerce Cultural Center serves as a hub for arts, history, education, and community programming. Housed in a historic downtown building, the center hosts art exhibits, educational workshops, performances, community meetings, and cultural events throughout the year. The facility plays an important role in preserving Commerce's heritage while promoting arts and cultural engagement among residents and visitors.

American Veterans Memorial Park: American Veterans Memorial Park honors military veterans who have served the United States. The park features memorials, monuments, walking paths, and gathering areas that provide a place for reflection and remembrance. Veterans Day ceremonies, patriotic events, and community gatherings are regularly held at the park, making it an important civic landmark within Commerce.

Spencer Park: Spencer Park is a charming community park located in the heart of historic downtown Commerce, Georgia. The park features a beautiful gazebo, a small playground, and a natural amphitheater, making it an inviting space for families, community gatherings, and outdoor events. Its convenient location places visitors within walking distance of downtown shops and restaurants, creating a welcoming atmosphere for both residents and tourists. Throughout the year, Spencer Park serves as a popular venue for seasonal celebrations, local festivals, and community activities, making it an important gathering place that highlights the small-town charm and vibrant community spirit of Commerce.

Hurricane Shoals Park: Hurricane Shoals Park is one of northeast Georgia's most significant historical and recreational attractions. Situated along the North Oconee River, the park features preserved nineteenth-century buildings, a historic grist mill, covered bridge, museum exhibits, walking trails, and scenic river views. Annual heritage festivals, living history demonstrations, and educational programs attract thousands of visitors each year while preserving the area's pioneer history.



DEMAND GENERATORS – CONTINUED

Willoughby Park: Willoughby Park is a peaceful neighborhood park located on Clayton Street in Commerce, Georgia, just a short walk from the downtown district. Nestled in a beautiful wooded setting, the park is designed primarily as a passive recreation area, offering a picnic pavilion, open green space, and a relaxing environment for families and visitors. The park also features the Willoughby Dog Park, providing a dedicated space for residents and their pets to enjoy the outdoors.

Lake Hartwell: Lake Hartwell is one of the Southeast's largest and most popular recreational lakes, encompassing nearly 56,000 acres along the Georgia-South Carolina border. Located less than thirty minutes from Commerce, the lake attracts visitors for boating, fishing, camping, swimming, and water sports. Numerous marinas, parks, campgrounds, and recreational facilities make Lake Hartwell a major tourism asset for northeast Georgia and an important contributor to the regional economy.

Greater Northeast Georgia Sports: Greater Northeast Georgia Sports promotes youth, amateur, and tournament sports throughout the region. The organization works with local communities, facilities, and event organizers to attract athletic competitions that generate tourism and economic activity. Baseball, softball, soccer, basketball, swimming, and other sporting events supported by the organization bring athletes and visitors to Commerce and surrounding communities throughout the year.

The Billy & Barbara Cain Natatorium: Located in nearby Jefferson, the Billy & Barbara Cain Natatorium is a premier aquatic facility owned and operated by the City of Jefferson. The facility hosts collegiate swimming and diving competitions, youth swim meets, training programs, and community aquatic activities. As one of the region's premier indoor aquatic venues, it attracts athletes and spectators from across Georgia and the Southeast.

Akins Ford Arena: Akins Ford Arena is a state-of-the-art entertainment and sports venue located in downtown Athens. The arena hosts concerts, family shows, sporting events, conferences, conventions, and community gatherings throughout the year. As one of northeast Georgia's newest major entertainment facilities, it significantly enhances the region's ability to attract large-scale events, drawing visitors from Commerce, Athens, and communities throughout the Southeast.



DEMAND GENERATORS – CONTINUED

SK Battery America: SK Battery America is one of the largest and most influential employers in the Commerce, Georgia area and has significantly reshaped the region's industrial economy. The company's Commerce facility produces lithium-ion batteries for electric vehicles and represents a major advanced-manufacturing investment along the Interstate 85 corridor. SK Battery America invested approximately \$2.6 billion in its Commerce operations and has created thousands of skilled jobs in production, engineering, quality control, maintenance, logistics, safety, administration, and management. The facility has helped position Commerce and Jackson County as part of the national electric vehicle supply chain, drawing additional attention from suppliers, contractors, transportation companies, housing developers, and support businesses. Although the company has experienced workforce adjustments tied to changing electric vehicle demand, it remains a major regional employer and one of the most important economic anchors in northeast Georgia.

Southeast Toyota: Southeast Toyota is part of the broader automotive distribution and logistics network serving Toyota dealerships throughout the southeastern United States. In the Commerce area, its economic importance is tied to vehicle movement, parts distribution, transportation coordination, dealer support, and supply-chain activity. Employers like Southeast Toyota benefit from Commerce's strong interstate access, proximity to Atlanta, and expanding automotive manufacturing presence throughout Georgia. The operation supports jobs in transportation, inventory control, logistics, fleet coordination, administration, customer support, and technical services. As Georgia continues to grow as an automotive and electric vehicle manufacturing state, automotive distribution businesses help strengthen the region's broader transportation and supply-chain economy.

Hansen Technologies: Hansen Technologies operates manufacturing operations in Commerce and is known for producing industrial refrigeration valves and controls. The company serves industries such as food processing, cold storage, beverage production, industrial refrigeration, and other temperature-controlled operations. Its Commerce facility supports skilled manufacturing jobs in machining, assembly, quality assurance, engineering support, sourcing, logistics, and plant operations. Hansen's products are important to businesses that rely on safe and efficient refrigeration systems, making the company part of a specialized industrial supply chain. Its presence adds diversity to Commerce's manufacturing base and provides stable technical employment outside of the larger distribution and automotive sectors.



DEMAND GENERATORS – CONTINUED

Roper Pump Company: Roper Pump Company is one of Commerce’s most established industrial employers and has a long history in pump manufacturing. The company produces industrial pump solutions used in markets such as transportation, oil and gas, food processing, chemical handling, asphalt, marine applications, and general industrial operations. Roper’s Commerce facility supports positions in engineering, machining, assembly, testing, maintenance, quality control, sales support, logistics, and administration. As a long-standing manufacturer with national and international customers, Roper contributes to Commerce’s reputation as a durable industrial community rather than simply a retail or distribution market. Its continued operation also supports supplier relationships, skilled trades, and technical employment in the region.

Ollie’s Distribution Center: Ollie’s Bargain Outlet operates a major distribution center in Commerce that serves as a key supply-chain hub for its retail stores across the Southeast. The facility is nearly one million square feet and supports receiving, inventory control, warehousing, order fulfillment, shipping, transportation coordination, maintenance, and administrative functions. The distribution center benefits from Commerce’s location along Interstate 85, allowing efficient access to Atlanta, Charlotte, Greenville, and other southeastern markets. As one of the area’s major logistics employers, Ollie’s provides jobs for warehouse associates, forklift operators, supervisors, mechanics, truck drivers, logistics coordinators, and management staff. Its presence has helped strengthen Commerce’s role as a regional distribution and fulfillment center.

ID Logistics: ID Logistics is a global contract logistics company that provides warehousing, supply-chain management, fulfillment, inventory control, and transportation-related services for major retail, consumer goods, and industrial clients. In the Commerce area, ID Logistics fits into the fast-growing distribution economy supported by Interstate 85, nearby industrial parks, and the region’s expanding manufacturing base. The company supports employment in warehouse operations, inventory management, logistics systems, quality assurance, team supervision, transportation coordination, and customer account management. Operations like ID Logistics are especially important because they help manufacturers and retailers move products efficiently throughout Georgia and the Southeast. Its presence reinforces Commerce’s growing identity as a logistics and supply-chain employment center.



DEMAND GENERATORS – CONTINUED

SKAPS Industries: SKAPS Industries is a manufacturer of geosynthetic and industrial materials used in infrastructure, construction, environmental protection, drainage, roadbuilding, erosion control, and civil engineering projects. The company produces products such as geotextiles, geogrids, drainage materials, and other engineered fabric solutions used across North America and international markets. Its Commerce-area operations support jobs in production, machine operation, engineering, quality testing, maintenance, shipping, technical sales, and administration. SKAPS contributes to the region's advanced materials manufacturing sector and provides employment that is closely connected to construction, transportation infrastructure, landfill development, and environmental engineering. The company adds important industrial diversity to the local economy.

Solmax: Solmax is a major global producer of geosynthetic materials used in environmental containment, mining, waste management, water management, transportation infrastructure, and civil engineering applications. The company's products include geomembranes, geotextiles, drainage systems, and other engineered materials designed to protect land, water, and infrastructure. Solmax's regional operations support manufacturing, technical services, quality control, distribution, logistics, and engineering-related employment. Because its products are used in large-scale infrastructure and environmental projects, the company connects the Commerce area to national and global construction, mining, utility, and environmental markets. Solmax strengthens the area's advanced manufacturing base and complements similar geosynthetic employers in northeast Georgia.

PepsiCo / Pepsi Distribution: PepsiCo's Commerce-area presence is tied to beverage distribution, route delivery, merchandising, warehouse operations, and regional customer service. The company supports grocery stores, convenience stores, restaurants, schools, institutions, and event venues throughout northeast Georgia. Local employment typically includes route sales representatives, warehouse workers, delivery drivers, merchandisers, fleet maintenance personnel, supervisors, and administrative staff. PepsiCo's operations contribute to the local transportation and service economy by maintaining a steady flow of consumer products across the region. As a nationally recognized brand with consistent distribution needs, PepsiCo provides stable employment and supports surrounding businesses that rely on beverage and snack delivery.



DEMAND GENERATORS – CONTINUED

Huber Engineered Woods: Huber Engineered Woods is a nationally recognized manufacturer of engineered wood products used in residential and commercial construction. The company's product lines include high-performance structural panels, subflooring, roof and wall sheathing, and building-envelope materials used by builders across the country. Its operations support jobs in manufacturing, maintenance, engineering, process improvement, safety, quality control, logistics, and administration. Huber's presence in the broader Commerce/Jackson County area connects the local economy to the construction-products industry and national housing market. The company is an important industrial employer because it combines advanced manufacturing technology with long-term demand from construction, development, and building-material supply chains.

Georgia Municipal Association: The Georgia Municipal Association is not a traditional Commerce-based industrial employer, but it is relevant to the area because Commerce is a member city and the organization supports municipal government operations across Georgia. GMA provides advocacy, training, employee benefit programs, risk management resources, technical consulting, and educational services for cities throughout the state. For Commerce, GMA's work helps support city leadership, public administration, workforce development, municipal operations, and policy guidance. The association's influence is economic in an indirect but important way, helping cities operate more effectively, manage employee programs, and plan for growth. Its connection to Commerce reflects the role of public-sector support organizations in strengthening local government capacity.

Jackson County GIS: Jackson County GIS is an important public-sector department that supports planning, public safety, infrastructure development, land records, addressing, mapping, emergency response, economic development, and property information. The department maintains geographic data used by county officials, developers, emergency services, utility providers, businesses, and residents. GIS services are especially valuable in a fast-growing county like Jackson, where industrial development, residential growth, transportation planning, zoning, and utility expansion all require accurate spatial data. Employment within GIS includes mapping specialists, analysts, addressing staff, database managers, and technical support roles. While smaller than major private employers, Jackson County GIS plays an essential role in supporting growth and development throughout the Commerce region.



DEMAND GENERATORS – CONTINUED

Iron Grid Networks, LLC: Iron Grid Networks is a local managed service provider and technology company serving businesses across northeast Georgia and the Southeast. The company provides IT support, network management, cybersecurity, computer systems support, server maintenance, technology monitoring, and infrastructure services for small and mid-sized businesses. Its work is important because local employers increasingly depend on reliable technology systems for operations, security, communication, inventory, accounting, and customer service. Iron Grid supports professional employment in IT consulting, help desk support, network administration, cybersecurity, client service, and systems management. Although smaller than the region's manufacturing and logistics employers, it contributes to the professional services economy and supports the technology needs of many local businesses.

Commerce City School District: Commerce City School District is one of the community's most important public employers and a major contributor to local quality of life. The district serves students from early childhood through high school and employs teachers, administrators, counselors, coaches, paraprofessionals, transportation staff, food service workers, custodians, maintenance staff, and office personnel. Beyond direct employment, the school district supports Commerce's long-term economy by preparing students for college, technical training, military service, and local workforce opportunities. Strong schools are also a key factor in attracting families, employers, and residential development. As a community institution, Commerce City Schools plays a central role in civic pride, athletics, student activities, and workforce preparation.

Jackson County School System: Jackson County School System is one of the largest public employers in the broader Commerce area and serves a rapidly growing county. The district operates multiple elementary, middle, and high schools and employs a large workforce of educators, administrators, bus drivers, maintenance workers, technology staff, food service employees, counselors, and support personnel. Growth in Jackson County has increased demand for school facilities, staffing, transportation, and student services, making the school system a major driver of public investment. The district also supports economic development by helping prepare students for employment in manufacturing, healthcare, logistics, skilled trades, technology, and higher education. Its size and stability make it a major component of the regional employment base.



DEMAND GENERATORS – CONTINUED

Lanier Technical College: Lanier Technical College’s Jackson Campus in Commerce is a major workforce-development asset for the region. The college provides technical certificates, diplomas, associate degree programs, adult education, continuing education, and workforce training aligned with employer needs. Its programs support industries such as advanced manufacturing, healthcare, logistics, business, welding, industrial maintenance, public safety, information technology, and skilled trades. Lanier Tech is especially important because employers in Commerce and Jackson County need a steady pipeline of trained workers for manufacturing, distribution, healthcare, and technical positions. The campus also supports employment for instructors, administrators, student services staff, workforce development professionals, and support personnel.

Piedmont Healthcare: Piedmont Healthcare serves the Commerce area through physician practices, urgent care, primary care, specialty care, and broader regional healthcare services. Piedmont Physicians of Commerce provides local access to medical care, including internal medicine and family medicine services. Healthcare employment includes physicians, nurse practitioners, nurses, medical assistants, front-office staff, billing personnel, care coordinators, and administrative support. Piedmont’s presence is important because it improves access to care for residents while supporting one of the fastest-growing employment sectors in Georgia. As Commerce and Jackson County continue to grow, healthcare providers such as Piedmont help support both population growth and employer recruitment by improving local quality of life.

Northeast Georgia Health System: Northeast Georgia Health System is one of the largest healthcare organizations in the region and serves Commerce residents through hospitals, urgent care centers, physician practices, specialty clinics, and regional medical services. NGHS provides care in areas such as primary care, urgent care, emergency medicine, surgery, cardiology, orthopedics, imaging, women’s health, and specialty services. While many of its largest facilities are located in Gainesville, Braselton, Jefferson, and surrounding communities, the system is highly important to Commerce because it provides regional healthcare access and supports a large healthcare workforce. NGHS employment includes physicians, nurses, therapists, imaging technicians, lab staff, administrative personnel, and support services. Its regional growth strengthens northeast Georgia’s healthcare economy.



DEMAND GENERATORS – CONTINUED

Hill Haven Nursing Home: Hill Haven Nursing Home is a skilled nursing and rehabilitation facility located in Commerce that serves seniors and patients needing short-term rehabilitation, long-term care, and daily medical support. The facility has served the Commerce, Jefferson, and north Georgia region for decades and provides nursing care, therapy services, assistance with daily living, dietary services, housekeeping, activities, and resident support. Hill Haven is an important healthcare employer, with jobs for registered nurses, licensed practical nurses, certified nursing assistants, therapists, dietary workers, housekeeping staff, maintenance personnel, activities staff, and administrators. As the region's population ages, facilities like Hill Haven are increasingly important to both healthcare access and local employment.

Northridge Health & Rehabilitation: Northridge Health & Rehabilitation is a skilled nursing and rehabilitation center located in Commerce. The facility provides post-hospital recovery, rehabilitation therapy, long-term nursing care, and support for residents with more complex medical needs. Employment at Northridge includes nurses, certified nursing assistants, rehabilitation therapists, social workers, dietary staff, housekeeping employees, maintenance workers, activities coordinators, and administrative personnel. The facility contributes to the healthcare economy by supporting patients transitioning from hospital care back home or into long-term care settings. Northridge also plays an important role in serving seniors and families across Commerce, Jackson County, Banks County, and surrounding communities.

Bentley Senior Living: Bentley Senior Living, also commonly associated with senior living services in the region, supports the growing demand for assisted living, memory care, and senior residential care in northeast Georgia. Senior living providers employ caregivers, medication aides, nurses, dining staff, activities coordinators, housekeepers, maintenance personnel, transportation staff, and administrators. These communities are important to the local economy because they provide care for older adults while creating steady service-sector and healthcare-related employment. As Commerce, Braselton, Jefferson, and surrounding areas continue to grow, senior living demand is expected to remain strong. Facilities like Bentley Senior Living help support families who need residential care options close to home.



DEMAND GENERATORS – CONTINUED

Jackson County Airport: Jackson County Airport, located near Jefferson, is an important transportation and economic development asset for the Commerce area. The airport supports general aviation, business travel, corporate aircraft, flight activity, aircraft storage, aviation services, and regional connectivity. Its location gives manufacturers, executives, investors, medical professionals, and business travelers more convenient access to Jackson County's growing industrial base. The airport supports employment through airport operations, maintenance, aviation services, fueling, hangar activity, administration, and related business support. For economic development, the airport is valuable because companies considering investment in the region often view business aviation access as an advantage.

Little-Ward Funeral Home: Little-Ward Funeral Home is a long-standing Commerce business located on State Street and has served families in the community for generations. The funeral home provides funeral planning, memorial services, cremation arrangements, visitation services, grief support, and pre-planning assistance. While smaller than major industrial employers, funeral homes are important local service businesses because they provide essential support during difficult times and often maintain deep community relationships. Little-Ward supports employment for funeral directors, administrative staff, service attendants, preparation staff, and support personnel. Its presence reflects the continuity of locally rooted businesses that serve Commerce and surrounding communities.

Ivie Funeral Home: Ivie Funeral Home is another established funeral service provider in Commerce, located on South Elm Street. The business provides funeral services, cremation planning, memorial ceremonies, obituary coordination, pre-planning, and grief resources for families throughout Commerce and the surrounding region. Funeral homes such as Ivie are important parts of the local service economy because they support families, churches, cemeteries, and community institutions. The business supports jobs in funeral directing, office administration, family services, preparation, transportation, and event support. Ivie Funeral Home's long-standing role in Commerce reflects the importance of locally based professional services in small-town economies.



DEMAND GENERATORS – CONTINUED

Tanger Outlets Commerce: One of the most recognizable attractions in Commerce, Georgia, Tanger Outlets Commerce serves as the city's premier retail destination and one of the largest economic drivers in the region. Conveniently located along Interstate 85 at Exit 149, the open-air outlet center attracts millions of visitors annually from across Georgia, South Carolina, North Carolina, Tennessee, and the greater Atlanta metropolitan area. The outlet center features a diverse collection of nationally recognized retailers offering apparel, footwear, accessories, home goods, beauty products, and specialty merchandise, providing shoppers with access to many of the country's most popular brands at outlet pricing. Over the years, Tanger Outlets has become much more than a shopping center; it serves as the anchor of the larger Banks Crossing commercial district, which includes numerous hotels, restaurants, convenience stores, entertainment venues, and service businesses that benefit from the steady flow of visitors. The attraction generates significant economic impact through retail sales, tourism spending, and employment opportunities, supporting hundreds of jobs both directly within the outlet center and indirectly through surrounding hospitality and service industries. Many visitors make Commerce a day-trip or overnight destination specifically to shop at Tanger Outlets, often combining their visit with dining, lodging, and other regional attractions throughout Jackson County and Northeast Georgia. The success of the outlet center has played a major role in transforming Commerce into one of the region's most important commercial hubs, helping attract additional business investment and development along the Interstate 85 corridor.

United Community Bank: United Community Bank operates a Commerce branch on Homer Road and provides personal banking, business banking, lending, commercial deposits, mortgage services, treasury services, and financial guidance for residents and businesses. The bank supports local economic activity by helping homeowners, entrepreneurs, farmers, developers, and commercial operators access financial services. Employment includes branch management, tellers, relationship bankers, loan officers, customer service representatives, operations staff, and financial advisors. In a growing market like Commerce, local banking is especially important because businesses need capital, residents need mortgage and deposit services, and community institutions need reliable financial partners. United Community Bank's presence helps support both household financial activity and business expansion.



DEMAND GENERATORS – CONTINUED

Bouchard Farms: Bouchard Farms, formerly known as the Nunn Farm, is located in Commerce near Interstate 85 and represents both agricultural heritage and future development potential. The Veggie Patch at Bouchard Farms grows produce using organic and naturally grown methods and is part of a larger long-term development vision for the property. The farm contributes to the local economy through agriculture, produce sales, agritourism, land stewardship, and community-based food production. Bouchard Farms is also significant because it preserves an agricultural presence in an area increasingly shaped by industrial and commercial development. Its location near I-85 makes it especially relevant to the balance between farming, development, and economic growth in Commerce.

Art-Tiques Vintage Market: Art-Tiques Vintage Market has become one of the largest and most popular annual events held in downtown Commerce. The two-day festival attracts hundreds of vendors specializing in antiques, vintage furniture, collectibles, home décor, artisan crafts, repurposed goods, handmade products, clothing, jewelry, and specialty foods. Hosted in and around downtown Commerce and the Civic Center area, the event draws thousands of visitors from across Georgia and neighboring states who come to browse unique merchandise and enjoy the historic downtown atmosphere. Food trucks, live entertainment, and local businesses benefit from the significant influx of visitors. The event has grown into one of northeast Georgia's premier vintage and antique shopping festivals and serves as an important tourism driver for the Commerce community.

Merry Market: Merry Market serves as Commerce's holiday-themed shopping and community event celebrating the Christmas season. Typically held during the late fall or holiday period, the market features local artisans, specialty retailers, holiday décor, seasonal gifts, handcrafted products, baked goods, and festive entertainment. Visitors can shop for unique gifts while enjoying holiday music, seasonal decorations, family activities, and opportunities to support local businesses. The event helps kick off the holiday shopping season in downtown Commerce and contributes to the city's efforts to promote small businesses and community engagement during one of the busiest retail periods of the year.



DEMAND GENERATORS – CONTINUED

Bands, Brews & BBQ: Bands, Brews & BBQ is a popular regional festival that combines three crowd favorites of live music, craft beverages, and barbecue. The event typically features local and regional bands performing throughout the day while attendees enjoy barbecue prepared by professional pitmasters and local food vendors. Craft beer selections, family activities, vendor booths, and community entertainment create a festival atmosphere that appeals to both residents and visitors. The event highlights the strong Southern food culture of northeast Georgia while generating tourism activity for local restaurants, hotels, and retailers. Its combination of music and culinary experiences has made it a favorite annual gathering for the region.

Summer in the City: Summer in the City is one of Commerce's signature community celebrations and serves as the city's annual Independence Day festival. The event typically includes activities throughout downtown Commerce, family entertainment, food vendors, community programming, live music performances, and one of the area's largest fireworks displays. In recent years, Summer in the City has been paired with the Art-Tiques Vintage Market, creating an all-day festival experience that attracts visitors from throughout northeast Georgia. The event showcases community pride and provides a significant economic boost for downtown businesses while offering residents an opportunity to celebrate together in the heart of the city.

Braselton Brew Fest: Located a short distance from Commerce, Braselton Brew Fest has become one of northeast Georgia's premier craft beer festivals. The event features breweries from across Georgia and the Southeast offering samples of craft beers, seasonal brews, ciders, and specialty beverages. Attendees can enjoy live music, food vendors, games, and social activities while exploring a wide variety of craft beverage options. The festival attracts beer enthusiasts from throughout the region and contributes significantly to local tourism, particularly benefiting restaurants, hotels, and hospitality businesses in Braselton and surrounding communities.



DEMAND GENERATORS – CONTINUED

Daisy Festival: The Daisy Festival is one of the best-known annual events in nearby Nicholson, located just south of Commerce. The festival celebrates Nicholson's nickname as the "Daisy City" and attracts thousands of visitors each year. The event features a parade, live entertainment, arts and crafts vendors, food vendors, children's activities, classic car displays, community exhibits, and local organizations. The festival serves as an important regional event for Jackson County and provides significant exposure for area businesses and community groups.

Autumn Leaf Festival: The Autumn Leaf Festival celebrates the arrival of fall in northeast Georgia and highlights the region's beautiful seasonal colors and outdoor traditions. The festival commonly includes arts and crafts vendors, live music, food trucks, agricultural exhibits, children's activities, and seasonal attractions that appeal to families and visitors. Fall-themed decorations, local artisans, and community organizations help create a festive atmosphere that showcases the character of small-town Georgia.

Suga Fest: Suga Fest is a growing regional festival that celebrates community, music, food, arts, and local culture in northeast Georgia. The event typically features live entertainment, local vendors, food trucks, family activities, artisan products, and community organizations. Designed to create a fun and inclusive atmosphere, Suga Fest attracts visitors from surrounding communities and provides opportunities for local businesses, artists, and performers to showcase their talents. The festival has become part of the region's expanding calendar of community events and contributes to tourism and economic activity while highlighting the hospitality and culture of northeast Georgia.

LODGING SUPPLY-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.



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Property Map Overview





Property Summary

Rooms	51
Built	2000
Stories	3
Brand	Best Western
Operation Type	Franchise
Commercial Asking Rent	Withheld



Property Details

Land Area	1.03 AC (44,867 SF)	Hotel Location Type	Interstate
Building FAR	0.22	Zoning	C2
Primary Corridors	Interior	Parcel	B54D035

Amenities

Site Amenities

- Business Center
- Fitness Center
- Pool

Previous Sale

Sale Date	9/23/2013	Sale Type	Investment
Sale Price	\$1,900,000	Comp Status	Research Complete
Comp ID	2865063		

Transportation

Traffic Volume	3,237 on Hwy 441 S (2024); 4,080 on I- 85 (2019); 5,120 on Frontage Rd (2019); 6,210 on I- 85 (2019); 4,954 on Frontage Rd (2025); 51,329 on Hwy 441 S (2025); 51,647 on Steven Tanger Blvd (2024); 51,600 on Steven Tanger Blvd (2021); 13,200 on Pottery Factory Dr (2021); 17,597 on Pottery Factory Dr (2023)
Pedestrian Friendly	30 - Somewhat friendly
Cycling Friendly	10 - Not friendly
Car Friendly	100 - Exceptionally friendly

Contacts

Type	Name	Location	Phone
Hotel Operator	Best Western Commerce Inn	Commerce, GA	-
Recorded Owner	Jds Lodging Llc	Commerce, GA 30529	-
True Owner	Ashish R Patel	Jefferson, GA 30549	(512) 633-6810



Property Summary

Rooms	62
Built/Renovated	1992/2024
Stories	2
Brand	Quality Inn
Operation Type	Franchise
Commercial Asking Rent	Withheld
Parking Spaces	1.39/Room; 86 Surface Spaces



Property Details

Land Area	1.50 AC (65,340 SF)	Construction Type	Wood Frame
Building FAR	0.39	Zoning	C2
Primary Corridors	Exterior	Parcel	B54D034
Hotel Location Type	Interstate		

Amenities

Room Amenities

- High Speed Internet Access
- Patio

Site Amenities

- Business Center
- Pool
- Public Access Wifi
- Smoke-Free

Previous Sale

Sale Date	3/10/2015	Sale Type	Investment
Sale Price	\$1,350,000	Comp Status	Research Complete
Comp ID	3263289		

Transportation

Parking Details	1.39/Room; 86 Surface Spaces
Traffic Volume	3,237 on Hwy 441 S (2024); 4,080 on I- 85 (2019); 5,120 on Frontage Rd (2019); 6,210 on I- 85 (2019); 4,954 on Frontage Rd (2025); 51,329 on Hwy 441 S (2025); 23,917 on Pottery Factory Dr (2024); 17,597 on Pottery Factory Dr (2023); 13,200 on Pottery Factory Dr (2021); 51,600 on Steven Tanger Blvd (2021)
Pedestrian Friendly	30 - Somewhat friendly
Cycling Friendly	10 - Not friendly
Car Friendly	100 - Exceptionally friendly

Contacts

Type	Name	Location	Phone
Recorded Owner	Shri Ganesh Krupa Inc	Commerce, GA 30529	(404) 408-3474
True Owner	Himeshkumar Patel	Commerce, GA 30529	(706) 335-9001



Holiday Inn Express & Suites Commerce - 133 Frontage Rd

Commerce, Georgia 30529 (Banks County) - Athens/Gainesville Submarket

Upper Midscale

Hotel

Property Summary

Rooms	77
Built	2018
Stories	4
Brand	Holiday Inn Express
Operation Type	Franchise
Meeting Space	400 SF
Commercial Asking Rent	Withheld



Property Details

Land Area	1.73 AC (75,359 SF)	Hotel Location Type	Interstate
Building FAR	0.62	Zoning	C2
Primary Corridors	Interior	Parcel	B54D012

Amenities

Room Amenities

- High Speed Internet Access

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

Transportation

Traffic Volume	5,120 on Frontage Rd (2019); 6,210 on I- 85 (2019); 3,237 on Hwy 441 S (2024); 4,954 on Frontage Rd (2025); 51,329 on Hwy 441 S (2025); 4,080 on I- 85 (2019); 51,647 on Steven Tanger Blvd (2024); 51,600 on Steven Tanger Blvd (2021); 23,917 on Pottery Factory Dr (2024); 17,597 on Pottery Factory Dr (2023)
Pedestrian Friendly	40 - Fairly friendly
Cycling Friendly	20 - Somewhat friendly
Car Friendly	100 - Exceptionally friendly

Tenants

Tenant Name	Floor	SF Occupied	Employees	Move Date	Expiration
Evan's Second Skin Tattoo	1	-	2	Sep 2021	-

Showing 1 of 1 Tenants

Contacts

Type	Name	Location	Phone
Hotel Operator	Legacy Hospitality (GA)	Macon, GA 31206	(706) 599-7052
Recorded Owner	Park Hotels LLC	Commerce, GA 30529	-
True Owner	Legacy Hospitality (GA)	Macon, GA 31206	(706) 599-7052





Property Summary

Rooms	80
Built	2010
Stories	4
Brand	Fairfield Inn
Operation Type	Franchise
Meeting Space	600 SF
Commercial Asking Rent	Withheld
Parking Spaces	1.45/Room; 116 Surface Spaces



Property Details

Land Area	1.52 AC (66,211 SF)	Hotel Location Type	Interstate
Building FAR	0.78	Zoning	C2
Primary Corridors	Interior	Parcel	B54D012A

Amenities

Room Amenities

- Digital key

Site Amenities

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

Transportation

Parking Details	1.45/Room; 116 Surface Spaces
Traffic Volume	5,120 on Frontage Rd (2019); 6,210 on I- 85 (2019); 4,954 on Frontage Rd (2025); 51,329 on Hwy 441 S (2025); 51,647 on Steven Tanger Blvd (2024); 51,600 on Steven Tanger Blvd (2021); 3,237 on Hwy 441 S (2024); 4,080 on I- 85 (2019); 17,597 on Pottery Factory Dr (2023); 23,917 on Pottery Factory Dr (2024)
Pedestrian Friendly	20 - Somewhat friendly
Cycling Friendly	10 - Not friendly
Car Friendly	100 - Exceptionally friendly

Contacts

Type	Name	Location	Phone
Architect	Dunwody/Beeland, Architects, Inc.	Macon, GA 31201	(478) 742-5321
Hotel Operator	Legacy Hospitality (GA)	Macon, GA 31206	(706) 599-7052
Recorded Owner	Elite Hotel Management Llc	Commerce, GA 30529	-
True Owner	Legacy Hospitality (GA)	Macon, GA 31206	(706) 599-7052



Property Summary

Rooms	61
Built/Renovated	1994/2000
Stories	3
Brand	Hampton by Hilton
Operation Type	Franchise
Meeting Space	0 SF
Commercial Asking Rent	Withheld
Parking Spaces	1.02/Room; 62 Surface Spaces



Property Details

Land Area	1.94 AC (84,506 SF)	Construction Type	Reinforced Concrete
Building FAR	0.39	Zoning	C2
Primary Corridors	Interior	Parcel	B54D022
Hotel Location Type	Interstate		

Amenities

Room Amenities

- Digital key
- High Speed Internet Access

Site Amenities

- Business Center
- Fitness Center
- Pool
- Public Access Wifi
- Smoke-Free

Transportation

Parking Details	1.02/Room; 62 Surface Spaces
Traffic Volume	23,917 on Pottery Factory Dr (2024); 17,597 on Pottery Factory Dr (2023); 13,200 on Pottery Factory Dr (2021); 4,080 on I- 85 (2019); 3,237 on Hwy 441 S (2024); 6,210 on I- 85 (2019); 5,120 on Frontage Rd (2019); 51,329 on Hwy 441 S (2025); 4,954 on Frontage Rd (2025); 51,600 on Steven Tanger Blvd (2021)
Pedestrian Friendly	30 - Somewhat friendly
Cycling Friendly	20 - Somewhat friendly
Car Friendly	100 - Exceptionally friendly

Contacts

Type	Name	Location	Phone
Recorded Owner	OMHKAR LLC	-	-
True Owner	Maiya Madhu, Inc.	Commerce, GA 30529	-



Property Summary

Rooms	78
Built	2025
Stories	4
Brand	Tru by Hilton
Operation Type	Franchise
Commercial Asking Rent	Withheld
Parking Spaces	Surface Spaces Available



Property Details

Land Area	1.99 AC (86,684 SF)	Hotel Location Type	Interstate
Building FAR	0.45	Zoning	C2
Primary Corridors	Interior	Parcel	B54D023B

Amenities

Room Amenities

- Digital key
- High Speed Internet Access

Site Amenities

- Fitness Center
- On-Site Retail
- Public Access Wifi
- Smoke-Free

Transportation

Parking Details	Surface Spaces Available
Traffic Volume	4,080 on I- 85 (2019); 13,200 on Pottery Factory Dr (2021); 17,597 on Pottery Factory Dr (2023); 23,917 on Pottery Factory Dr (2024); 3,237 on Hwy 441 S (2024); 6,210 on I- 85 (2019); 5,120 on Frontage Rd (2019); 51,329 on Hwy 441 S (2025); 4,954 on Frontage Rd (2025); 51,600 on Steven Tanger Blvd (2021)
Pedestrian Friendly	30 - Somewhat friendly
Cycling Friendly	20 - Somewhat friendly
Car Friendly	100 - Exceptionally friendly

Contacts

Type	Name	Location	Phone
Architect	Architectural Design Workshop	Fairburn, GA 30213	-
Hotel Operator	Maiya Madhu, Inc.	Commerce, GA 30529	-
Recorded Owner	Ohmkar LLC	Commerce, GA 30529	-
True Owner	Maiya Madhu, Inc.	Commerce, GA 30529	-



Comfort Suites Commerce - 30490 Highway 441 S

Commerce, Georgia 30529 (Banks County) - Athens/Gainesville Submarket

Upper Midscale

Hotel

Property Summary

Rooms	74
Built	2008
Stories	4
Brand	Comfort Suites
Operation Type	Franchise
Meeting Space	750 SF
Commercial Asking Rent	Withheld
Parking Spaces	1.26/Room; 93 Surface Spaces



Property Details

Land Area	2.09 AC (91,040 SF)	Construction Type	Wood Frame
Building FAR	0.55	Zoning	C2
Primary Corridors	Interior	Parcel	B54D052A
Hotel Location Type	Interstate		

Amenities

Room Amenities

- High Speed Internet Access

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

Transportation

Parking Details	1.26/Room; 93 Surface Spaces
Traffic Volume	3,237 on Hwy 441 S (2024); 5,120 on Frontage Rd (2019); 4,954 on Frontage Rd (2025); 6,210 on I- 85 (2019); 4,080 on I- 85 (2019); 51,329 on Hwy 441 S (2025); 51,647 on Steven Tanger Blvd (2024); 51,600 on Steven Tanger Blvd (2021); 23,917 on Pottery Factory Dr (2024); 17,597 on Pottery Factory Dr (2023)
Pedestrian Friendly	30 - Somewhat friendly
Cycling Friendly	10 - Not friendly
Car Friendly	100 - Exceptionally friendly

Tenants

Tenant Name	Floor	SF Occupied	Employees	Move Date	Expiration
Drap Douglas LLC	Unkwn	3,000	20	Feb 2016	-
Elite Hotel Management Group	Unkwn	500	-	Jun 2023	-

Showing 2 of 2 Tenants

Contacts

Type	Name	Location	Phone
Hotel Operator	Legacy Hospitality (GA)	Macon, GA 31206	(706) 599-7052



2026 CoStar Group - Licensed to Core Distinction Group, LLC - 1174316





Spark by Hilton Commerce, GA - 30539 Highway 441 S

Commerce, Georgia 30529 (Banks County) - Athens/Gainesville Submarket

Midscale

Hotel

Property Summary

Rooms	62
Built/Renovated	2004/2024
Stories	3
Brand	Spark by Hilton
Operation Type	Franchise
Meeting Space	0 SF
Commercial Asking Rent	Withheld
Parking Spaces	1.18/Room; 73 Surface Spaces



Property Details

Land Area	1.99 AC (86,697 SF)	Construction Type	Wood Frame
Building FAR	0.45	Zoning	C2
Primary Corridors	Interior	Parcel	B54D072
Hotel Location Type	Interstate		

Amenities

Room Amenities

- Digital key
- High Speed Internet Access

Site Amenities

- Fitness Center
- Pool
- Public Access Wifi
- Smoke-Free

Previous Sale

Sale Date	11/25/2020	Sale Type	Investment
Sale Price	\$4,000,000	Comp Status	Research Complete
Comp ID	5347577	Sale Conditions	1031 Exchange

Transportation

Parking Details	1.18/Room; 73 Surface Spaces
Traffic Volume	3,237 on Hwy 441 S (2024); 4,080 on I- 85 (2019); 5,120 on Frontage Rd (2019); 6,210 on I- 85 (2019); 4,954 on Frontage Rd (2025); 51,329 on Hwy 441 S (2025); 51,647 on Steven Tanger Blvd (2024); 51,600 on Steven Tanger Blvd (2021); 13,200 on Pottery Factory Dr (2021); 17,597 on Pottery Factory Dr (2023)
Pedestrian Friendly	30 - Somewhat friendly
Cycling Friendly	10 - Not friendly
Car Friendly	100 - Exceptionally friendly

Tenants

Tenant Name	Floor	SF Occupied	Employees	Move Date	Expiration
Icona Boudoir	1	-	-	Jan 2022	-

Showing 1 of 1 Tenants



Property Summary

Rooms	42
Built/Renovated	1996/2023
Stories	2
Brand	Baymont
Operation Type	Franchise
Commercial Asking Rent	Withheld
Parking Spaces	1.14/Room; 48 Surface Spaces



Property Details

Land Area	1.68 AC (73,181 SF)	Hotel Location Type	Interstate
Building FAR	0.24	Zoning	C2
Primary Corridors	Exterior	Parcel	B54D010

Amenities

Room Amenities			
• High Speed Internet Access	• Patio		
Site Amenities			
• Business Center	• Pool	• Public Access Wifi	• Smoke-Free

Previous Sale

Sale Date	8/27/2015	Sale Type	Investment
Sale Price	\$2,051,200	Comp Status	Research Complete
Comp ID	3406721	Actual Cap Rate	5.0%

Transportation

Parking Details	1.14/Room; 48 Surface Spaces
Traffic Volume	5,120 on Frontage Rd (2019); 4,954 on Frontage Rd (2025); 51,329 on Hwy 441 S (2025); 6,210 on I- 85 (2019); 51,647 on Steven Tanger Blvd (2024); 51,600 on Steven Tanger Blvd (2021); 3,237 on Hwy 441 S (2024); 17,597 on Pottery Factory Dr (2023); 23,917 on Pottery Factory Dr (2024); 13,200 on Pottery Factory Dr (2021)
Pedestrian Friendly	20 - Somewhat friendly
Cycling Friendly	10 - Not friendly
Car Friendly	100 - Exceptionally friendly

Contacts

Type	Name	Location	Phone
Recorded Owner	Jai Laxmi Krupa LLC	Conyers, GA 30094	(404) 408-3474
True Owner	Shiva Hotel Group Llc	Commerce, GA 30529	(706) 342-8772

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

Occupancy (%)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2022	47.5%	67.0%	76.4%	74.3%	70.3%	71.9%	62.7%	72.7%	70.8%	78.8%	68.3%	47.5%
2023	48.5%	63.4%	68.0%	62.2%	65.5%	66.6%	59.4%	66.2%	64.0%	70.6%	57.7%	46.1%
2024	44.9%	62.7%	67.5%	61.4%	60.3%	65.9%	58.3%	57.6%	65.1%	75.1%	59.5%	47.8%
2025	48.0%	60.3%	66.4%	69.8%	61.4%	60.5%	48.5%	47.9%	52.3%	65.3%	55.4%	41.6%
2026	48.7%	56.3%	54.8%	60.4%								
Avg	47.2%	63.4%	69.6%	66.9%	64.4%	66.2%	57.2%	61.1%	63.1%	72.5%	60.2%	45.8%
ADR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2022	\$93.69	\$96.87	\$103.89	\$105.93	\$114.09	\$108.03	\$106.18	\$114.49	\$121.37	\$130.83	\$133.16	\$111.51
2023	\$110.39	\$116.89	\$114.72	\$112.67	\$122.43	\$116.05	\$113.07	\$114.31	\$133.65	\$131.78	\$131.64	\$104.31
2024	\$110.19	\$117.35	\$121.99	\$119.89	\$126.60	\$114.63	\$114.26	\$112.80	\$122.48	\$142.89	\$138.58	\$113.37
2025	\$114.72	\$118.19	\$119.13	\$123.43	\$128.10	\$119.62	\$109.26	\$109.24	\$124.27	\$139.72	\$127.72	\$101.40
2026	\$110.39	\$114.61	\$111.31	\$123.34								
Avg	\$107.25	\$112.33	\$114.93	\$115.48	\$122.81	\$114.58	\$110.69	\$112.71	\$125.44	\$136.31	\$132.78	\$107.65
RevPAR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2022	\$59.61	\$64.90	\$79.34	\$78.74	\$80.16	\$77.69	\$66.62	\$83.26	\$85.99	\$103.03	\$91.01	\$53.01
2023	\$53.59	\$74.06	\$78.05	\$70.03	\$80.25	\$77.24	\$67.16	\$75.69	\$85.51	\$93.10	\$75.99	\$48.05
2024	\$49.48	\$73.61	\$82.34	\$73.66	\$76.30	\$75.56	\$66.64	\$64.98	\$79.72	\$107.30	\$82.44	\$54.15
2025	\$55.04	\$71.27	\$79.14	\$86.19	\$78.66	\$72.38	\$52.98	\$52.32	\$65.02	\$91.23	\$70.78	\$42.23
2026	\$53.73	\$64.54	\$60.97	\$74.47								
Avg	\$54.43	\$70.96	\$79.72	\$77.16	\$78.84	\$75.72	\$63.35	\$69.06	\$79.06	\$98.67	\$80.06	\$49.36
Revenue (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2022	\$987,490	\$971,231	\$1,314,389	\$1,262,497	\$1,327,947	\$1,245,587	\$1,103,694	\$1,379,361	\$1,378,646	\$1,706,964	\$1,459,120	\$878,241
2023	\$887,839	\$1,108,222	\$1,293,092	\$1,122,750	\$1,329,429	\$1,238,436	\$1,112,594	\$1,253,970	\$1,371,008	\$1,542,467	\$1,218,275	\$795,963
2024	\$819,727	\$1,101,529	\$1,198,035	\$1,180,925	\$1,264,007	\$1,211,509	\$1,103,943	\$1,076,508	\$1,278,230	\$1,777,632	\$1,321,807	\$897,156
2025	\$911,769	\$1,066,445	\$1,311,139	\$1,381,821	\$1,502,913	\$1,338,294	\$1,012,177	\$999,712	\$1,202,291	\$1,743,111	\$1,308,663	\$806,862
2026	\$1,026,533	\$1,113,706	\$1,164,841	\$1,376,941								
Avg	\$901,706	\$1,061,857	\$1,279,164	\$1,236,998	\$1,356,074	\$1,258,457	\$1,083,102	\$1,177,388	\$1,307,544	\$1,692,544	\$1,326,966	\$844,556

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

Occupancy (%)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2022	68.1%	68.9%	69.7%	70.2%	70.6%	70.9%	70.5%	70.8%	70.4%	70.5%	69.8%	68.7%
2023	67.4%	67.1%	66.4%	65.4%	65.0%	64.6%	64.3%	63.7%	63.2%	62.5%	61.6%	61.5%
2024	61.2%	61.1%	61.0%	61.0%	60.5%	60.5%	60.4%	59.6%	59.7%	60.1%	60.2%	60.4%
2025	60.7%	60.5%	60.4%	61.1%	61.2%	60.8%	59.8%	58.9%	57.8%	57.2%	56.8%	56.2%
2026	56.1%	55.9%	55.0%	54.4%								
Avg	64.4%	64.4%	64.4%	64.4%	64.3%	64.2%	63.8%	63.3%	62.8%	62.6%	62.1%	61.7%
ADR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2022	\$96.93	\$97.58	\$98.83	\$99.17	\$100.36	\$101.42	\$102.42	\$104.36	\$106.06	\$108.14	\$110.59	\$112.06
2023	\$113.43	\$114.95	\$116.01	\$116.69	\$117.42	\$118.17	\$118.76	\$118.78	\$119.78	\$119.75	\$119.44	\$119.00
2024	\$119.03	\$119.07	\$119.73	\$120.34	\$120.68	\$120.56	\$120.67	\$120.62	\$119.63	\$120.90	\$121.49	\$122.07
2025	\$122.32	\$122.40	\$122.13	\$122.44	\$122.64	\$123.06	\$122.71	\$122.47	\$122.62	\$122.29	\$121.47	\$120.68
2026	\$120.28	\$119.99	\$119.32	\$119.31								
Avg	\$112.93	\$113.50	\$114.18	\$114.66	\$115.28	\$115.80	\$116.14	\$116.56	\$117.02	\$117.77	\$118.25	\$118.45
RevPAR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2022	\$66.03	\$67.20	\$68.84	\$69.61	\$70.88	\$71.93	\$72.18	\$73.88	\$74.67	\$76.29	\$77.22	\$76.98
2023	\$76.46	\$77.17	\$77.06	\$76.34	\$76.35	\$76.31	\$76.36	\$75.71	\$75.68	\$74.83	\$73.60	\$73.18
2024	\$72.83	\$72.79	\$73.06	\$73.36	\$73.02	\$72.88	\$72.84	\$71.92	\$71.44	\$72.66	\$73.19	\$73.72
2025	\$74.19	\$74.01	\$73.83	\$74.86	\$75.10	\$74.82	\$73.42	\$72.14	\$70.92	\$69.90	\$69.03	\$67.80
2026	\$67.53	\$67.04	\$65.62	\$64.88								
Avg	\$72.38	\$72.79	\$73.20	\$73.54	\$73.84	\$73.99	\$73.70	\$73.41	\$73.18	\$73.42	\$73.26	\$72.92
Revenue (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2022	\$12,879,863	\$13,108,558	\$13,428,124	\$13,577,822	\$13,826,637	\$14,031,344	\$14,078,942	\$14,410,534	\$14,565,804	\$14,881,500	\$15,063,036	\$15,015,169
2023	\$14,915,518	\$15,052,509	\$15,031,212	\$14,891,464	\$14,892,946	\$14,885,795	\$14,894,695	\$14,769,304	\$14,761,666	\$14,597,169	\$14,356,323	\$14,274,045
2024	\$14,205,932	\$14,199,240	\$14,104,183	\$14,162,358	\$14,096,936	\$14,070,009	\$14,061,357	\$13,883,895	\$13,791,117	\$14,026,283	\$14,129,815	\$14,231,008
2025	\$14,323,050	\$14,287,966	\$14,401,070	\$14,601,967	\$14,840,873	\$14,967,657	\$14,875,891	\$14,799,095	\$14,723,156	\$14,688,635	\$14,675,491	\$14,585,197
2026	\$14,699,960	\$14,747,220	\$14,600,922	\$14,596,042								
Avg	\$14,081,091	\$14,162,068	\$14,241,147	\$14,308,403	\$14,414,348	\$14,488,701	\$14,477,721	\$14,465,707	\$14,460,436	\$14,548,397	\$14,556,166	\$14,526,355

Primary Competitive Hotel Properties Data Summary

Primary Competitive Set			
Property Name	Industry Segment	Open or Renovate Date	Room Count
Best Western Commerce Inn	Midscale	2000	51
Quality Inn Commerce at I-85	Midscale	2024	62
Holiday Inn Express & Suites Commerce	Upper Midscale	2018	77
Fairfield Inn & Suites Commerce	Upper Midscale	2010	80
Hampton Inn Commerce	Upper Midscale	2000	61
Tru by Hilton Commerce	Midscale	2025	78
Comfort Suites Commerce	Upper Midscale	2008	74
Spark by Hilton Commerce, GA	Midscale	2024	62
Baymont by Wyndham Commerce GA	Midscale	2023	42
Primary Competitive Set Room Count Average			65
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	55.0%	\$115.19	\$63.31
3 Month Average	57.1%	\$116.62	\$66.64
12 Month Average	54.4%	\$119.31	\$64.88
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	60.8%	\$122.00	\$74.00
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	-10.5%	-2.4%	-12.7%
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Hotel Rate Shops

Primary Competitive Set Listed Rates - Weekday				
Property Name	JUN	SEP	DEC	MAR
Best Western Commerce Inn	\$89	\$99	\$84	\$94
Quality Inn Commerce at I-85	\$79	\$84	\$74	\$79
Holiday Inn Express & Suites Commerce	\$129	\$139	\$119	\$129
Fairfield Inn & Suites Commerce	\$129	\$139	\$119	\$129
Hampton Inn Commerce	\$124	\$134	\$114	\$124
Tru by Hilton Commerce	\$109	\$119	\$99	\$109
Comfort Suites Commerce	\$104	\$109	\$94	\$104
Spark by Hilton Commerce, GA	\$94	\$99	\$89	\$94
Baymont by Wyndham Commerce GA	\$74	\$79	\$69	\$74
Primary Competitive Set Average	\$103	\$111	\$96	\$104
Primary Competitive Set Rate Average				\$104
Source: CoStar/STR Core Distinction Group, LLC				

Primary Competitive Hotel Rate Shops

Primary Competitive Set Listed Rates - Weekend				
Property Name	JUN	SEP	DEC	MAR
Best Western Commerce Inn	\$109	\$119	\$99	\$109
Quality Inn Commerce at I-85	\$94	\$99	\$89	\$94
Holiday Inn Express & Suites Commerce	\$149	\$159	\$134	\$149
Fairfield Inn & Suites Commerce	\$149	\$159	\$134	\$149
Hampton Inn Commerce	\$144	\$154	\$129	\$144
Tru by Hilton Commerce	\$129	\$139	\$114	\$129
Comfort Suites Commerce	\$124	\$129	\$109	\$124
Spark by Hilton Commerce, GA	\$114	\$119	\$104	\$114
Baymont by Wyndham Commerce GA	\$89	\$94	\$84	\$89
Primary Competitive Set Average	\$122	\$130	\$111	\$122
Primary Competitive Set Rate Average				\$121
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	55.0%	\$115.19	\$63.31
3 Month Average	57.1%	\$116.62	\$66.64
12 Month Average	54.4%	\$119.31	\$64.88
Source: CoStar/STR Core Distinction Group, LLC			

Projected Primary Competitive Set Rates	
Time Frame	Average Daily Rate
3 Month Average	\$116.62
12 Month Average	\$119.31
Future Quoted Rate Average	\$108.66
Projected Average Daily Rates	\$114.86
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, LLC 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.



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Regional Competitive Hotel Properties Data Summary

Athens-Gainsville Area

Regional Submarket Competitive Set Performance			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	54.4%	\$139.00	\$76.00
3 Month Average	56.9%	\$143.00	\$81.00
12 Month Average	55.5%	\$149.00	\$83.00
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	50.1%	\$230.00	\$115.00
Upscale & Upper Midscale	62.6%	\$175.00	\$110.00
Midscale & Economy	49.5%	\$87.00	\$43.00
Source: CoStar/STR Core Distinction Group, LLC			

ECONOMIC IMPACT SUMMARY

In this section of the report, Core Distinction Group, LLC 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



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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	\$142,501
Year Two	\$151,087
Year Three	\$158,638
Year Four	\$166,569
Year Five	\$169,885
First Five Years Total:	\$788,680

Based on the minimum combined 2026 sales tax rate for Commerce, Georgia is 7%.

Lodging/Bed Tax Revenue Per Year	
Year	Lodging/Bed Tax
Year One	\$227,101
Year Two	\$238,841
Year Three	\$248,794
Year Four	\$259,207
Year Five	\$263,685
First Five Years Total:	\$1,237,628

Based on a current \$5 per room / per night & 8% Tax - Average Transient Lodging Tax based on the average in

Real Estate Tax Revenue Per Year (Based on Estimates)	
Year	Real Estate Tax
Year One	\$105,792
Year Two	\$105,792
Year Three	\$105,792
Year Four	\$105,792
Year Five	\$105,792
First Five Years Total:	\$528,959

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	62.9%	14,244
Year Two	64.8%	14,672
Year Three	66.1%	14,965
Year Four	67.5%	15,265
Year Five	68.1%	15,417

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

Average Rooms Per Night Sold	
Year One	39
Year Two	40
Year Three	41
Year Four	42
Year Five	42

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	\$2,264
Year Two	\$2,331
Year Three	\$2,378
Year Four	\$2,426
Year Five	\$2,450

Average Indirect Food Revenue Per Year	
Year One	\$826,178
Year Two	\$850,963
Year Three	\$867,983
Year Four	\$885,342
Year Five	\$894,196
First Five Years Total:	\$4,324,663

** 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	11.5
Year Two	11.8
Year Three	12.0
Year Four	12.3
Year Five	12.4

** 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	\$2,146
Year Two	\$2,211
Year Three	\$2,255
Year Four	\$2,300
Year Five	\$2,323

Average Indirect Entertainment/Activities Revenue Per Year	
Year One	\$783,445
Year Two	\$806,948
Year Three	\$823,087
Year Four	\$839,549
Year Five	\$847,944
First Five Years Total:	\$4,100,973

** 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	5.6
Year Two	5.8
Year Three	5.9
Year Four	6.0
Year Five	6.1

** 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	\$1,054
Year Two	\$1,085
Year Three	\$1,107
Year Four	\$1,129
Year Five	\$1,140

Average Indirect Alcoholic Beverages Revenue Per Year	
Year One	\$384,600
Year Two	\$396,138
Year Three	\$404,061
Year Four	\$412,142
Year Five	\$416,264
First Five Years Total:	\$2,013,205

** 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	5.5
Year Two	5.7
Year Three	5.8
Year Four	5.9
Year Five	6.0

** 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	\$1,288
Year Two	\$1,326
Year Three	\$1,353
Year Four	\$1,380
Year Five	\$1,394

Average Indirect Tips/Handouts Revenue Per Year	
Year One	\$470,067
Year Two	\$484,169
Year Three	\$493,852
Year Four	\$503,729
Year Five	\$508,767
First Five Years Total:	\$2,460,584

** 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 AND RECOMMENDATIONS

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



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY



CONCLUSION AND RECOMMENDATIONS

Property segment recommended for the potential development of a hotel is an Upper Midscale to Upscale hotel. For the purpose of this study, Core Distinction Group, LLC focuses on an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that this new hotel would capture displaced Lodging Demand currently staying in markets surrounding Commerce, GA. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve Greenfield 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 for the Upper Midscale or Upper Scale, newly developed hotel was researched to be between 55 and 65 guestrooms in this report. This would position it to be similar in size to the average room size of 65 units noted by the competitive sets 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 12-15 full-time equivalent jobs. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel.

RISK FACTOR STATEMENT

A Risk Factor Statement is a critical component of any Comprehensive Hotel Market Feasibility Study because it provides a balanced and transparent view of the project. While feasibility reports are designed to highlight opportunities and demonstrate financial potential, they must also acknowledge the uncertainties and external variables that can influence a hotel's performance.

Including a Risk Factor Statement serves several key purposes:

- **Credibility with Lenders and Investors** - Banks, private equity groups, and individual investors expect to see risks explicitly outlined. Addressing these risks head-on demonstrates that the analysis is realistic and conservative rather than overly optimistic. This builds confidence in the study and shows that the developer and consultant have fully considered both the upside and downside of the project.
- **Decision-Making Clarity** - For city leaders, EDOs, and ownership groups, a Risk Factor Statement clarifies the circumstances under which the hotel might under-perform. By illustrating potential challenges, such as economic downturns, construction cost inflation, or competitive supply, it empowers decision-makers to weigh their tolerance for risk and prepare contingency plans.
- **Legal and Fiduciary Protection** - Many feasibility studies are presented to lenders, municipalities, or public boards where transparency is essential. A clearly defined Risk Factor Statement helps protect consultants, developers, and community leaders by documenting that all parties were informed of potential challenges.
- **Framework for Mitigation** - Once risks are identified, they can be paired with strategies to mitigate them (e.g., contingency reserves, brand alignment, conservative underwriting). This not only helps in financing negotiations but also guides management in proactively planning for market shifts.
- **Visualizing Scenarios** - By including downside examples, such as what happens if occupancy falls below projections, the Risk Factor Statement provides stakeholders with a clear picture of the financial sensitivity of the project. This scenario analysis can be pivotal in structuring debt terms, reserves, and investor expectations.



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY



RISK FACTOR STATEMENT

While the proposed hotel development demonstrates strong market potential, it is important to recognize and acknowledge the risks inherent in hospitality projects. The following categories represent common risks applicable to hotel developments across communities in the United States.

Economic & Market Risks

- **Macro-Economic Shifts:** A national or regional economic downturn may reduce both leisure and business travel demand. Rising unemployment, reduced discretionary income, or corporate travel cuts can depress occupancy.
- **Local Economic Dependence:** In communities reliant on one or two major employers or industries, plant closures, layoffs, or economic slowdowns may disproportionately impact hotel demand.

Example: A town with a manufacturing plant as its primary employer could see reduced weekday occupancy if the plant reduces shifts or relocates operations.

Financing & Interest Rate Risks

- **Debt Service Coverage Pressure:** Higher-than-expected interest rates or tighter credit markets can erode project feasibility by increasing monthly debt obligations.
- **Capital Market Uncertainty:** Changes in lender appetite, construction loan availability, or underwriting standards may delay financing or require higher equity contributions.

Example: A 1% rise in interest rates on a \$10M loan can increase annual debt service by \$100,000, lowering investor returns.

Construction & Development Risks

- **Cost Overruns:** Inflation in labor, steel, lumber, and concrete may drive total costs above budget, eroding returns.
- **Delays:** Weather, permitting backlogs, labor shortages, or supply-chain disruptions may postpone opening, resulting in extended interest carry and delayed revenue.
- **Site & Regulatory Compliance:** Environmental conditions (soil, drainage, wetlands) or zoning challenges may add unforeseen costs or restrict planned scope.

Example: A six-month delay in opening could increase carrying costs by \$300,000–\$500,000, while also missing the first high-demand season.



RISK FACTOR STATEMENT

Competitive & Market Supply Risks

- New Supply Additions: Additional hotel developments in the market may dilute occupancy and put downward pressure on rates.
- Untracked Competition: Short-term rentals (Airbnb/VRBO) or unbranded motels may siphon demand, particularly during peak leisure months.

Example: If two new limited-service hotels open within a 10-mile radius, stabilized occupancy for the subject could take 2–3 additional years to achieve.

Operational & Performance Risks

- Management Quality: Underperformance can stem from inexperienced operators, lack of revenue management, or poor guest service scores.
- Labor Shortages: Many U.S. markets face tightening hospitality labor pools, driving up payroll costs and turnover risk.
- Expense Volatility: Utilities, insurance, and franchise fees may rise faster than inflation, narrowing NOI margins.

Example: A 5% increase in payroll costs can reduce NOI by \$100,000+ annually in a 75-room property.

Seasonality & Demand Fluctuations

- Seasonal Swings: Markets dependent on summer tourism, college events, or ski resorts may face sharp seasonal demand.
- Event Reliance: Heavy reliance on one or two demand generators (annual festivals, large employers, sports tournaments) can expose the hotel to volatility if events are canceled or attendance declines.

Example: If a major annual county fair is canceled due to weather or funding cuts, peak season occupancy could drop 10+ points in that month.



RISK FACTOR STATEMENT

External & Environmental Risks

- Natural Disasters: Flooding, hurricanes, tornadoes, wildfires, and earthquakes vary by region and may impact insurance, construction costs, and operating continuity.
- Public Health & Safety: Pandemics, security incidents, or changing traveler perceptions of safety can depress demand across all markets.

Example: COVID-19 demonstrated how a sudden pandemic can reduce occupancy to below 20% nationwide, despite otherwise strong fundamentals.

Brand & Franchise Risks

- Franchise Requirements: Unexpected Property Improvement Plans (PIPs), higher royalty fees, or stricter standards may be imposed by the franchisor.
- Brand Overlap: Competing properties within the same franchise family may open nearby, creating internal brand competition.

Example: A franchisor may require a \$1M PIP in Year 10 for room renovations, impacting investor cash flow.



UNDERSTANDING THE 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: A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. $ADR = \text{Room Revenue} / \text{Rooms Sold}$

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.

Index: Measures a hotel's performance relative to an aggregated grouping of hotels (i.e., competitive set, market or submarket). 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. $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

Revenue Per Available Room (RevPar): Total room revenue divided by the total number of available rooms. $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$

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.



DISCLAIMER

Thank you for the opportunity to complete this market and feasibility study for the proposed hotel project. 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.

Lisa Pennau

Founding Partner

Core Distinction Group, LLC



SCOPE OF WORK

Core Distinction Group, LLC 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 thought out 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:

KICKOFF MEETING, RESEARCH & COMMUNITY OUTREACH

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

SITE VISIT/COMMUNITY TOUR

This phase involves an in-depth local tour of the community highlighting sites and demand generators to help Core Distinction Group, LLC understand the community and the need for lodging.

DEMAND GENERATOR SURVEYS

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. In some cases, surveys are done prior to visit.

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, LLC 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, LLC 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, LLC 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 Group, LLC 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, LLC 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, LLC 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.



OUR TEAM

Core Distinction Group, LLC specializes in comprehensive, hotel feasibility market studies. Our more than fifty years of hands-on industry experience, offers our clients valuable knowledge and understanding. Each community is unique. A one-size-fits-all approaches will never produce a productive and precise outcome. Core Distinction Group, LLC delivers custom solutions, tailored to your community.

Although our specialty is hotel feasibility studies, our clients return to us for convention or conference center feasibility studies, restaurant feasibility studies, marketing and much more. Colleagues in the hotel industry turn to Core Distinction Group, LLC expert knowledge for training, sales, revenue, marketing and operations management consulting.



Lisa Pennau
Founding Partner



Jessica Junker
Managing Partner



Sara McKay
Hotel Industry
Analyst



Stephanie Knutson
Executive Assistant

Core Distinction Group, LLC offers you hotel consultants with unmatched industry and market knowledge in the world of hotel market feasibility study reports and hotel consulting. Prior to working with Core Distinction Group, our hotel expert team has gained hands on knowledge from industry leaders like Marriott, Hilton, WHG Companies, InterContinental Hotels Group, Choice Hotels, TMI Hospitality, Interstate Hotels, Pillar Hotels & Resorts, Cobblestone Hotels, Wyndham Hotels & Resorts, and many more. In addition to drawing knowledge from industry leading companies, our team has experience in markets with populations of less than 500 to markets with populations in the millions. Experience is key to having a true understanding of each unique project and market. Our team has the experience that you need when working on a hotel development project and the hotel feasibility study report to get the project done.

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 Regional
- Lodging Industry Sub-market Report



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

APPENDIX ONE

COMMUNITY INTERVIEWS

DETAILED REPORT



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Q1 Please enter the name of your organization/business.

RESPONSES
Pro Cheer Cheerleading Training Center
David Zellner
Jackson County Government
Jackson County Government
Jackson County Probate Court
Little-Ward Funeral Home
Northridge Health and Rehabilitation
City of Commerce Municipal Court
Andy Garrison - COB Tumbling Waters Society
Jackson County Agricultural Facility
Submitted on behalf of Jackson County Chamber of Commerce previously; also submitting as individual here.
Judge Andy Garrison - Jackson County Magistrate Court
City of Nicholson, City Clerk
City of Jefferson
Petals & Bloom
Thyme to Cater
Grant Hill Farms
Waste Pro of Georgia
Keller Williams
Jackson County Chamber of Commerce
Jackson County Government
Weinstein & Black, LLC
Simple Blessings Floral Designs LLC
The Hardigree Team/ Real estate
Funeral Home
Commerce Social House
Hill Haven
Jackson County Government
JCHill Enterprises
PEACH STATE BOTTLE SHOP
First Baptist Church of commerce
Melissa Britt, Jackson County Chamber of Commerce

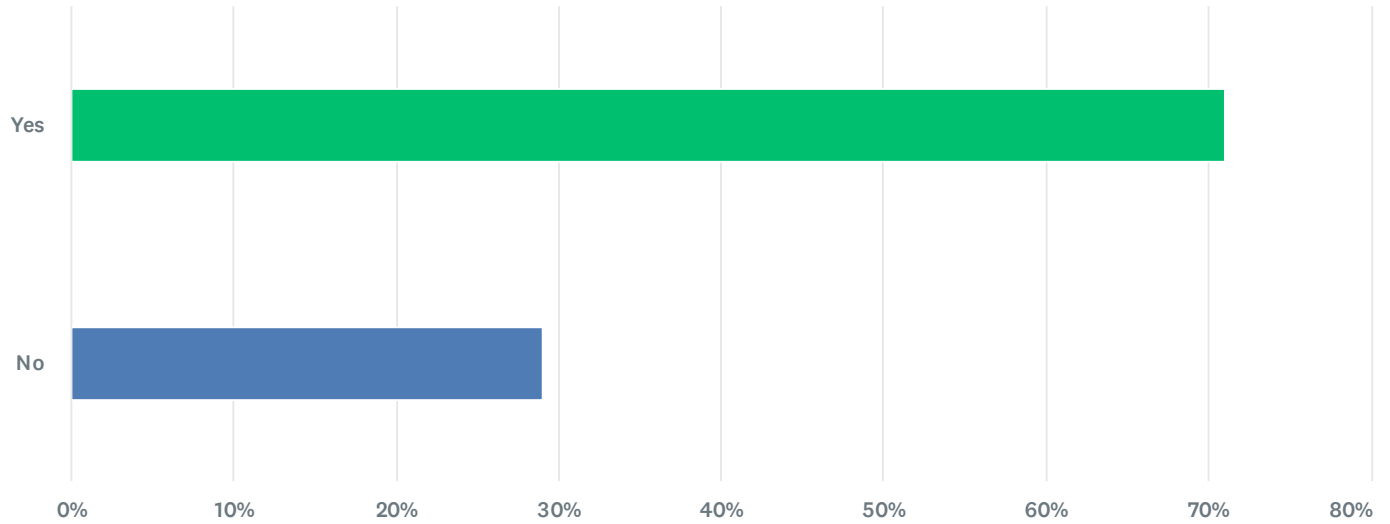
LODGING NEED IN the Commerce, GA AREA

City of Commerce Hill Medical Group, PC
Bouchard Farms
Pinnacle Bank
Evolve Technologies. Telecommunications industry.
Library
Piedmont Athens Regional
Elite Accounting & Tax Service
United Community Bank
Jackson County Government
Huber Engineered Woods
Piedmont Healthcare
Southeast Toyota
City of Commerce
Allen L Lacey Jr Law Office Inc
Green Leaf Realty Firm & Commerce Social House
Jackson EMC
Ivie Funeral Home
City of Commerce
White & Walker
LONNIE ROBINSON/ GREATER NORTHEAST GA SPORTS
Art-Tiques Vintage Market
Commerce citizen for more than 30 years.
Individual
Judy J. Wilson - representing Commerce Library
Georgia Municipal Association
Iron Grid Networks LLC
Grahl Construction
Commerce Civic Center
City of Commerce Ga.
Becks on Elm
Boys and Girls Clubs of Jackson County
Hyman Brown Insurance
Sanders Furniture Co.
The Norton Agency
Commerce City Schools
city of commerce
Jackson County GIS

LODGING NEED IN the Commerce, GA AREA

Q2

Does your business/organization have a need for overnight accommodations?



Q3 What do you expect your organization's lodging need will be in 2026 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible.

Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

RESPONSES

Approx over the summer months we could have cheerleaders school coming into our area for Camps/Chore Routines

6 times a year for an average of 4 nights

With numerous event facilities that constantly host events, plus many parks that hold multi-day tournaments, we probably have something occurring in our realm every weekend that has attendees who need overnight lodging.

Jackson County has started hosting training classes for various topics. Some who attend the classes are from hours away and must stay in a hotel at Banks Crossing. There is currently a class meeting once a week for 5 weeks and there are 29 in the class. Jackson County Agricultural Facility hosts a multitude of events from small to large scale. There are always people asking for lodging accommodations. Due to this, camping spots were added at the facility but this does not help those without a camper/RV.

Four or five times a year, members of the public who have an interest in a probate court case likely need lodging. This is dependent, of course, on where they reside. Lodging would be needed Monday through Friday, and not on weekends.

We will not need over night lodging

Family comes in from out of town to visit loved ones in our facility on a weekly basis and we would utilize a hotel on weekly basis. I would expect the need to be between 7-9 rooms a month.

Not able to be quantified.

2 day every year for annual Fundraising Event- Art in the Park

The Ag Facility had over 65,000 visitors last year. There was some need for overnight lodging approximately 48 weekends last year. We have added 20 RV spots and promoted the local Airbnb's to address the lack of lodging accommodations.

I have family with small children in nearby Anderson, South Carolina. I am located in Pendergrass. Commerce is a fairly neutral location between those two cities where hotel accomadations for lodging would provide a great place for other family coming in from Colorado and Texas to stay and be able to visit both myself and South Carolina family.

n/a

City hosts an annual event, the Daisy Festival, on the first weekend in May, and folks may need lodging for that weekend. Families with 4 or 5 people

Thursday through Sunday for swim meets

We coordinate weddings in Commerce and often the wedding parties are from out of town.

LODGING NEED IN the Commerce, GA AREA

Typical stay is from Thursday / Friday thru Sunday. Usually blocking 10 rooms

We catered over 50 weddings in 2025 and expect to exceed 70 weddings in 2026. Weddings bring in many out of town guests and having a hotel in Commerce would be so convenient for wedding guests at some of the amazing venues in and around Commerce, such as the Commerce Civic Center, White Fox Cottage, and Grant Hill Farms.

We typically host between 60 and 70 weddings each year on average. There is a need for accommodations for out of town guests for the majority of those weddings.

We conduct training sessions in the City of Commerce several times each year. These events typically require lodging for multiple employees for a few nights during the workweek. We anticipate this lodging need will continue in 2026 and beyond.

We have mastermind events and clients that come to town to search for homes to buy.

The Economic Development Branch of our organization facilitates interested new businesses from out of state and other countries to bring new locations and operations to Jackson County GA. The representatives from these companies do site visits to put eyes on their prospective new land and buildings. Having upscale, nice accommodations to recommend for lodging to these business leaders would be valuable and necessary for relationship building and showing these leaders a good, hospitable welcome.

We have sport tournaments and events at the Historic Courthouse and Ag Facility all throughout the year. Plus, our Sheriff's office started a training academy.

We have witnesses and clients come into town from time-to-time

Our clients are brides who bring in hundreds of guests every weekend and need a place to stay for local venues. This would be Friday-Sunday with a 1, 2, or 3 night stay.

My Business occasionally has out of town clients that would need lodging.

We never have a need for over night accommodations.

Majority of my events that my guest would need lodging is Friday-Sunday.

3 days every month

Maybe need use of a hotel once every few years. We sometime host state training and folks come in need of a place to stay.

3 nights a month on average

NA

Our church welcomes guest speakers and pastors several times a year, typically two to three occasions, and requires lodging for their stay.

Our Leadership Jackson program has a retreat once a year and it is a one-night hotel need for approximately 20-25 people, plus a conference room.

Business meetings and weddings at Civic Center - often inquire about in-town lodging; unsure of # of nights/month

2 rooms a month

We really don't have a need for overnight accommodations and shouldn't need them in the future.

None

I don't think the library's events generally have a need for a hotel. However, our patrons who are coming through town for other reasons do. Also, a hotel might allow our Region or our library to host a library related event or library staff event that would cause others from different parts of the state to attend. Finally, guests in our City who can stay in our City would be allowed to use their friendly library.

At this time, there is not a need for lodging. However, as our footprint continues to grow in Commerce/Jackson County, there may be a need.

None

LODGING NEED IN the Commerce, GA AREA

Typically, it would be for 1 or 2 nights during the week.

We could host more statewide trainings, conferences etc. for our government community.

Estimates: Out of state candidates- 10 Visiting employees from other sites or HQ- 75

Piedmont has 2 locations that are in close proximity. The Quality teams need somewhere to stay on site for 1 night (typically Mon or Tues) once a quarter. Piedmont would also use lodging for employees that travel with the mobile imaging units. This may be 1 or 2 nights (Mon- Wed)

We consistently have employees from our Jacksonville location visit Commerce for a week . Forced to stay in Athens or Banks Crossing area.

N/A

One night usually - clients come in for closings and sometimes need to stay overnight depending on their travel schedule

With my event space, I am asked weekly of lodging in downtown Commerce for guest attending events. Those events are typically over a long weekend. When I have clients come to down for my real estate business, I am typically picking them up from a hotel around Braselton or I85/Commerce. I am very familiar with the amount of sporting events (school and travel) hosted in our community, and the need for lodging during the spring and fall for those events would be extremely helpful.

During large storms, we bring in crews from other areas to assist with outages and they require rooms. This can be anywhere from 10 people to hundreds of people.

We do not typically see individuals that need lodging, however, we probably hear of one to five individuals a year requiring a stay for two to three days.

We have various 2 day events that require overnight accommodations.

OUR ORGANIZATION IS A PART AN AAU/ YBOA BASKETBALL CLUB THAT HAS GIRLS AND BOYS' TEAMS WHO ARE PARTICIPANTS IN THIS SURROUNDING AREA. THE TOURNAMENTS ARE HELD FRIDAY THROUGH SUNDAY, WITH THE CHAMPIONSHIP ROUNDS BEING ON SUNDAY. WE ATTEMPT TO KEEP OUR ORGANIZATION STAYING IN WALKING DISTANCE TO THE CITY OR TOWN.

My company will rent two rooms five times a year for staff 3-4 nights each stay. The visitors that our business brings both vendors and festival goers will rent for two- three nights five times a year on average 10-12 rooms that we know of.

A hotel in the downtown area would be beneficial for our community in many ways. Wedding parties and party goers attending events at the civic center. It would provide close accommodations for sporting events hosted by the rec department or school system. The downtown businesses would benefit by having visitors in the area. Our local companies could offer out of town employees/trainees accommodations close to their locations. As well as our citizens with out of town relatives that don't have the extra room for them in their homes. Having them close by would be comforting especially during life events that we all experience. I feel it's a win win situation for everyone.

I have out of town family that would stay weekends.

When doing training for Commerce, we would need 1 to 2 rooms. Right now, it is once every two months.

Likely one to two people for up to four nights.

We are the host city for the Vintage Art-Tiques Market that is now held in Commerce 5 times a year. We also host the Dollar General District Manager meetings, as well as many non profit events, and more. We also would be able to host more conferences where lodging is needed and people would not travel to Athens.

I do not represent a business at present but; I am aware of the traffic coming into Commerce and the need for overnight accommodations. It is time

If we have a new hire coming on board, we may need a short-term option for them until they can move into a home or apartment. We would also love to be able to host statewide and

LODGING NEED IN the Commerce, GA AREA

regional trainings and events for the Boys and Girls Club, but currently can't because there isn't a hotel in walking distance to the Commerce Civic Center (or any other Civic Center in Jackson County for that matter). We also have several large fundraisers each year in which some guests may want to stay in a hotel closeby or we may have a guest coming from out of town who needs a place to stay for 1-2 nights.

We don't have any specific needs for lodging associated with our business. Occasionally, marketing reps will spend the night at Banks Crossing.

Out of town home buyers typically need 2-3 nights of lodging when searching for a home. Visits vary and are usually during weekdays. I personally only have 2-3 out of town buyers per year.

Depends on competitions we host

Our need is generally when people are doing business for us and need to stay locally. Right now most of their options are outside of Jackson County which cut our cities and Jackson County out of hotel/motel taxes

Q5 If yes, what is the approximate length of stay and how many guests per month/year? Please be as specific as possible. Example 1: We offer accommodation for new hire employees that can range from 2 weeks to 3 months.

RESPONSES

We don't usually utilize long term lodging, but our healthcare consultants that come in monthly require lodging and stay multiple days to visit all the sister facilities in the area to include, Brown, Comer, and Heartwell.

N/A

Up to 3-4 guests may visit 1-2 times per year.

Daisy Festival, on the first weekend in May, and folks may need lodging for that weekend. 2 nights

We don't have a need for long term lodging but occasionally book a hotel room for some of our staff who live more than an hour away and are working back to back days or very late nights.

Na

A few times each year, employees travel from other states to our location for training and business-related activities. These visits typically involve lodging stays of approximately two weeks per employee. We anticipate this need will continue in 2026 and beyond.

We have buyers and sellers that need short to mid term rentals depending on timing of their home sale

Probably a dozen different guests would need to stay 1 or 2 nights respectively throughout the year.

NA

N/A

NO

I would estimate up to 35-40 rooms for larger events; large events scheduled weekly on weekends and corporate events several times monthly during the week

n/a

We've never used this option- depending on out price could pursue 3 month stays for 5 out of state interns

Tranfers for Florida will need to stay while searching for residence. 2 months

N/A

Depending on the scenario for real estate clients moving to down, and how long it takes to find a home for them to purchase OR the delay between closing of property - I could potentially have clients that would need lodging that would range from 2-3 months.

N/A

N/A

New hire employees could range from 1-2 weeks to 3 months.

N/A

Q6 Where do you currently recommend these individuals to stay? Please be as specific as possible.

RESPONSES
Currently in the Braselton area
Banks crossing
If we have people coming in for training, etc., the closest is Banks Crossing, but is not always the nicest.
Hotels located at Banks Crossing
We don't make those recommendations
If we have anyone to ask, we refer them to Banks Crossing. However, this may be a need once every couple of years.
Fairfield
Nearest accommodations.
Commerce / Banks Crossing
Commerce, Braselton - in Jefferson we only recommend the Air bnb's - no hotel accommodations are satisfactory in our opinion.
Air BnB
Banks Crossing, GA, hotels like Motel 6
We refer people to Braselton and Commerce for lodging
Athens Ga.
We book rooms conveniently located to the event venue locations. We've used LaQuinta and Hampton Inn in Braselton for some out of town employees when catering back to back events at the Braselton Civic Center.
We recommend Athens or Banks Crossing as well as area VRBOs/ air b&bs
Due to the limited availability of lodging accommodations within the City of Commerce, we often have to recommend that employees and visitors stay in neighboring communities. Additional hotel options in Commerce would help better serve business travelers, trainees, and other visitors who need convenient accommodations close to their destination.
Banks crossing hotels or Local airbnbs
La Quinta in Braselton
Braselton, Commerce, Gainesville, Hoschton
Braselton Hotels
Athens, GA
Air bnb
The families we serve would make a recommendation to their families on where to stay if they were to need accommodations.
I recommend Chateau Elan or hotels at Hwy 441/I-85
NA

LODGING NEED IN the Commerce, GA AREA

N/A

Hotels at Banks Crossing

NA

Holiday Inn in Banks Crossing

For this leadership group, we need accommodations at a reputable, clean, and current hotel property. The exterior grounds, guest rooms, common areas, and surrounding area should all reflect a high standard of maintenance, cleanliness, and professionalism. The hotel itself would require a conference room large enough to fit approximately 20-30 people comfortably with audio visual equipment, seating, and accommodating staff. We also want to stay at a property that is a member of the chamber.

Hampton Inn- Banks Crossing

Our cabin

Meeting are very short and have not recommend anything as of yet.

Banks Crossing if someone comes in asking, or if they need a nicer hotel, Athens.

Spark @ Bank's Crossing

There are a couple of good Air B&B around town or else they stay in Braselton.

We typically recommend Athens- Hotel Indigo or Banks Crossing- don't recommend individual hotels

Banks Crossing Holiday Inn

Athens area

N/A

Banks Crossing

Hwy 441/at I85, Braselton and Athens.

During a storm, we just run down the list of hotels in Commerce and start booking rooms. We really have no preference as they all seem to pretty much offer the same accommodations.

Hotels at Banks Crossing

Banks crossing hotels

Hotel Indigo - Athens

MARRIOTT CHAIN

I currently have an discount rate agreement with Sonia at LaQuntia, Spark, Quality Inn and one other on the Tanger exit.

The hotels nearest to downtown are off the I-85 corridor in neighboring Banks County.

Tru By Hilton Commece

Fairfield Inn

Hotels near the outlet malls.

Athens

Banks Crossing- Best Western

Banks Crossing

Airbnbs

N/A

Previous clients have stayed at the Holiday Inn Express Suites at Banks Crossing.

Banks Crossing

Q7 Do you have a second choice?

RESPONSES

Braselton

If people are looking for trails to walk around, we recommend the Braselton-area. If they are looking for consistently good meals, we recommend Athens.

No

or Holiday Inn Express

N/A

n/a

Hotels in/around Atlanta

Gainesville Ga.

No

n/a

Braselton, Commerce, Gainesville, Hoschton

No

Hotels in the in Athens or Commerce

If they were to ask, we would refer them to Banks Crossing.

Athens

NA

N/A

Airbnbs in town if possible

NA

Fairfield Inn - Banks Crossing

No

An AirBnB

The Quality Inn @ Banks Crossing

see above

Banks Crossing Comfort Inn

Chateau Elan

N/A

N/A

Athens area

Hyatt Place - Athens

HILTON HONORS CHAIN

The local air B&B over the bicycle shop but, she's always booked.

LODGING NEED IN the Commerce, GA AREA

The second closest would be a 20 to 30 minute drive to Athens.

Comfort Suites Commerce

Holiday Inn

Banks Crossing

Athens

Other short-term rentals

N/A

Other clients have stayed in hotels in Athens and Braselton at the Chateau Elan exit.

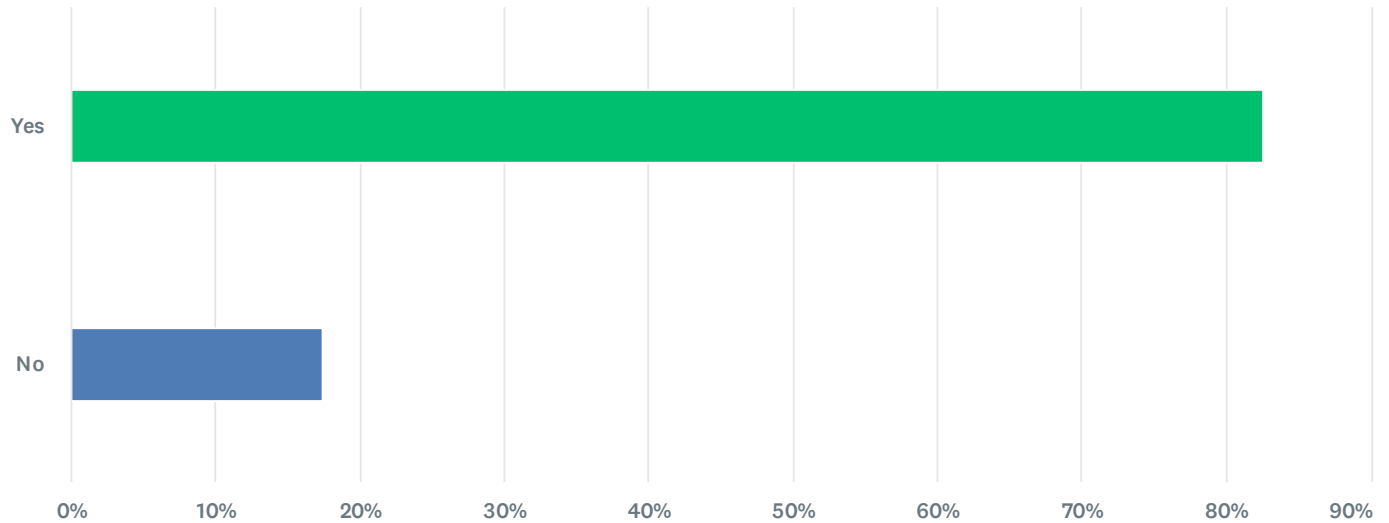
Jefferson

There is a nice airbnb in the downtown square on Washington St.

LODGING NEED IN the Commerce, GA AREA

Q8

In your opinion, do you think the community in question would benefit from a new, branded hotel?



Q9 If yes or no, please help us understand your stance on a new hotel. Why you do or do not feel it would benefit the community.

RESPONSES

I do see the need for a hotel in our area in the next two years are we continue to grow slowly in the future.

Because there is no good accommodations in the city limits

Sales tax

A new boutique style hotel would draw tourism to the East side of the county. This leads to improvement in commercial opportunities. The rooftops exist but there needs to be a balanced tax base.

There are very few hotels in Jackson County as a whole.

I feel that with all the hotels at Banks Crossing, one in downtown would struggle to stay in business. Banks Crossing has more shopping and restaurants to offer.

There is a growing need for more hotel accommodations in Commerce. With the expected business expansion, I believe the need is out pacing what is actually available. People will start to find other areas to grow and stay.

Proximity to Athens, location in NE GA.

It would provide for an overnight or extended stay in the area, this creating sales and service for local businesses

The numbers of venues and points to visit in Jackson County are only going to grow, and we do not have adequate hotel space now.

It would absolutely benefit the community for Commerce to have a hotel because of it's central location between many cities. Not just Perdergrass GA and The South Carolina edge, but also, between North Carolina and Alabama, as well as summer time travelers headed to Florida. Many businesses are interested in locating their operations in Commerce specifically, therefore, lodging in town is pertinent for showing hospitality to business owners and also accommodating visiting, travelling families.

A thriving community needs overnight accommodations. JC is the 4th fastest growing County in the nation... we are growing at an alarming rate.

We have one hotel that is not an acceptable place to stay. We need one that is new and clean

The Civic Center downtown offers space for events including being a central location for companies desiring training space. Having a downtown hotel would help give them a walkable experience further supporting our downtown businesses.

A branded hotel could draw in visitors because of hotel name recognition and reputation. Instead of just being a convenient place for folks who are already in the area and need a place to stay, it could draw folks to the area who may not have otherwise visited the local businesses in the area. There is also a big benefit of tourism funds available from the local hotel/motel taxes.

Not only would it provide convenience for my clients and their families, but it would also bring more jobs to our area. A boutique style hotel would be amazing and would entice people to stay right there in town and bring more revenue to the local business in town.

Not only Waste Pro, but many other companies in the area would benefit from a new hotel. Improved lodging options, along with larger training facilities and conference rooms, would better support employee training, business meetings, and visiting personnel, while also helping accommodate the needs of the growing business community.

LODGING NEED IN the Commerce, GA AREA

There are no lodging options downtown.

Showing business leaders hospitality is beneficial to bringing new companies to our county, which creates jobs and increases the tax base.

It would benefit our community if placed in the right area, I believe it would excell at the old Harmony Grove warehouse if turned into a boutique hotel. People love a boutique feel and do not want another Holiday Inn.

Only if it was a higher quality or something that stands out from normal hotels.

There is too many to choose from within 3-4 miles that would be at a better rate with more options of food and shopping that would be near them. I feel it would be a struggle for a hotel to survive with all the other competitors this close.

I think a new boutique style hotel will continue the vision of the community. With event spaces, restaurants and larger events coming to Commerce, being able to stay close to the events would make it more convenient.

no, there are already 21 places to stay in commerce

I don't like change

We need a place to stay downtown to accommodate events at the new Civic Center and for housing friends/family for reunions and other yearly events

ALREADY TOO MANY HOTEL IN THE AREA.

In my opinion, the community could benefit from a new branded hotel, particularly if there is sufficient demand to support it. Additional lodging options would help accommodate visitors attending local events, business activities, and community functions while also contributing to economic development and job creation. I would view it as a positive opportunity for the area as long as the price point stayed well within reason.

Commerce is near many shopping opportunities, local events, and an area near I85 where hotels are located but would benefit by a new property.

There are NO options in the city; especially no nicer options for travelers on Hwy 441 or I-85. Many folks looking for Bed & Breakfast or small Inn; no options.

Hotels would bring a lot of tax revenue for the city of Commerce.

I feel that there are a sufficient amount of rooms and new rooms at Banks Crossing to accommodate demand.

Hotels provide visitors with the opportunity to experience different communities. While staying in the area, guests often spend money at local restaurants, shops, and attractions, which helps support the local economy and encourages community growth.

I think if people can stay in our City, they will eat and visit the other places in our City. Since we have a remodeled Civic Center, I especially think we should have a branded hotel. There is a drawback, that a branded hotel might have their own conference space that could potential compete with our Civic Center. That could be good or bad. For example, it's not bad that we have a Walgreens and a CVS and they are competitors.

People value what they know (name recognition). A smaller, boutique hotel takes time to gain trust.

I think there would be too much competition from Banks Crossing. I think we need to develop the downtown activities more

We need a hotel downtown for events associated with the DDA and the Civic Center

Commerce has grown with more options with things to do after work, or after business meetings. We've always recommended visitors stay in Athens because of activities and restaurant options. Commerce has grown in the area and will continue to grow, so it be nice to have a place for visitors to stay near by- instead of us recommending Athens.

Would bring additional people to our downtown to help our small business owners be successful

LODGING NEED IN the Commerce, GA AREA

A new hotel may not benefit the community. Instead, will create more traffic especially near Hwy 85 and Banks Crossing area.

In keeping with the community, I think a small hotel would be more fitting with the look of the area - more of a 'boutique' type hotel that would offer special treatment

A local hotel is needed.

Our county is growing, and we need to grow with it. I feel we often loose local business opportunities by only offering budget hotel choices.

We have no opinion in this matter

I think it can keep business and traffic in the downtown arese instead of Banks Crossing

(1) I think the demand exists to support one. Commerce has sufficient activities, events, etc to justify in-town lodging. Also, the closest available options that I'm comfortable recommending are 20+ minutes away. (2) A new hotel would certainly further economic growth in downtown. In addition to providing lodging, it would also increase foot traffic downtown and likely provide additional food and beverage options.

TO MY KNOWLEDGE, THERE IS NO HOTEL IN THE CITY LIMITS

It is much needed! It will gain business of those visiting downtown plus create exposure for the downtown district. As people stay, they will want to get lunch or dinner within walking distance from the hotel. Stop in a shop that catches their eye too!

It would be an asset for our downtown area as well as the citizens of Commerce.

Our community has many events hosted in town through downtown activities and school related activities and competitions in which out of town guests require overnight accommodations. Currently these guests have to travel out of the city limits to find needed accommodations.

Some of the hotels need to be updated and they all need to be enclosed entrance.

It would draw people to the city's historic downtown area. It would boost the businesses downtown and could help them grow.

This would be a great investment for the community as it will allow for me people to visit and shop in town. With its close proximity to Athens,GA this would be a great addition.

There is a lot of traffic into Commerce and surrounding area's. I also think it would give travelers a safer welcoming area for traffic traveling on I85.

We currently don't have one in the City or downtown. The ones closeby are not very nice. Most travelers stay all the way in Athens or Gwinnett County/Chateau Elan for decent accommodations.

I think it would bring people into the downtown area who wouldn't otherwise come through.

Create jobs and nice accommodations

I like the idea of a hotel in town, but it may not be an immediate need. I support more housing in the area instead of a hotel, possibly turning the space into apartments/condos. In my opinion, there is more of a demand for affordable housing than a hotel.

I think anytime that we can add more opportunities in our own town, we need to do it.

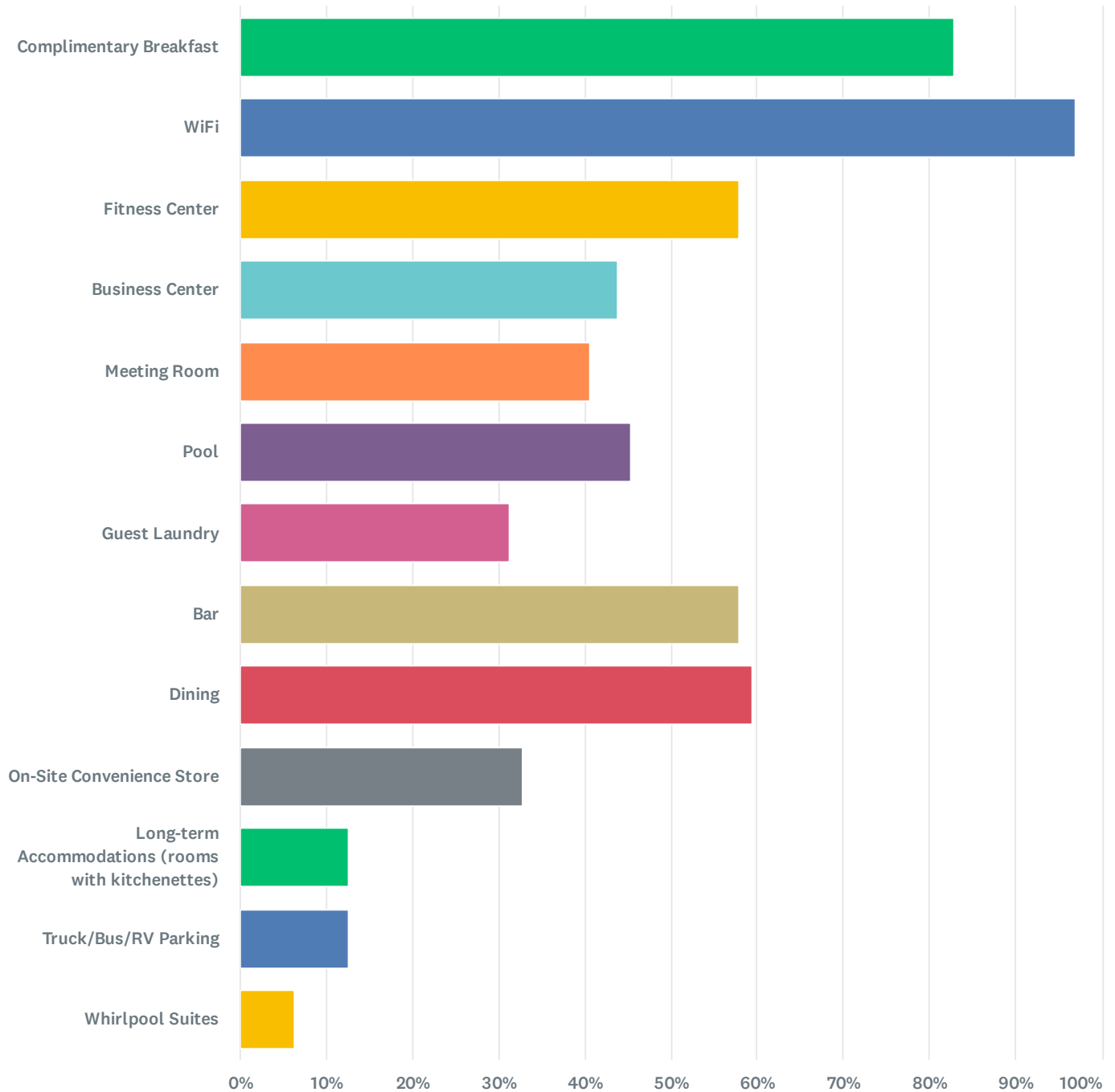
I think a hotel would benefit the downtown area due to businesses and event centers bringing in guest and allowing us to house them for their stay instead of sending them outside of our district.

We need the hotel/motel taxes which can help with tourism and economic development.

LODGING NEED IN the Commerce, GA AREA

Q10

In your opinion, what amenities does this hotel offer that are important to your clients? Please check all that apply.



LODGING NEED IN the Commerce, GA AREA

I think all are great amenities and would be a selling point to potential guests. Meeting rooms could be a draw for corporate overnight room blocks for meetings and trainings. Dining and bar offer attractions to keep people on the property and staying in the area. Things like wifi, fitness center and pool are non-negotiable for many overnight guests. I think Commerce is also in a great location to fill rooms during UGA football and graduation seasons.

ALL of the above. A boutique style hotel would be amazing.

Shuttle

NA

No Truck/RV/ parking. Bus parking for teams, etc. would be good.

The hotel could work with local spa facilities, if they could not be offered inhouse. Same with dining.

Rooms with two queen beds for sharing a room.

Q11 If you chose "Meeting Room", what size (how many people) Meeting Room are you in need of and how often (please be as specific as possible)?

RESPONSES

For at least 25 people

50-150 people

15-20 2 times a year

N/A

30-40 on a regular basis

10-20 people

Although I am not particularly in need of a meeting room for my business/employees, we cater for parties of all sizes and know many clients who are searching for venue spaces that are nice, new/modern, and convenient. I think a meeting space for up to 100 people would be great, especially if there was a room divider so the space didn't feel so big for smaller events.

A meeting room where my clients could have a "morning after" breakfast or even a rehearsal dinner would be great! Maybe accommodate 50 to 75

Able to accommodate 25 to 100 at minimum. Waste Pro often holds larger meetings in other cities with 300 plus employees

Up to 10 people

At least 50 to 100 people

N/A

N/A

NA

Large enough conference room. Some hotels have small conference rooms more like "executive" style for 10 people. A large one would be good for all types of meetings.

N/A

50 people biannually

I believe 30 to 50 person rooms for local training class would be sufficient.

Probably for 50

At least 45-50

60...small group meetings

10-20 people- bi-annually

Meeting room: possibly 1 time a quarter - max 20 attendants

100

35-50 attendees. Again, no schedule on this - would be needed during storm times.

20 PEOPLE PER TEAM (PLAYERS AND COACHES), 16 TEAMS (9 BOYS AND 7 GIRLS)

An area to accommodate 20 or so people for round table discussions or training events. All day or two day sessions would benefit from the offered amenities.

LODGING NEED IN the Commerce, GA AREA

For at least 20 people

15-20 people for quarterly meetings.

25-30 people

n/a

N/A

20-30

a meeting room around 15-20 people

20 to 30

Q12 Please take a moment to tell us what you feel are the benefits of living or working in this community.

RESPONSES

Love the small town community that you get from Commerce GA and a very personal little town.

It's such a close community

I can work, live and play here.

As Commerce and the County overall continues to grow, there is still a "hometown" feel that remains. This is what draws generational families to stay as well as influences others to move here and be involved.

I love that Jackson County still has plenty of rural areas, but we also have retail and restaurants available. Despite the large size of the county, it still feels small town in many ways.

We have been here serving this community since 1913. The "small town" feel is what's best.

I love the small town feel and the welcoming environment. I am a transplant and drive in for work. When I started here three years ago, the mayor of Commerce welcomed me in like I was born and raised here. I can't explain the hospitality you just have to experience it for yourself.

Historic appeal.

The great people and mindset of the community

Small-town feel Culture of caring and community

Neutral location, cute walkable downtown, fun movie nights for the kids, great local festivals, etc.

Great people

One of the biggest benefits of living or working in this community is the strong sense of connection. People look out for one another, and it's easy to feel like you're part of something meaningful. There's a pace here that allows you to breathe — friendly faces, local traditions, and a shared pride in keeping the community welcoming and grounded. Whether it's supporting local events, helping neighbors, or simply enjoying the quiet, there's a feeling of belonging that's hard to find elsewhere.

Quiet, small town, community, school system

Commerce has the small town feel that many people want, it is a safe place with access to larger cities within 1 hour. We have a selection of small businesses that offer unique items and friendly service.

We love the small town feel, people are so friendly and welcoming. We own a business in Jefferson and have felt more welcomed by the city officials and employees in Commerce than in our own city of Jefferson.

I love this community. Commerce has a lot to offer and is growing. I also think commerce has the potential to be a "destination" place to stay while visiting this area of Georgia.

The community offers a strong quality of life, a supportive business environment, and a workforce that values hard work and community involvement. Its convenient location, growing economic opportunities, and small-town atmosphere make it an attractive place to live and work. The area also provides access to local businesses, schools, and recreational opportunities while maintaining a sense of community that benefits both residents and employers.

LODGING NEED IN the Commerce, GA AREA

Commerces location is key, close to Athens and I-85, commerce is a central location

Highway proximity is top notch, beautiful scenery and farm town feel with nice mix of modern amenities like door dash and uber is unique and valuable.

High growth

Small town is the best benefit. Everyone knows everyone.

Small town charm and sense of community. Fellow business owners support other businesses to help network.

There are many hotel and food options for travelers

Small town feel

Small town feel in a growing community. Knowing people when you go to restaurants and stores and local events.

REALLY FREINDLY COMMUNITY.

Living and working in Commerce offers a strong sense of community where people genuinely know and support one another. It has a welcoming small-town atmosphere with a slower pace of life, while still being close enough to larger cities for additional shopping, healthcare, and entertainment. Local schools, churches, and community organizations play an important role in bringing people together and creating opportunities for connection and service. Overall, Commerce is a place where relationships matter and residents take pride in being part of a close-knit and supportive community.

First - The people! Jackson County also has much to offer in the way of parks, festivals, places to eat, healthcare options, thriving business communities, great school systems, and more.

We have a cohesive business community; lots of new investment in our downtown over the last 5 years

It's a city where you can live, work, play and raise a family.

Sense of community, knowing each other and supporting each other. Small town atmosphere.

The community is great, it has many small business and great places to eat. A short drive and you can get just about anything you need.

Our community has an interesting history of business and moving forward with industry. However, we remain personably and hold tight to our traditions and history. I feel as a City government we try to plan carefully. We can't let the horse drive the cart so to speak.

Commerce still has that small town charm; people take care of each other.

Tight knit community. Small town feeling

Small town feeling but we are slowing gaining more business customer's in our area too.

#teamjacksoncounty the best community with its challenges, but the best people who are trying to grow this community in a well-rounded way that doesn't burden the committed taxpayers.

Hometown feel but growing in areas that are attracting new people. Good schools. Adding additional after hour activities and establishments.

We are fortunate to have strong leaders that engage & encourage others to form relations with business in the community that can offer services if needed. They encourage us all to support each other. Feels great to know your TEAM by name.

On going and accessible events Community driven.

- Affordability and cost of living with community spirit, with the charm of small -town living. Safety and family friendliness and economic growth.

It is a good walking area - sidewalks are level and clear. There are places to eat and shop - park once and walk. Town is quiet - there are not bars every other store front. If you want more, Banks Crossing is just a few miles up the road. Commerce sits close to the mountain

LODGING NEED IN the Commerce, GA AREA

areas for day trips and to Athens for ballgames, etc. There are several small towns close by with cute shopping but no places to stay that could be visited also.

This community is very supportive of "shop local, shop small". I feel if we had a boutique style hotel would be received well.

Commerce still maintains its' smalltown look and feel, which is very much a plus.

Safe and good location

Exemplifies small town living (safe, people know one another, active community, etc.) but close to larger amenities in Athens. Good school choices and housing costs are relatively reasonable. Also, while there is some level of traffic, it doesn't hinder everyday life like many communities closer to large population centers, i.e. Atlanta.

WORKING IN THIS COMMUNITY ALLOWS ME TO COMMUNICATE AND COLLABORATE WITH COMMUNITY LEADERS, BEGINNING WITH PUBLIC SAFETY AND NEIGHBORHOOD WATCHES. IT PERMITS ME TO BUILD WORKING RELATIONSHIPS TO ENHANCE SUPPORTIVE NETWORKS TO GROW VALUE AND SAFETY.

This community is all heart! I find Commerce welcoming by the town staff, city officials, local shops & restaurants and festival goers.

Commerce is a rapidly growing city but maintains the quiet small town neighborhood feel for visitors and citizens.

One benefit of living and working in Commerce is being apart of a close knit community built around the school system.

I've lived here all My life. It's home and a safe community.

Commerce sits directly on the I-85 corridor between Atlanta and Greenville/Charlotte, giving businesses strong regional access for shipping, commuting, and customer reach. The area continues to benefit from northeast Georgia growth expanding outward from Atlanta. This is a prime area to expand the lodging of the downtown area.

Small town feel with access to restaurants and shopping within 5 minutes away.

The closeness in this community means a lot. Everyone looks out for each other and are all about growing the community for the better.

I both live and work in this community and feel that it is a true "hidden gem" Between the schools and the city staff, it is a great place to live and work.

Very safe area. Easy access to I-85. Close to a major city Atlanta.

Still a small town

Commerce is part of Jackson County- the fastest growing county in GA and 4th fastest in the USA. Commerce is the best city and has so much potential.

We enjoy the small town feel and living in a community where people grow up and stay.

We appreciate living in a small town where things are convenient and you feel very safe.

Commerce is situated in a great location--one hour to the mountains, major lakes and Atlanta. We still have a small-town feel.

Very close knit and we need to be self-contained for all services if possible. We keep our tax dollars here

The smalltown community allows for guest to come in and feel welcomed and allows plenty of opportunities to do business or relax.

Community that provides a safe place to live, provides good services but still has a small town feel.

Q13 Please take a moment to tell us what you feel are the challenges of living or working in this community.

RESPONSES

None. It's a great community

My ultimate goal is to take the monthly amount of money that I spend on necessities and do so in Jackson County. There are just some things I cannot buy within this County, but the list is growing smaller and smaller.

Creating balance. This can be a delicate process to have the rooftops to support commercial but also having the commercial to bring people to the community.

Retail and restaurant options are limited, but more are coming. While I like having options, I don't want to see the county become over developed, either.

Traffic, parking, and rough roads/streets are a challenge. The City doesn't have enough parking for the events that is held now.

Because Commerce is a small town, poor business reputations are hard to get past. It takes time to build back that trust once its lost and it really impacts you financially.

Thoroughfares.

infra-structure... traffic, water, sewer, etc... we are growing fast and need to catch up

Adequate affordable housing Traffic growing plans

Little to no affordable housing

Traffic control

One of the main challenges of living or working in this community is the limited access to certain services and resources. With a smaller population, things like shopping options, healthcare, and public transportation can feel a bit out of reach, which sometimes means extra travel for basic needs. Communication about local updates can also be inconsistent, making it harder to stay informed or connected. While the community is close-knit, growth can be slow, and opportunities—especially for young families or new businesses—can feel limited. Even so, these challenges often highlight areas where the community has room to grow stronger together.

Infrastructure and growth

There needs to be additional businesses that bring in foot traffic. However, local support is needed to keep these businesses around. A family oriented business with things to do for all ages would be beneficial to the downtown.

One of our biggest challenges in owning a business in our area is finding qualified and experienced kitchen staff.

One of the challenges of living and working in this community is the limited availability of lodging, meeting space, and other accommodations for businesses and visitors. As the area continues to grow, additional infrastructure and services will be needed to support economic development, attract new businesses, and accommodate employees, customers, and guests. Expanding these resources would help strengthen the community while maintaining its positive quality of life.

Downtown Commerce doesn't have a lot of variety for restaurants

Over priced housing market and lack of nightlife, entertainment, recreation and activities.

No high end restaurants or attractions

LODGING NEED IN the Commerce, GA AREA

Over all road conditions and parking.

Challenges are getting small businesses to extend hours where the average working family can partake in shopping and eating etc.

unknown

Traffic is getting worse and water running low.

Lack of places to gather after eating dinner or just to hang out with friends

DEVELOPMENT IS GOOD BUT BRINGS LOT OF PROBLEMS. THEFT ISSUES.

There are few challenges that are common in smaller communities. Job opportunities can be more limited compared to larger cities, which sometimes requires residents to commute outside the area for certain careers or specialized work. There are also fewer options for shopping, dining, and entertainment locally, which means people often travel to nearby cities for a wider variety of services and activities.

Housing options, infrastructure, access to services, food insecurity, managing growth.

We simply need more foot traffic downtown; lofts/hotels with folks staying overnight downtown; need to attract more young professionals into town

Roadways, lack of big-name grocery stores, need a Lowes, restaurants other than fast food.

I believe as this small town grows it going to become harder to find somewhere to park down town.

parking and the size of the roads as we grow. The more industry we add, the more parking required. Also, the more commuter traffic that comes through, the more wear and tear of the roads. Just something practical to think about.

downtown roads; make them one-lane

Not enough retail shopping like Target. We need different kinds of restaurant downtown besides Mexican

Quick Growth

More commercial tax base is needed to offset the property tax/millage rates.

It's hard to keep it a hometown feel while growing.

Healthcare providers that we are trying to show the area to we would like to be able to take them for sit down meals and let them get a feel for Community . When leadership come onsite for quarterly visits it is challenging to find somewhere to have space for lunch and sit-down lunch/dinner

Adequate parking on main streets

Limited amenities and entertainment, like upscale dinning. Downtown is charming and beautiful but needs more after hour activities.

Some people may feel it is too quiet and not enough going on.

While people enjoy the smalltown look and feel, they still want the amenities and luxuries offered in larger cities.

Parking during events. Railroad tracks

Less options for dining and entertainment within the town. Many people have to commute 20+ min to jobs in other cities.

CHALLENGES OF WORKING IN THIS COMMUNITY IS ATTEMPTING TO EDUCATE THE GENERAL PUBLIC ON WHAT THE CITY'S WORK EXPECTATIONS ARE CONCERNING OUR MISSION AND VISION OF THE CITY,

Need more foot traffic on a day in day out basis to support shops & restaurants but, your team is really working diligently to make that happen!👏

The fact that everybody knows everybody can be challenging at times it also has advantages

LODGING NEED IN the Commerce, GA AREA

of having comfort and support during times of crisis. We are definitely a community that comes together in a time of need.

Limited access to skilled, high paying jobs.

I'm retired, but with the economy the way presently is.. a job that would be local would be a huge savings due to increased gas prices. I think prices will increase.

Population growth and traffic

There can be some people who are not open to change.

I don't feel there are any major challenges

Managing the growth, not growing so fast that we lose our character like Braselton did

No hotels, no fine dining

A challenge could be lack of amenities including grocery stores that are competitive.

Lack of good housing and jobs

Average household income is lower than other areas in the county. There is a large amount of older homes and buildings in the city that need renovations, making the overall area look unkept as you're coming into town from all points (interstate, Highway 441, Highway 15, etc).

Not many affordable housing options, revitalize downtown

Not all services or shopping are available locally. Have to travel to other counties such as Athens for shopping.

Q14 Please list the top five or more things you wish your community had to offer you or visitors. Examples would include but not be limited to; Recreations Center, Sit-down Restaurant, Fast Food Restaurant, Convenience Store, Community Pool, and so on.

RESPONSES

I would love for us to have a little more upscale restaurant.

Better and more selection of restaurants

Sit-down restaurants Public art community Home Depot/Lowes where I could buy the things I am going out of County for now

sit-down restaurant more retail

More sit down restaurants

Nicer restaurants like a good steak and seafood kind of place. More friendly things for kids to do.

I have kids, so I would love to see an all-age recreation center. Family friendly sit-down restaurants would be a plus too.

Sit-down Restaurant

recreation, food, museums, theatre, sports,

Lodging Upscale Dining Theatre Concert amphitheater or similar venue for music

1. Roller Skating Rink 2. Greenspace/outdoor picnic & recreation areas 3. Concert venue 4. movie Theater 5. bar and restaurants with walkability downtown

sit-down restaurants, food diversity

Lodging Fast food restaurant

Retail such as Target, variety of restaurants such as steak houses or sports bars, more fields for our recreation department

1. Higher caliber dining options, 2. fresh market 3. festival area with amphitheater 4. boutiques (women, men and children) 5. breakfast and lunch options with healthier lighter menus

I would love to see our community have more recreational activities and spaces for teens.

Another non chain restaurant or two, less antique and thrift stores, hotel accommodations, brewery (I heard ours may be closing but I don't know if that's the case or not

Additional hotel and lodging options Larger conference and meeting facilities for business events and training More sit-down restaurants with a variety of dining options Expanded retail and shopping opportunities Recreational facilities and family-friendly entertainment venues Improved infrastructure to support continued business and population growth Additional community gathering spaces for events and activities

Sit down high end restaurant, better parking down main st, more variety of shopping

1.movie theater 2.roller skating rink 3.concert venue 4. semi=pro sports team (arena football, minor league baseball, active motor speedway, etc)

More sit-down restaurants, more walking trails, hiking trails-connecting communities

Rec center, Bar, dining, wifi, meeting rooms

LODGING NEED IN the Commerce, GA AREA

It would be great if the hotel had an on-site restaurant, small store, pool, and a lobby bar.

Sit down Restaurants, Publix or Kroger, Large Rec center like Hall county has in multiple parts of the county. More departments stores

More things for kids Nice sit down restaurant Steak House Theater

Short term Lodging and high end restaurant.

more sit-down Restaurants

More sit down restaurants with outside eating, more walking trails

Wine bar, upscale restaurants

COMMUNITY POOL OR RE DO THE SIDE WALKS IN CITY LIMITS AND STREET LIGHTS IN CITY LIMITS. AVALON KIND OF PROJECT, ALL IN ONE AREA WILL BE GOOD FOR FUTURE.

More diverse dining and restaurant options (especially locally owned variety) and More entertainment options such as a movie theater, bowling, or family activity centers.

More family entertainment options! More sit-down (mid-price range) restaurant options.

In-town living, Boutique Hotel, More connectivity for walking downtown from neighborhoods

Recreation center, dine-in restaurants, community pool, parks and walking trails.

More sit down restaurant offerings that differ from the current menu offerings.

Sit-down restaurants Healthier Food choices

a bakery

1. Family Entertainment; 2. pickleball courts to reserve 3. outdoor tv venue 3. more upscale restaurants

Sit-down restaurant with varied menu, entertainment

Fast food downtown, high end restaurant downtown, kids shops, movie theatre- even if it shows older movies, weekly game nights for families, inside playground area for kids,

sit-down restaurants, hotels, big box retailers, social gathering areas

More sit-down restaurants, bars, and activities- this has been improving

Sit Down Restaurant (meetings), activity center for children (ex; movie nights)

Amphitheater for concerts, large food chain restaurants, Parking deck downtown, Adult sports program

More sit-down restaurants with diverse food options. Full community recreation center with fitness classes and indoor sports. Fast casual and healthy dining choices. Larger grocery store like target, publix or kroger.

Sandwich shop (that is not Subway); Bakery

High end steakhouse restaurant - not a chain. Boutique hotel (near the high end restaurant would be great as well) Entertainment (bowling, arcade, small theatre)

Fine dining (we have no choices) Uber services (we have none that are reliable) upscale bars (we have none). Higher end golf courses. Theater and arts, concerts.

Sit Down Restaurant, Rec Activities, Community Center with Events, Larger Parks

Movie Theater.

More upscale dining options, higher end lodging/hotel, more retailers, improved walkability downtown, and more streetlights.

HOTELS (MORE THAN ONE TO CHOOSE FROM), SIT-DOWN RESTAURANTS, SAFE AND WELL LITE WALKING TRAILS, GROCERY STORE IN THE CITY, FAST FOOD RESTAURANT

LODGING NEED IN the Commerce, GA AREA

1.Niche/ trendy restaurant with cocktail bar. Indoor seating with outdoor patio. Not a chain.
2.Ice cream/ Gelato shop/ candy shop. 3.Local grocery/ locally grown foods, similar to Joy Company Market. 4. Sandwich shop. 5. Bakery/ bagel shop.

Recreation facility that offers programs of interest for our senior citizens and our adults with disabilities. All too often these individuals are unintentionally over looked. As we all age and our circle of family and friends grow smaller it's important for these groups of individuals to feel included. The is very important for their mental and emotional health and well being.

Movie theater, distillery/brewery, boutiques, bakery, business to be creative such as painting pottery

Steak and Shake, Red Lobster, activities for older people and something for the young children to keep them out of trouble.

Walkability & Streetscape Improvements, Downtown Entertainment & Event Spaces, Parking & Visitor Navigation, Family-Friendly Attractions & Tourism Anchors, Night Life for Adults

None

Sit down restaurant Elevated bar Boutique store Sushi restaurant Steakhouse

Sit down restaurants (NOT MEXICAN OR ITALIAN) Outdoor seating The city has a community pool but the hours are not good.

I FEEL COMMERCE ALREADY HAS THE ITEMS LISTED.

Nicer restaurants, family park/ amphitheater type area

Hotel, Sit-down restaurant, seafood restaurant, more parks and rec, community nonprofit hub

Grocery stores, movie theater, sit down restaurant, recreation center

More retail stores that are locally owned

Sit-down restaurant, splash pad, a large community park with walking trails, community center, a better night life (stores opening later), hospital, outdoor dining, better flow of traffic through town (parking at downtown businesses), more parking for civic center/cultural center events.

More food options, more "fun" things for families,

a nice sit down restaurant more shopping

Hotels of course but also more restaurants.

Q16 Additional Comments or Contacts you'd recommend us speaking to?

RESPONSES	
Love the town and we look forward to bring a Cheerleading gym in the area within the next year. Go tigers!	
N/A	
Jackson County Chamber of Commerce	
90% of my business is from out of town brides who love Commerce's central location to the area. They don't like being out at Banks Crossing due to the traffic and difficult driving options.	
Happy for anyone to call me for a more in depth conversation on this topic.	
Regarding question 15, an 'upper-scale hotel' is not going to succeed in Commerce, GA. The economy here cannot support it, it would need to be affordable for travelers and guests for events. If not, they will go to Athens, GA, and spend the same price where there are shops, bars, fine dining, and more.	
Main thing more high end restaurants and shopping to go with the hotel.	
N/A	
an upscale hotel would most likely cost more and that would not fit my need.	
NO	
There is a huge void in Jackson County for boutique hotels; I love staying in historic downtowns when I travel the country. We have no options for this. I would love for my extended family to have this option when they visit as well	
Just the impact it would have on utilities and water & sewer	
Would also be beneficial to have somewhere when families are traveling during the holidays for Thanksgiving/Christmas for them to be able to stay in the town that they have grown to love. instead of staying at Banks Crossing or AirBNB	
Atlanta dragway will be reopening which will result in need for quality hotel. Commerce is in a prime location between Atlanta and Greenville	
N/A	
This is going to be very challenging; keep the smalltown flavor while also offering big city amenities. Kudos to you guys for trying!	
Please keep Countryside Antiques & Home Decor in mind for a future shop. We've been in Braselton for 23 years with many regular shoppers. We occupy an old building with low rent and it works for us. Uncertain of our future there... Thank you, Donna	
Better Business Bureau or Meeting Planners.	
Commerce is a GREAT city, and its downtown would continue to grow and thrive with the investment of an upscale hotel.	
Little Ward Funeral Home Friends Commerce Grill Commerce Social Houes Kristie Young	
I think our community is ready and could support a upper-scale hotel. It is a safe well respected community and I belive is ready for a nice respectable Hotel on the Commerce Bypass.	
If hotel is in town, built in keeping of character of downtown, if near the interstate, be a national chain	

APPENDIX TWO

PRIMARY COMPETITIVE SET ANALYTICS



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Search Analytics

INVENTORY ROOMS

587 +0%

Prior Period 587

UNDER CONSTRUCTION ROOMS

0 -

Prior Period 0

MARKET SALE PRICE/ROOM

\$89.5K +4.1%

Prior Period \$86K

MARKET CAP RATE

8.7% +0.1%

Prior Period 8.6%

ANALYTIC ROOMS

616 +15.4%

Prior Period 534

12 MO OCC RATE

54.4% -10.5%

Prior Period 60.8%

12 MO ADR

\$119 -2.4%

Prior Period \$122

12 MO REVPAR

\$65 -12.7%

Prior Period \$74

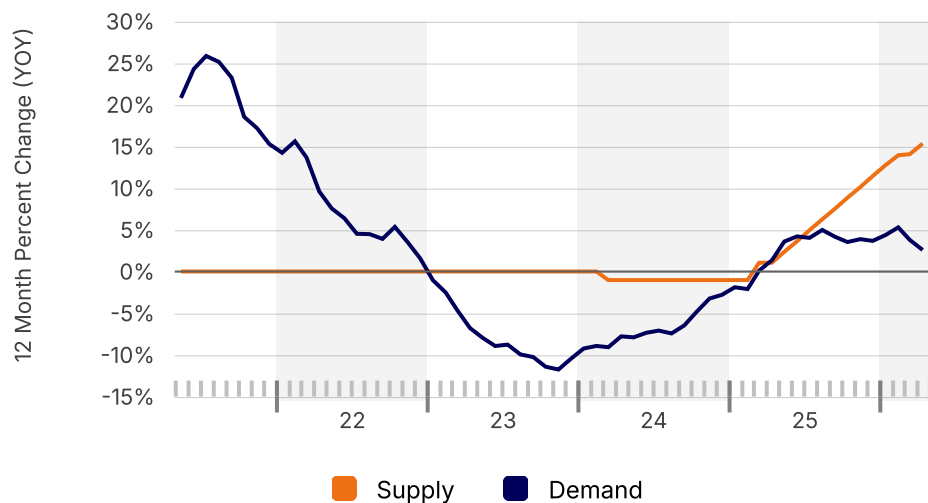
Key Metrics

Inventory		Sales Past Year	
Existing Properties	9 ↕	Sales Volume	\$0 ↕
12 Mo Delivered Rooms	0 ↓	Transactions	0 ↕
12 Mo Delivered Properties	0 ↓	Months to Sale	-
12 Mo Recently Opened Rooms	0 ↓	Average Price Per Building	-
12 Mo Recently Opened Properties	0 ↓	Market Price Per Room	\$89.5K ↑
Under Construction Properties	0 ↕	Market Cap Rate	-

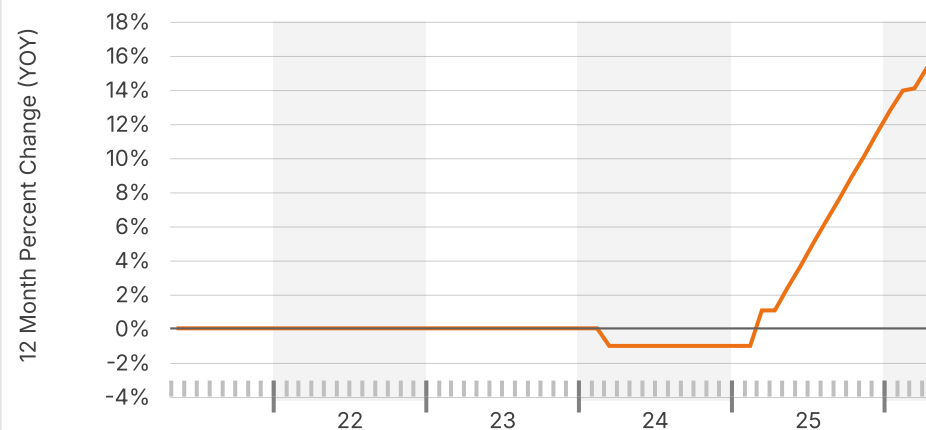
Performance Trend	
Occupancy Rate	60.4% ↓
Average Daily Rate	\$123.34 ↓
Revenue Per Available Room	\$74.47 ↓
YTD Occupancy Rate	55.0% ↓
YTD Average Daily Rate	\$115.19 ↓
YTD RevPAR	\$63.31 ↓
3 Mo Occupancy Rate	57.1% ↓
3 Mo Average Daily Rate	\$116.62 ↓
3 Mo RevPAR	\$66.64 ↓
12 Mo Occupancy Rate	54.4% ↓
12 Mo Average Daily Rate	\$119.31 ↓
12 Mo RevPAR	\$64.88 ↓

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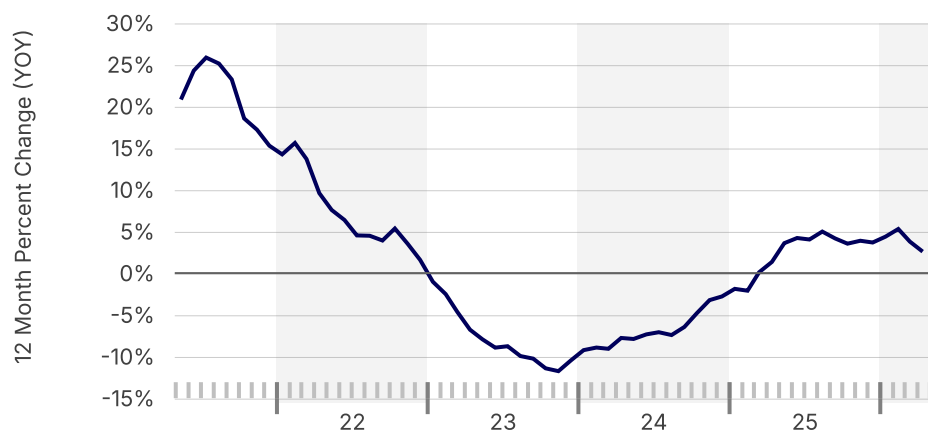
Supply & Demand Change



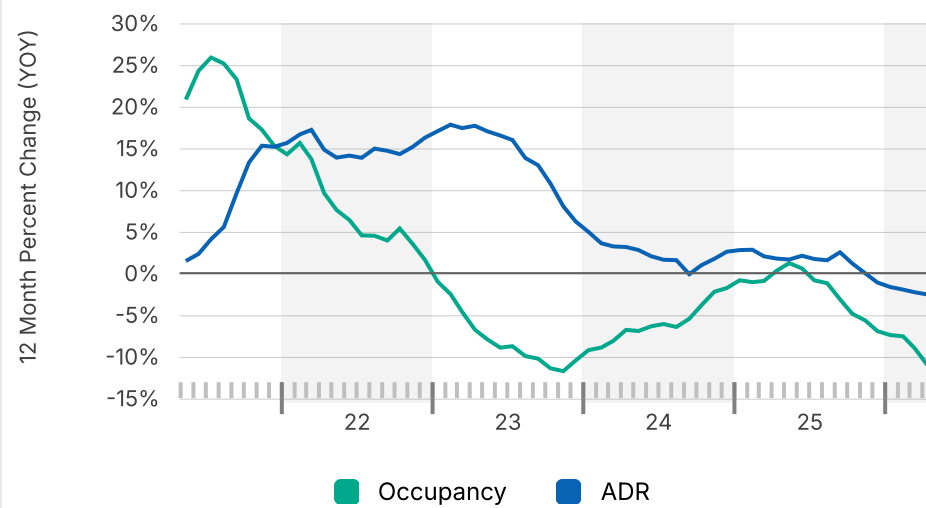
Supply Change



Demand Change

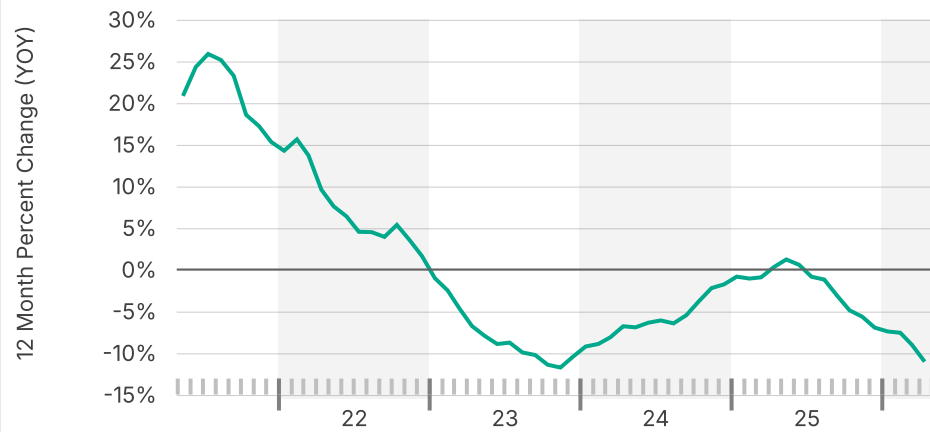


Occupancy & ADR Change

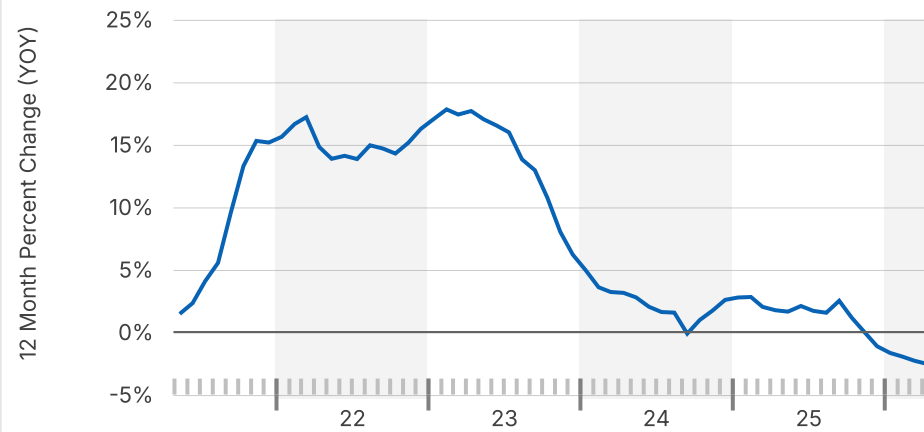


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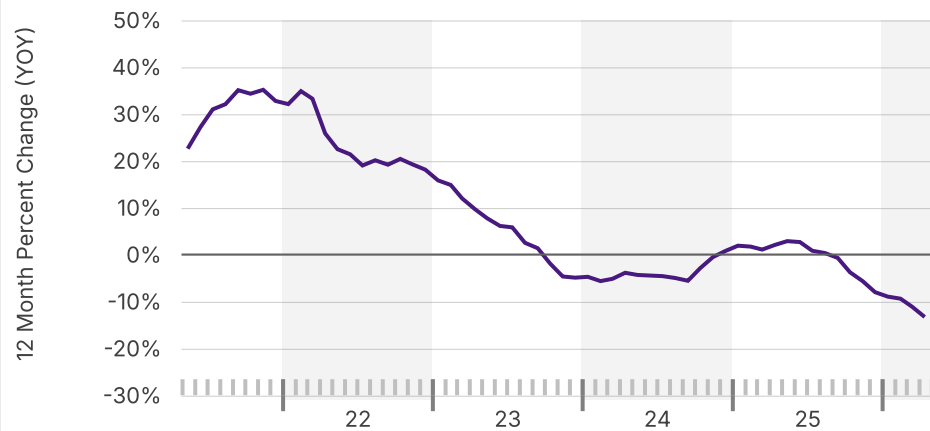
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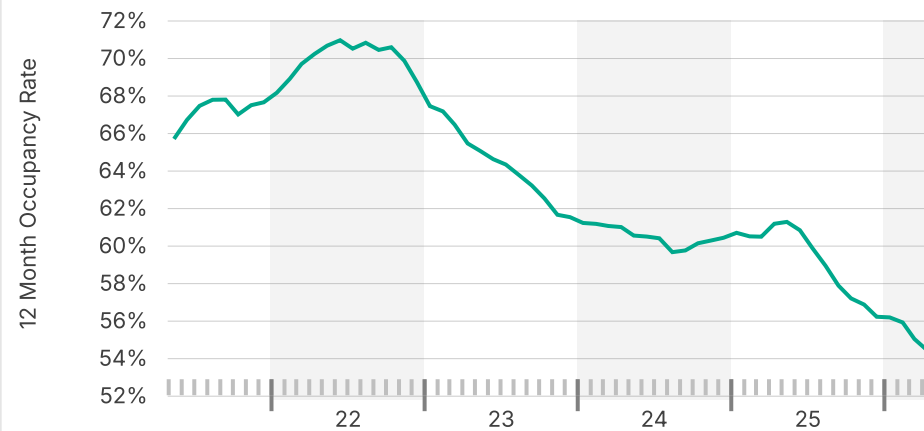
ADR Change



RevPAR Change

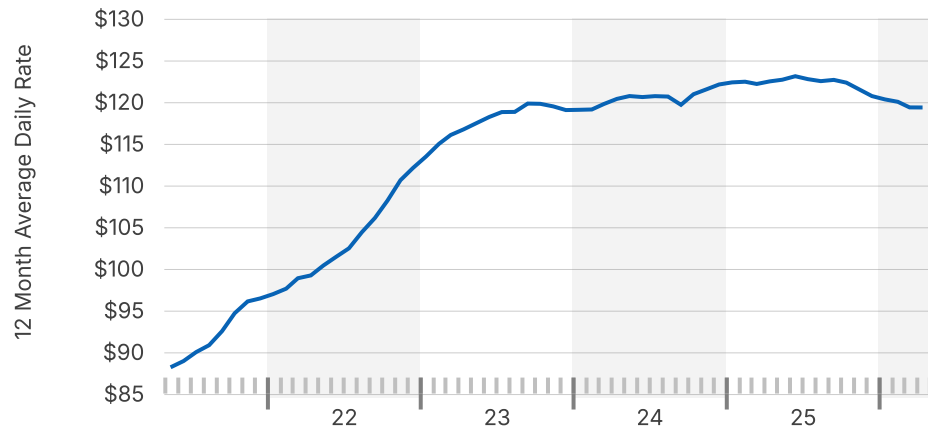


Occupancy

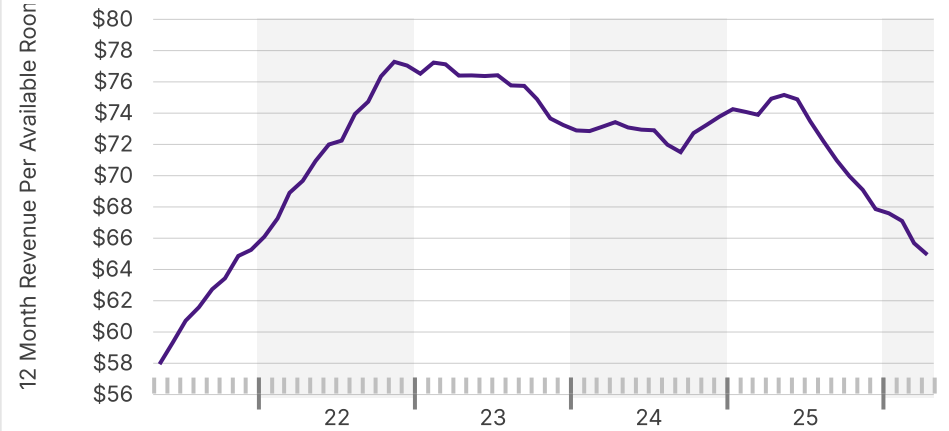


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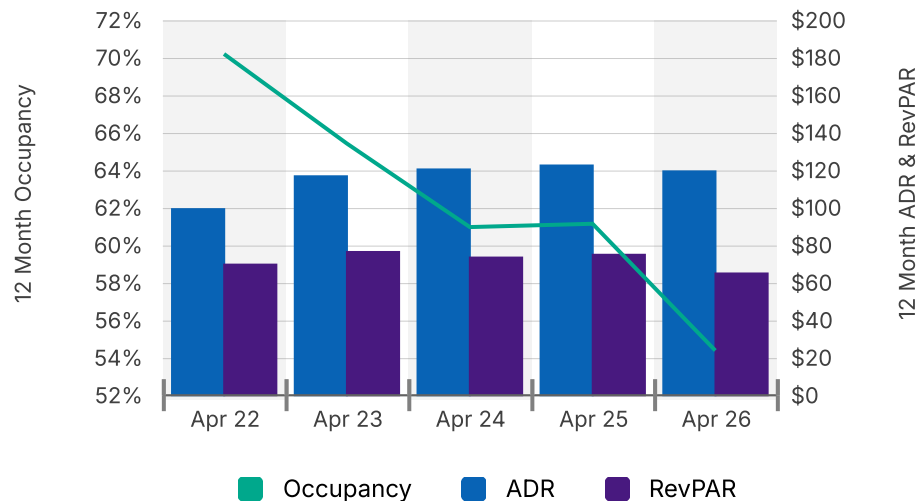
ADR



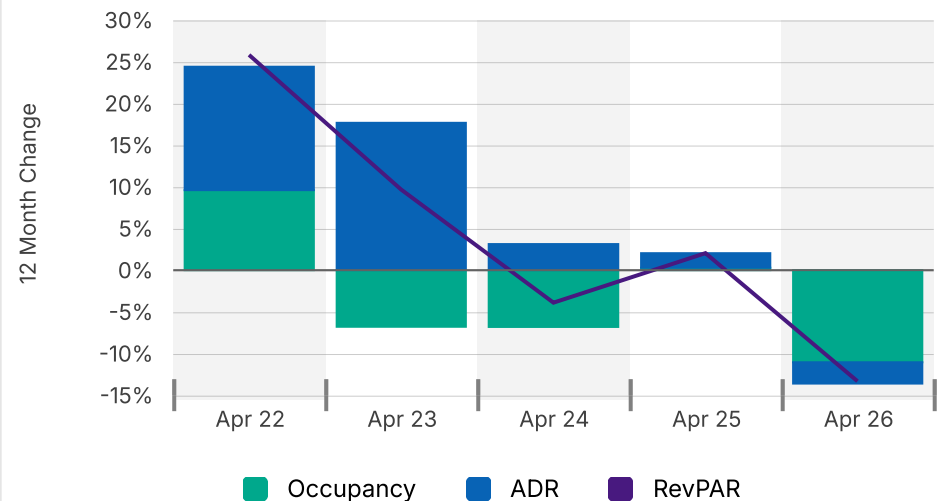
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Occupancy, ADR & RevPAR

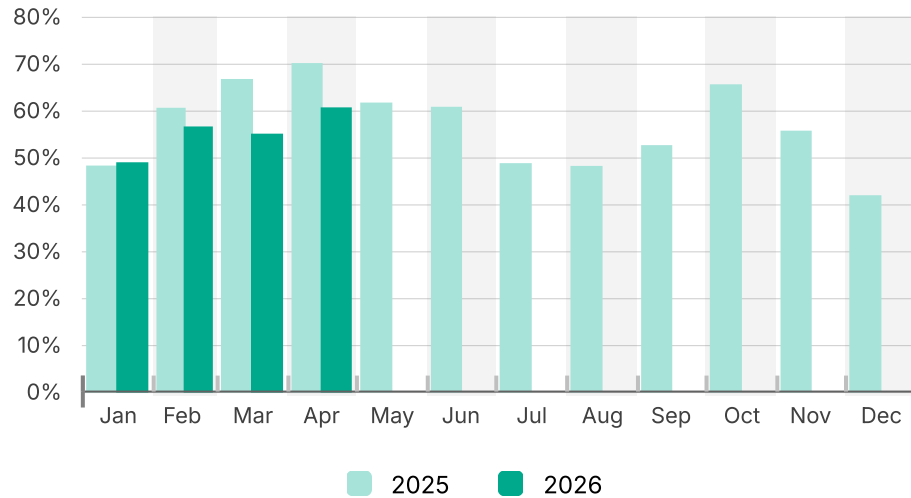


RevPAR Growth Composition

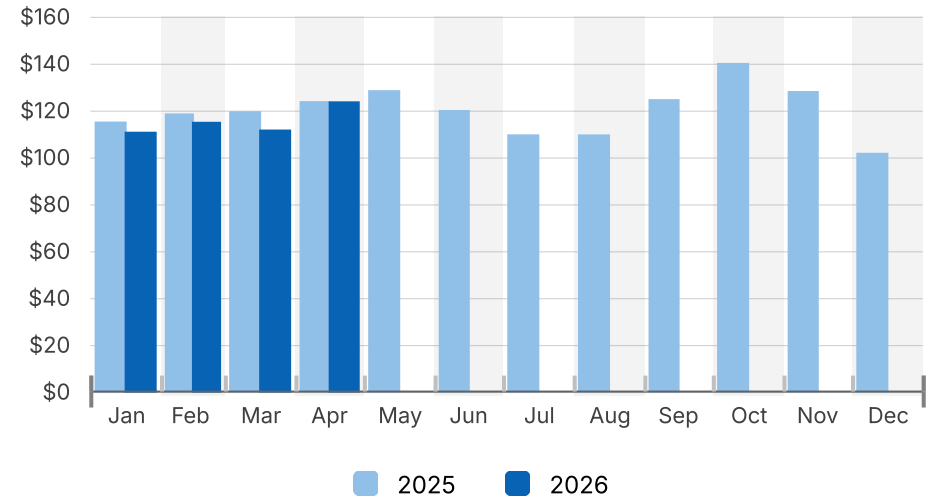


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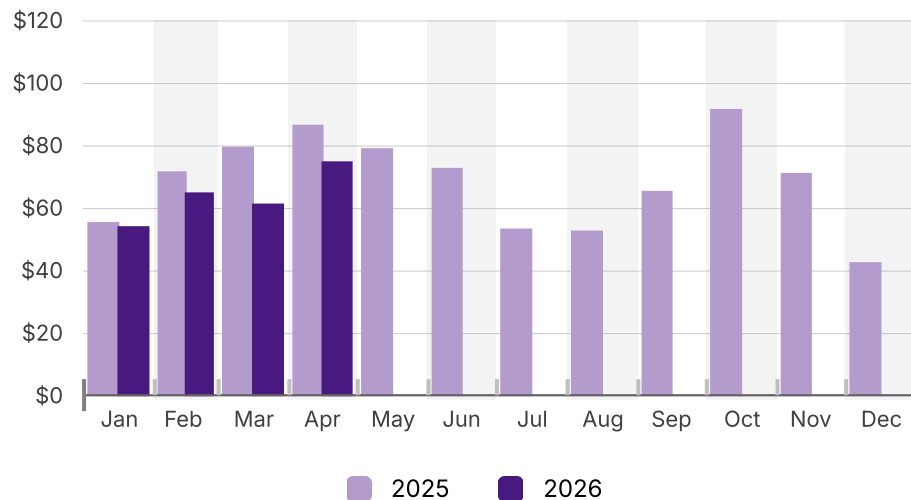
Occupancy Monthly



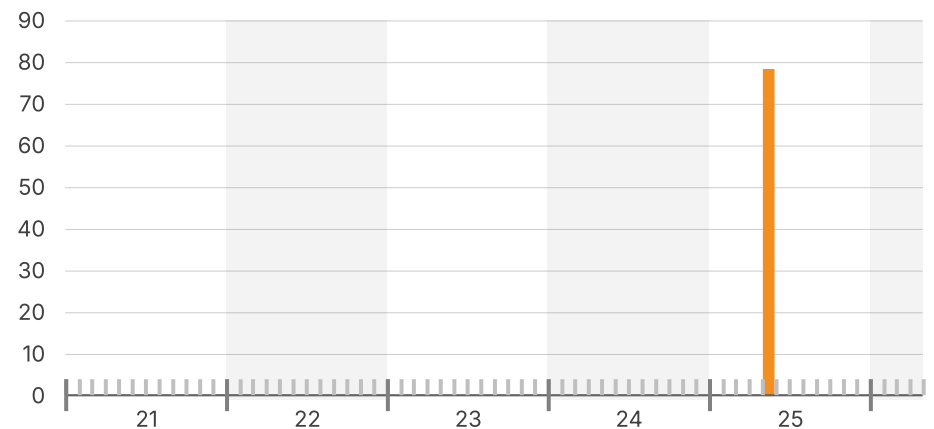
ADR Monthly



RevPAR Monthly

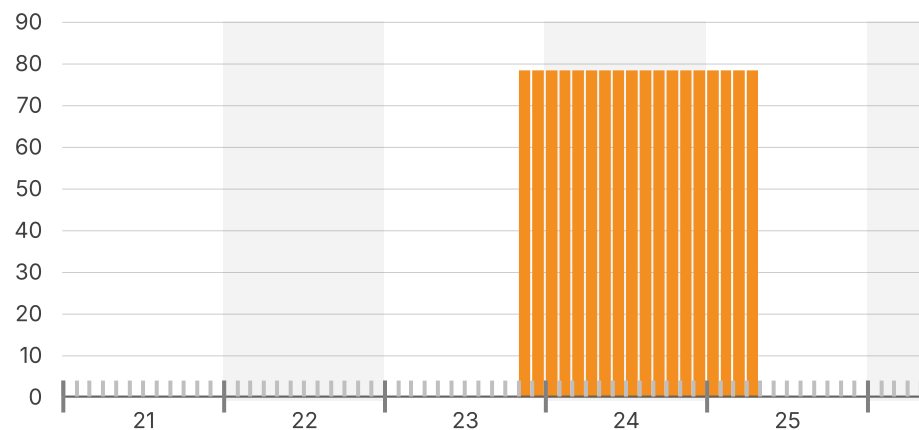


Rooms Delivered

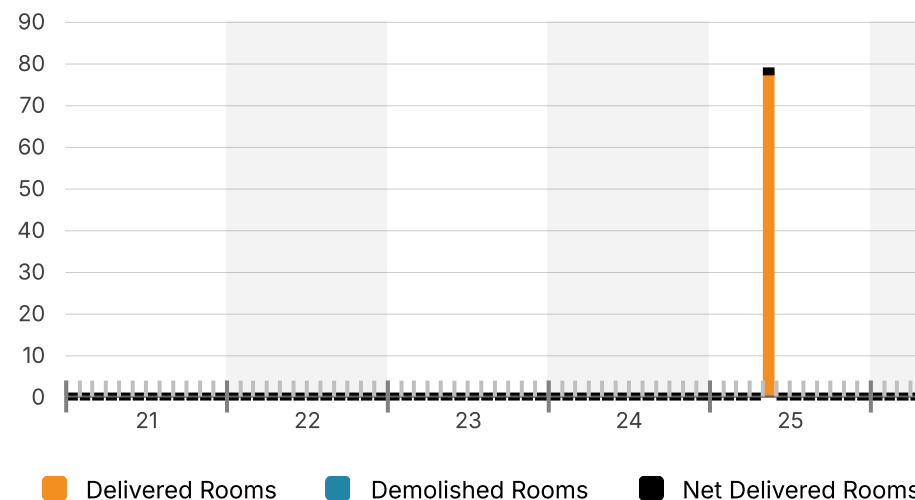


Search Analytics

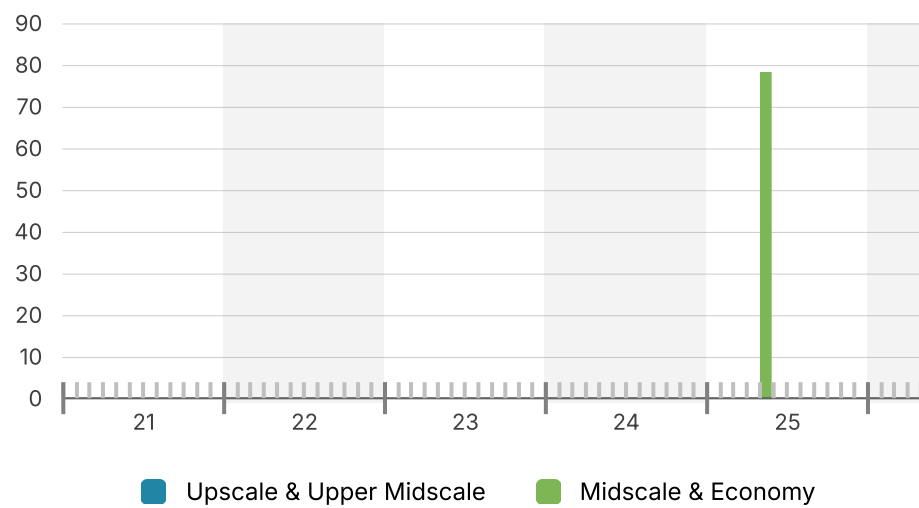
Rooms Under Construction



Delivered, Demolished & Net Delivered Rooms



Rooms Delivered By Class



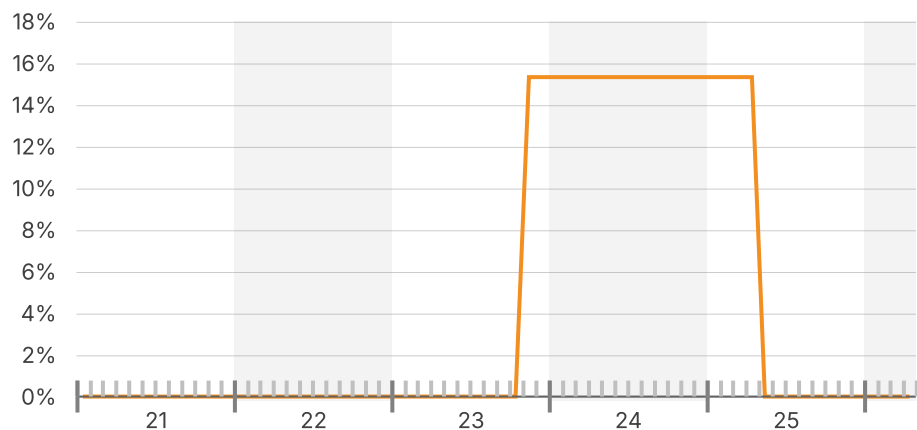
Demolished Rooms

No Data Available

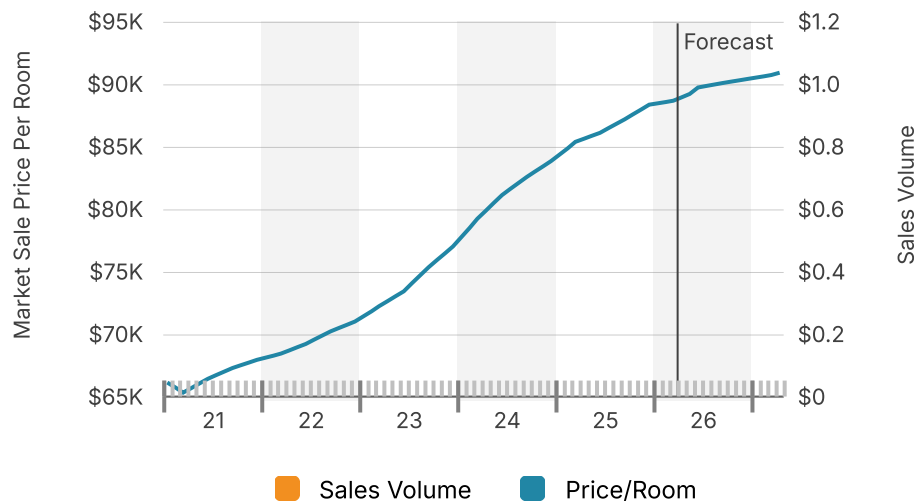


No data available for the past 5 years

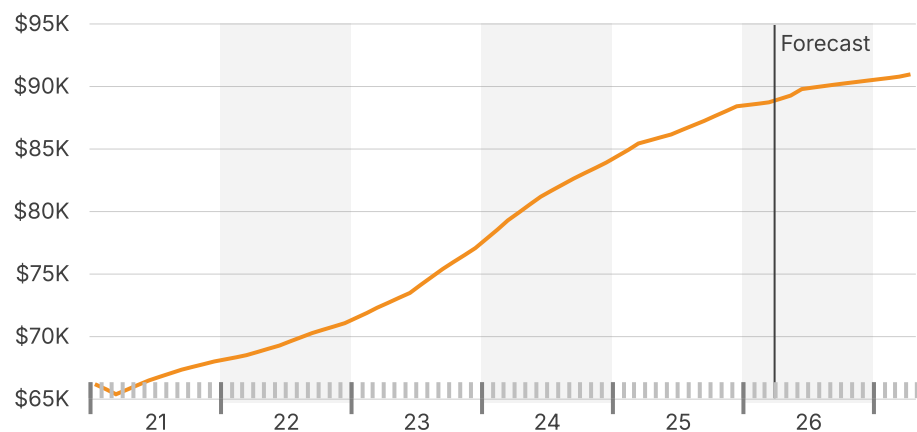
Rooms Under Construction % of Inventory



Sales Volume & Market Sale Price Per Room



Market Sale Price Per Room



Sales Volume

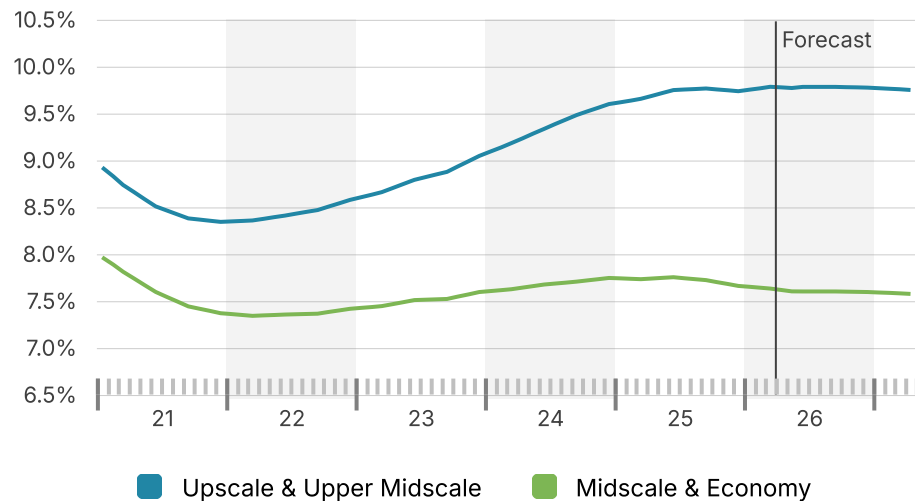
No Data Available



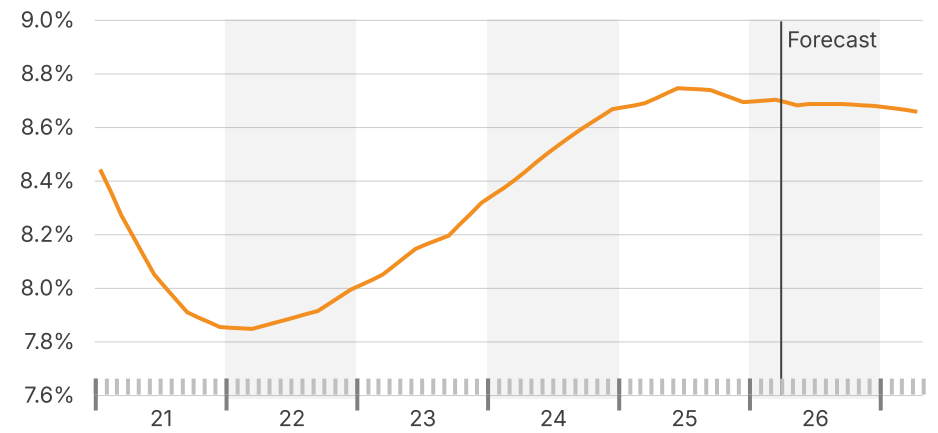
No data available for the past 5 years

Search Analytics

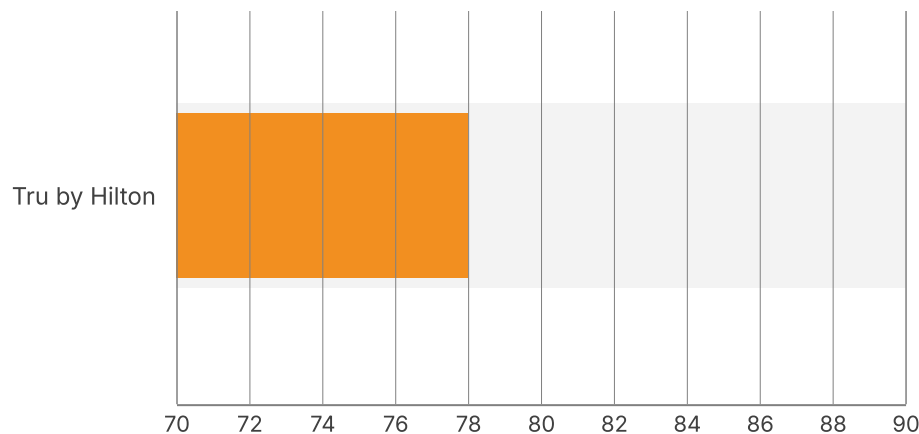
Market Cap Rate By Class



Market Cap Rate



Top Brands Delivered



Top Sellers

No Data Available



No data available for the current selection

APPENDIX FOUR

REGIONAL LODGING INDUSTRY SUBMARKET REPORT



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY



Hospitality Submarket Report

Athens/Gainesville

Georgia North USA

PREPARED BY



Lisa Pennau
Owner



HOSPITALITY SUBMARKET REPORT

Overview	1
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Construction	11
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Supply & Demand Trends	19
Performance Trends	21
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Deliveries & Under Construction	25

Overview

Athens/Gainesville Hospitality

12 Mo Occupancy

55.6%

12 Mo ADR

\$149

12 Mo RevPAR

\$83

12 Mo Supply

2.1M

12 Mo Demand

1.2M

Athens/Gainesville comprises 69 hotel properties, which contain around 5,800 rooms. Among the subtypes, there are 670 Luxury & Upper Upscale rooms, 2,700 Upscale & Upper Midscale rooms, and 2,500 Midscale & Economy rooms in Athens/Gainesville.

As of May, Athens/Gainesville 12-month occupancy is 55.6%, 12-month ADR is \$149, and 12-month RevPAR is \$83. Year over year, 12-month occupancy in

Athens/Gainesville has changed by -7.1%, 12-month ADR has changed 4.8%, and 12-month RevPAR has changed by -2.7%.

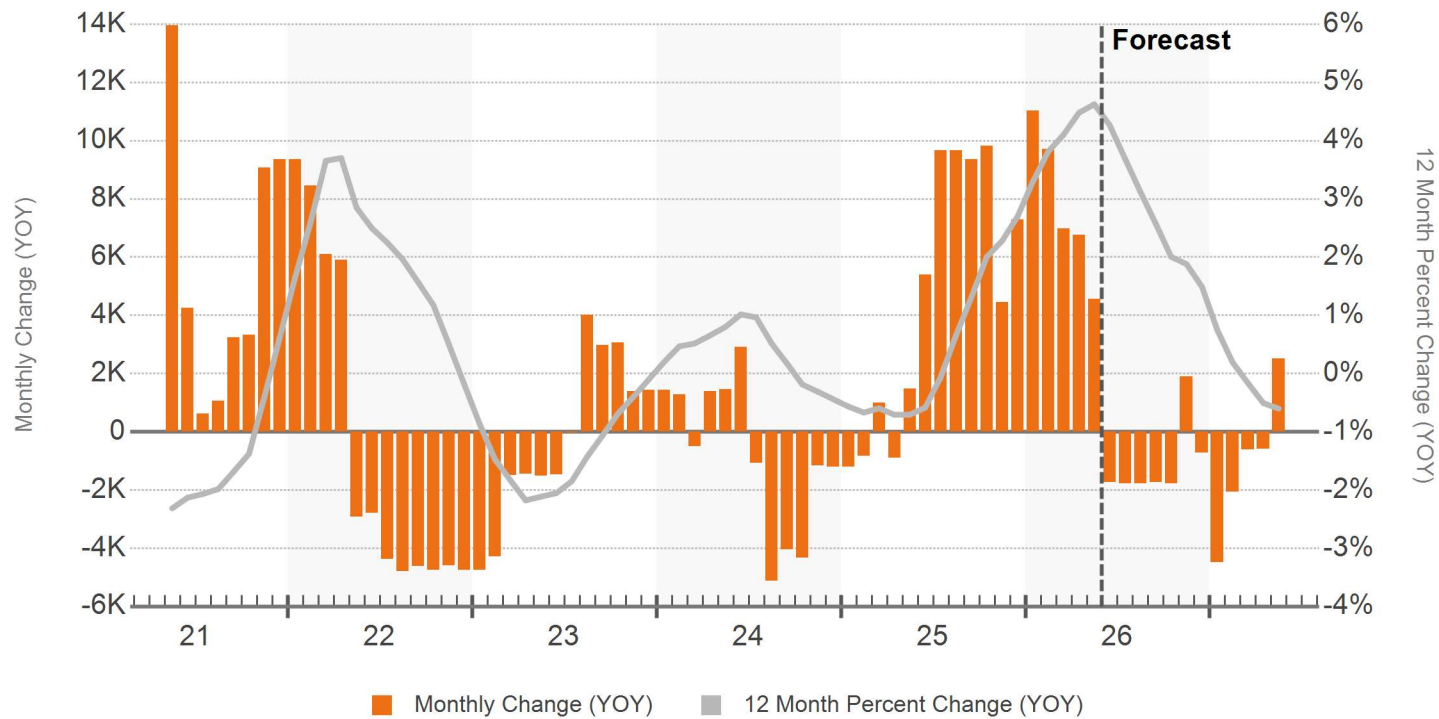
Approximately 100 rooms are under construction in Athens/Gainesville, accounting for 1.7% of its existing inventory. Over the past 12 months, roughly 87 rooms have opened across 1 building.

KEY INDICATORS

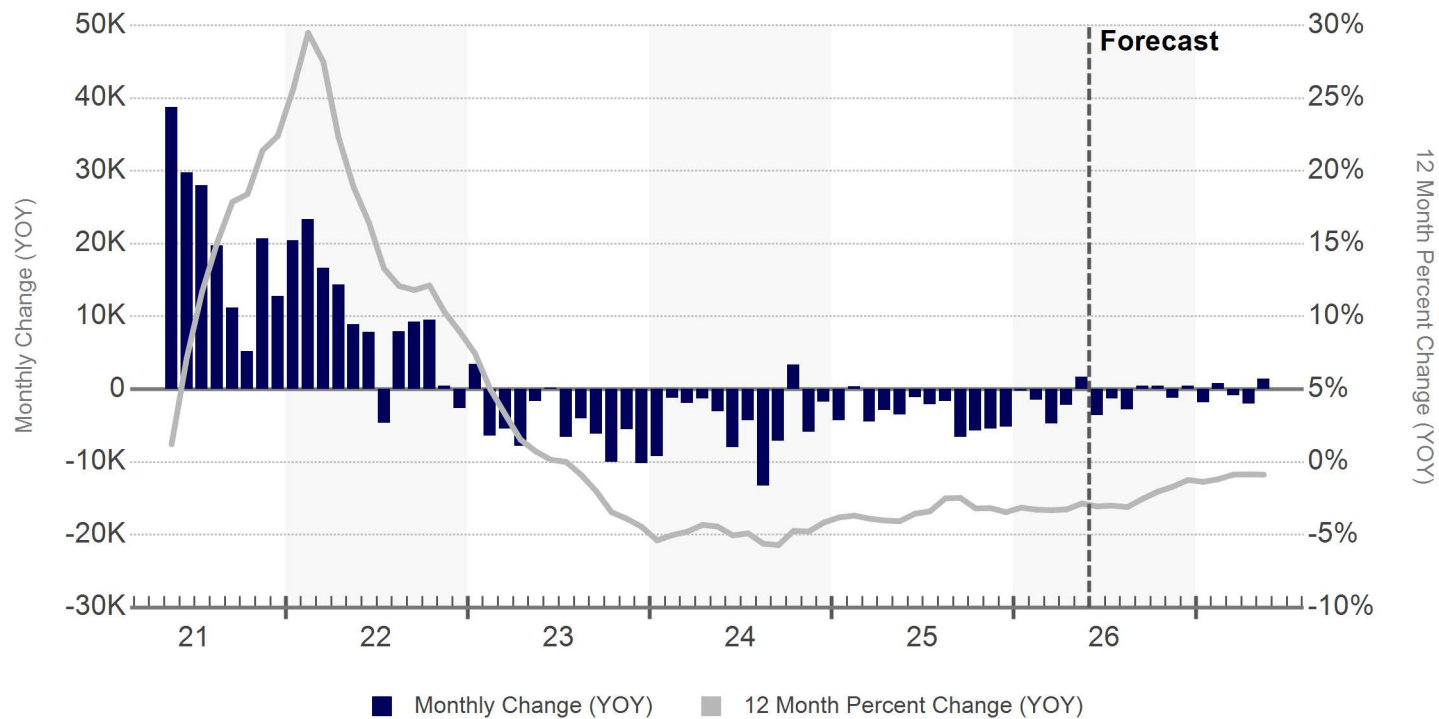
Class	Rooms	12 Mo Occ	12 Mo ADR	12 Mo RevPAR	12 Mo Delivered	Under Construction
Luxury & Upper Upscale	666	51.7%	\$230	\$119	0	0
Upscale & Upper Midscale	2,686	62.3%	\$176	\$110	0	101
Midscale & Economy	2,487	49.5%	\$87	\$43	87	0
Total	5,839	55.6%	\$149	\$83	87	101

Average Trend	Current	3 Mo	YTD	12 Mo	Historical Average	Forecast Average
Occupancy	60.2%	59.0%	56.1%	55.6%	61.3%	53.6%
Occupancy Change	-1.0%	-5.0%	-5.7%	-7.2%	0.2%	-1.1%
ADR	\$159	\$149	\$144	\$149	\$133	\$154
ADR Change	2.3%	3.5%	2.2%	4.8%	11.5%	1.3%
RevPAR	\$96	\$88	\$81	\$83	\$81	\$82
RevPAR Change	1.2%	-1.7%	-3.7%	-2.7%	11.7%	0.1%

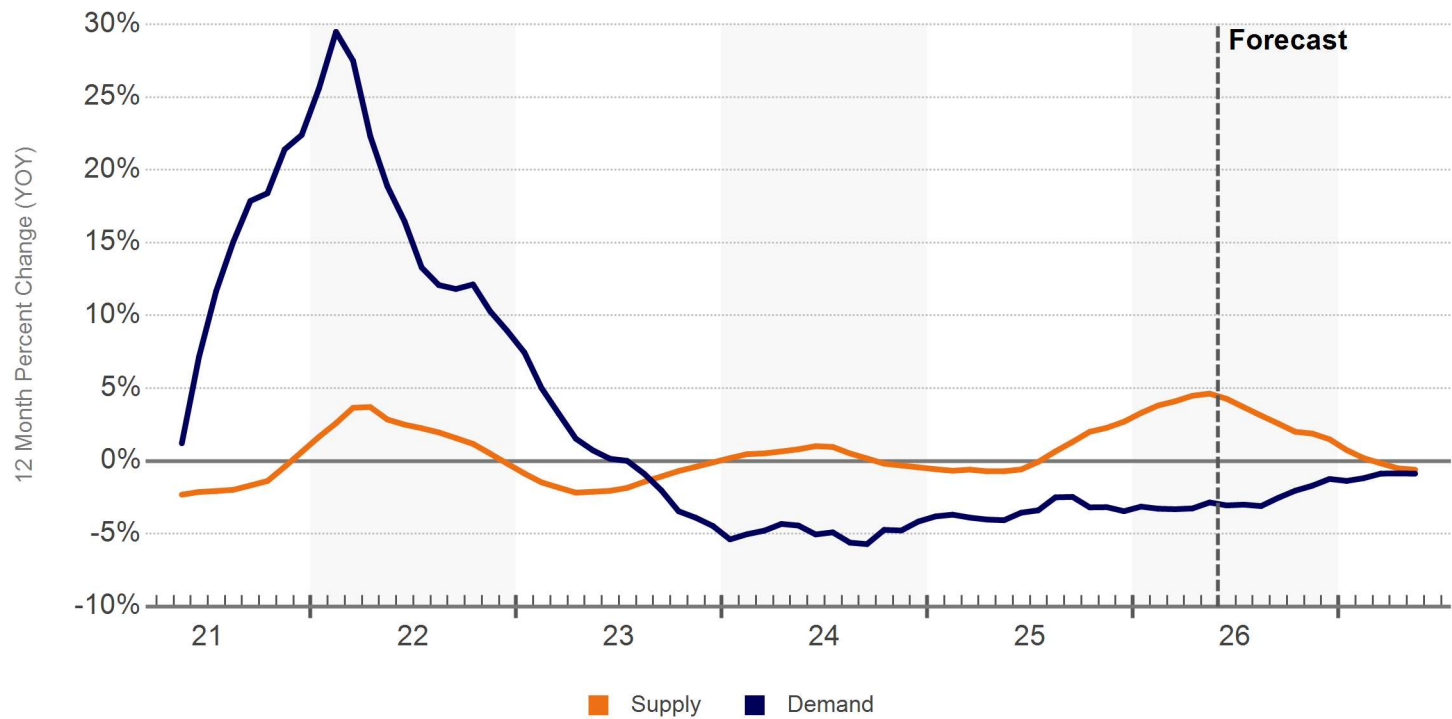
SUPPLY CHANGE



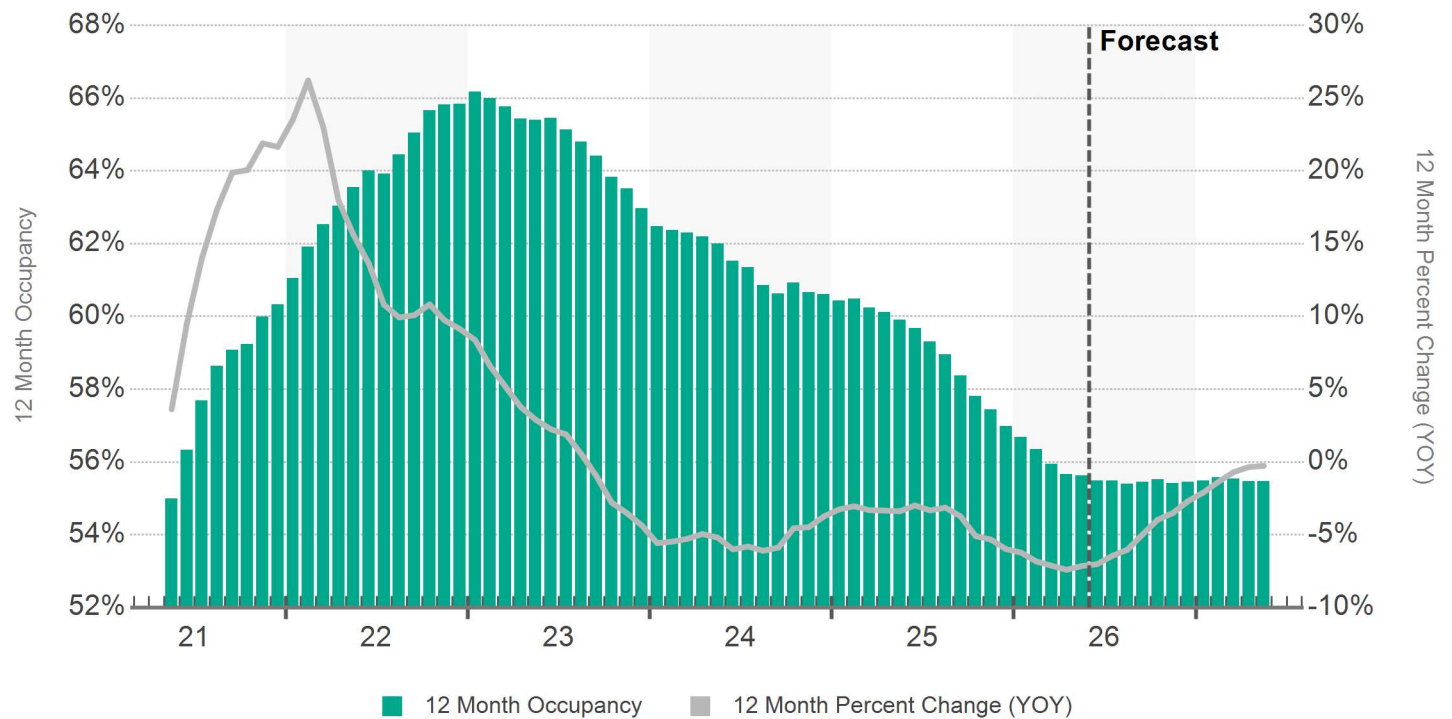
DEMAND CHANGE



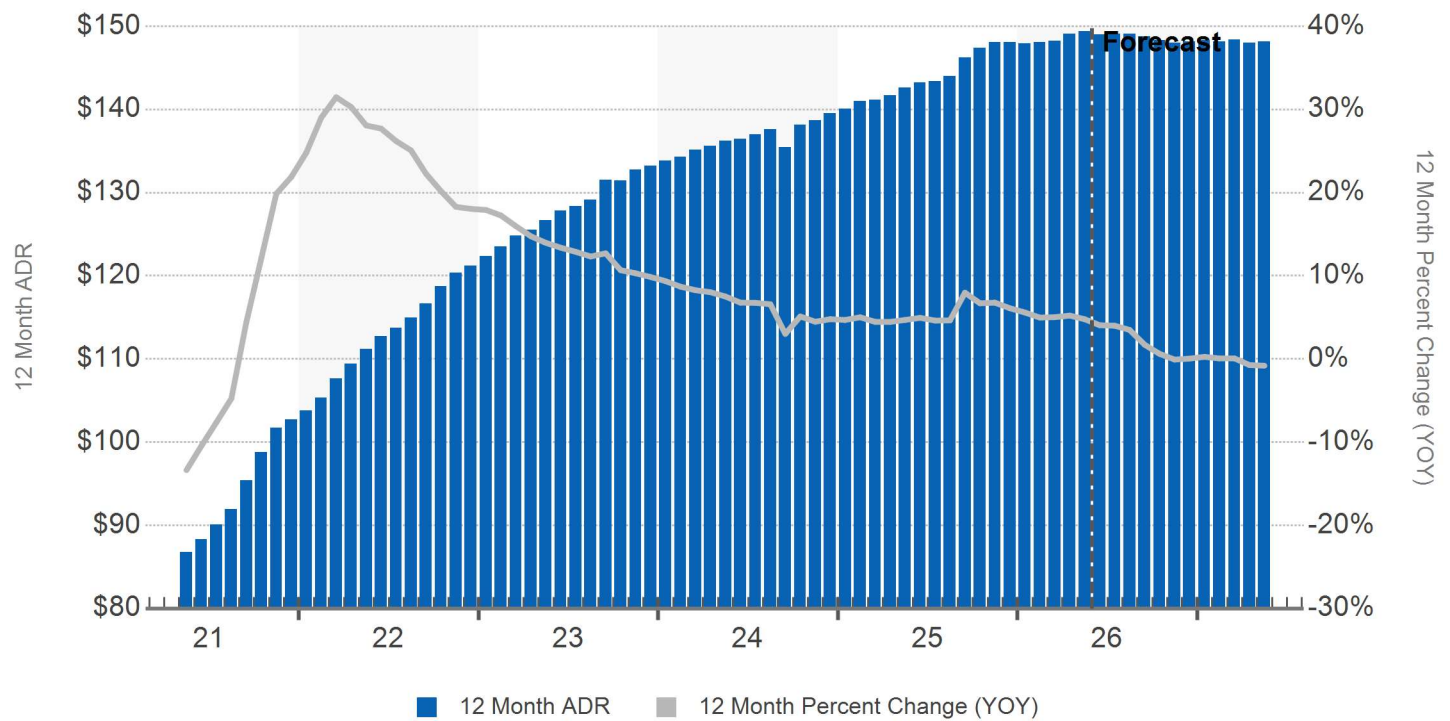
SUPPLY & DEMAND CHANGE



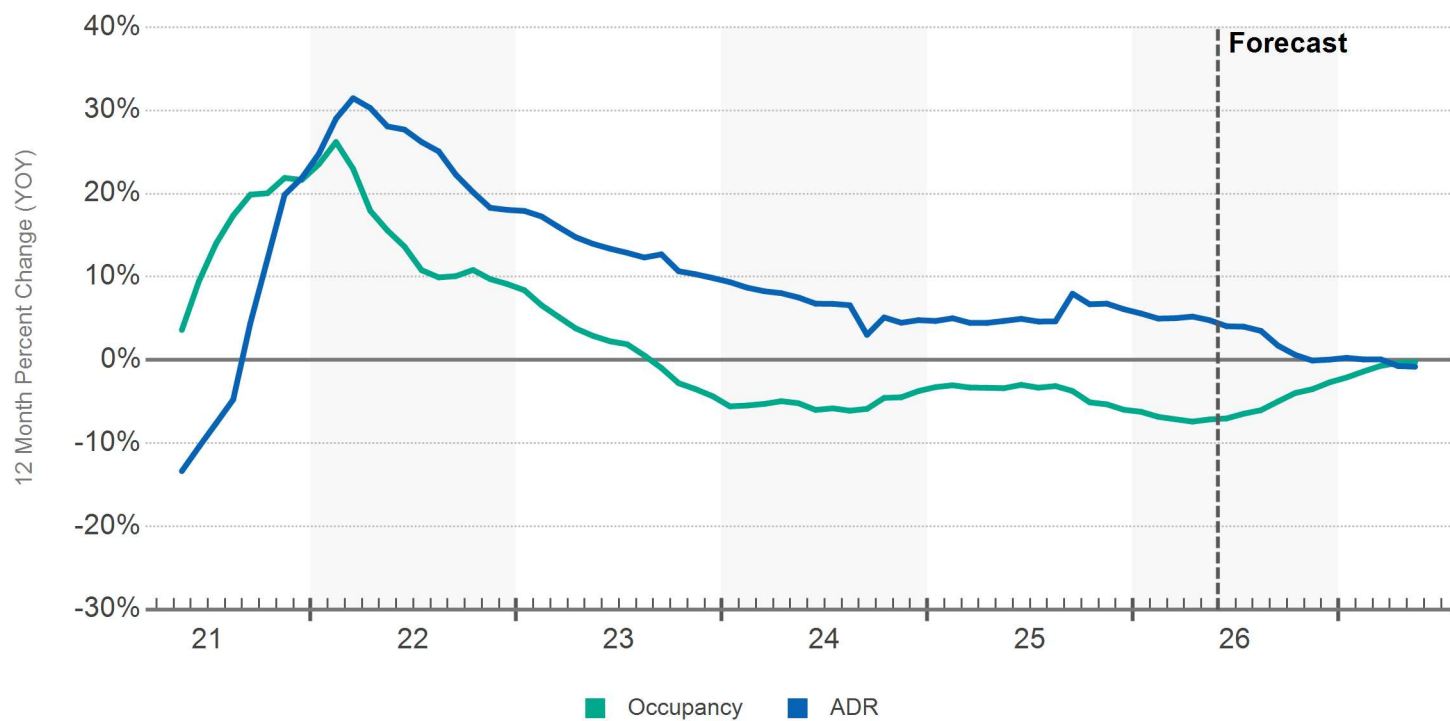
OCCUPANCY



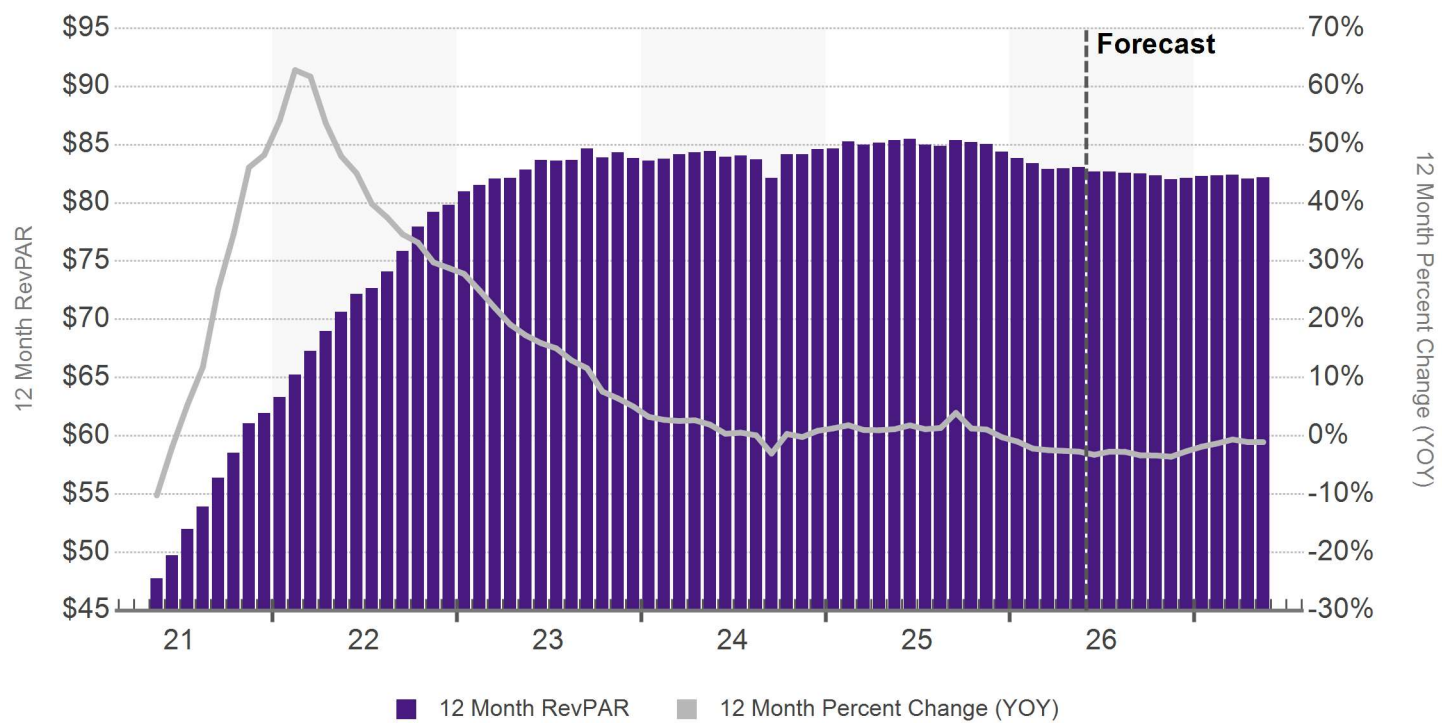
ADR



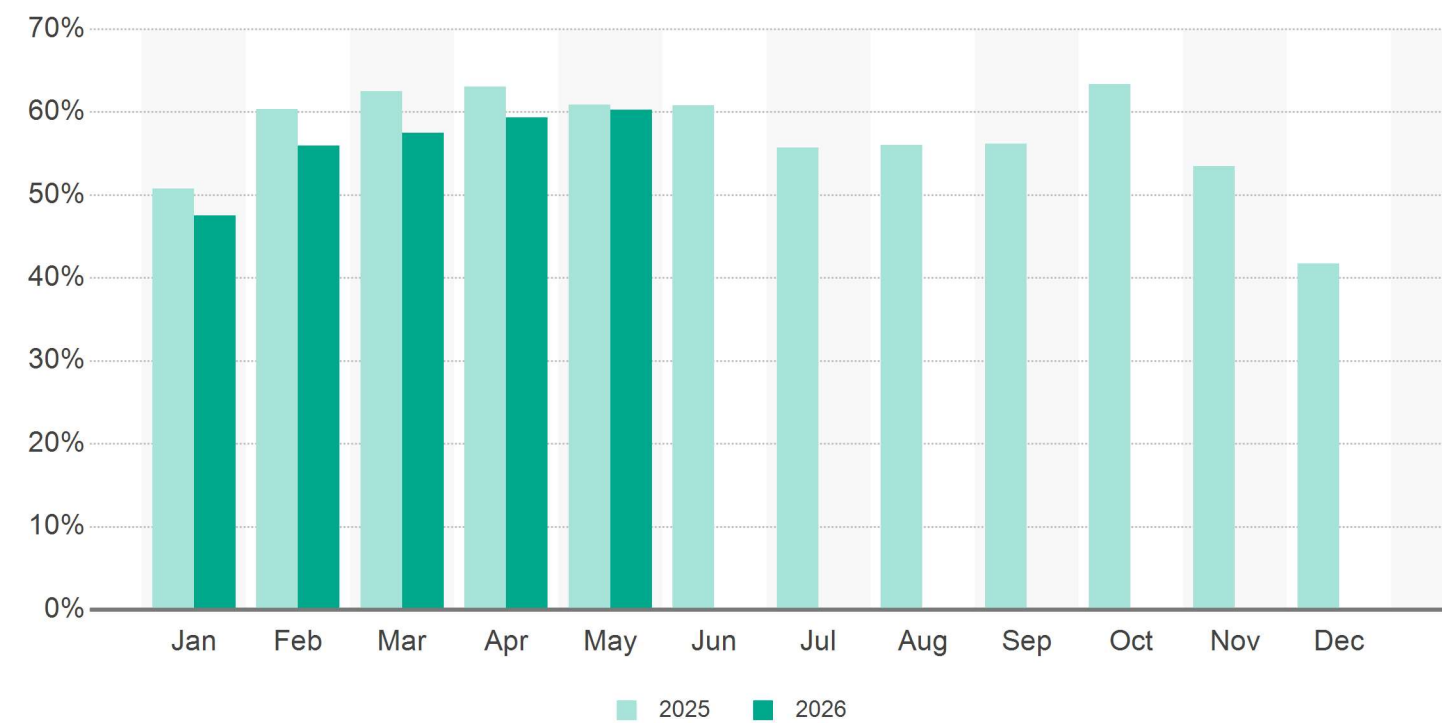
OCCUPANCY & ADR CHANGE



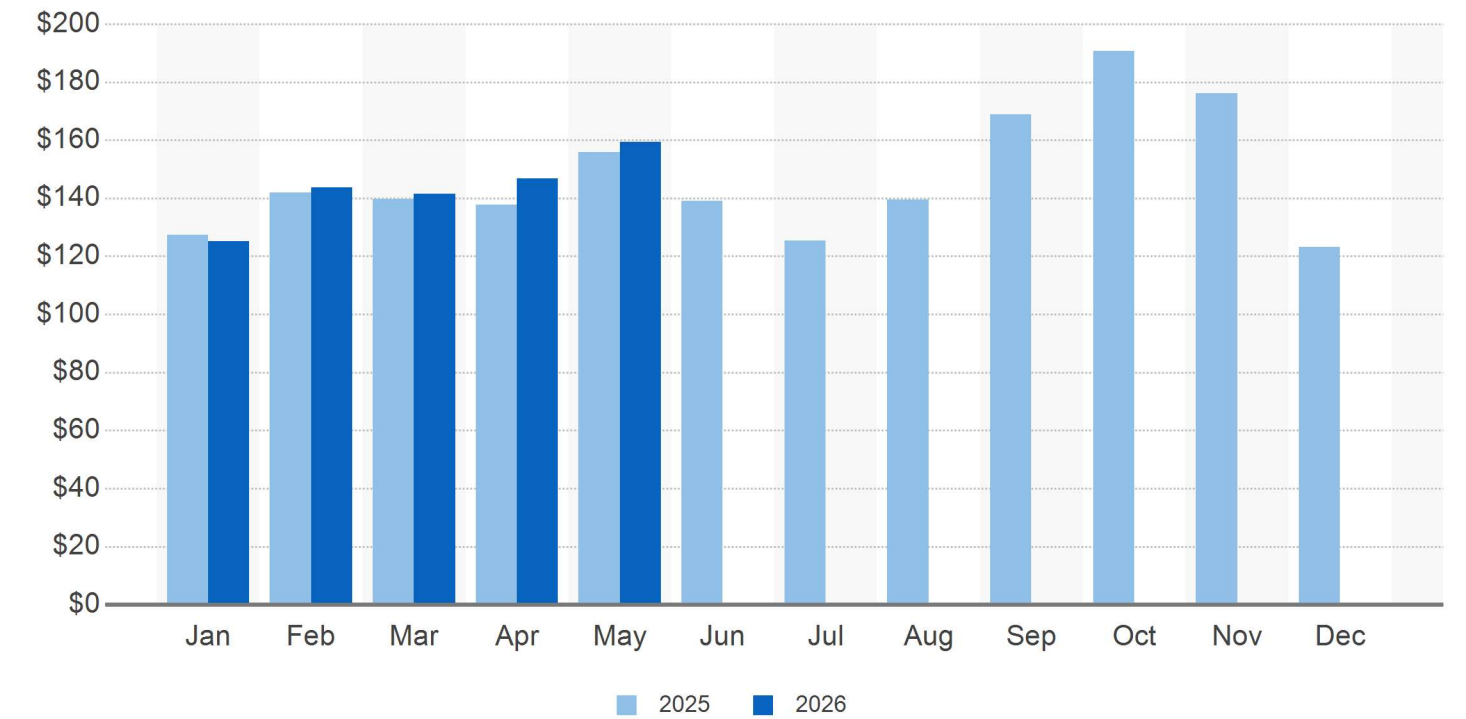
REVPAR



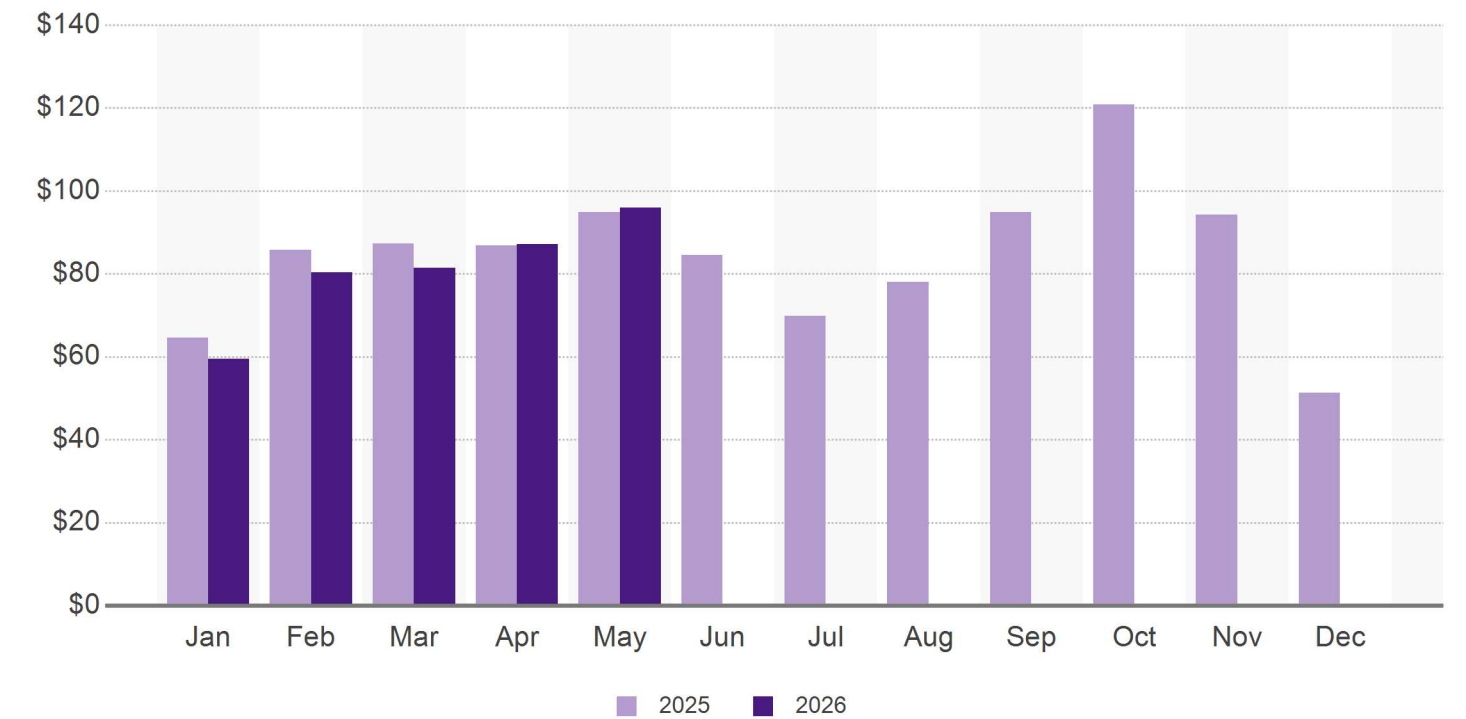
OCCUPANCY MONTHLY



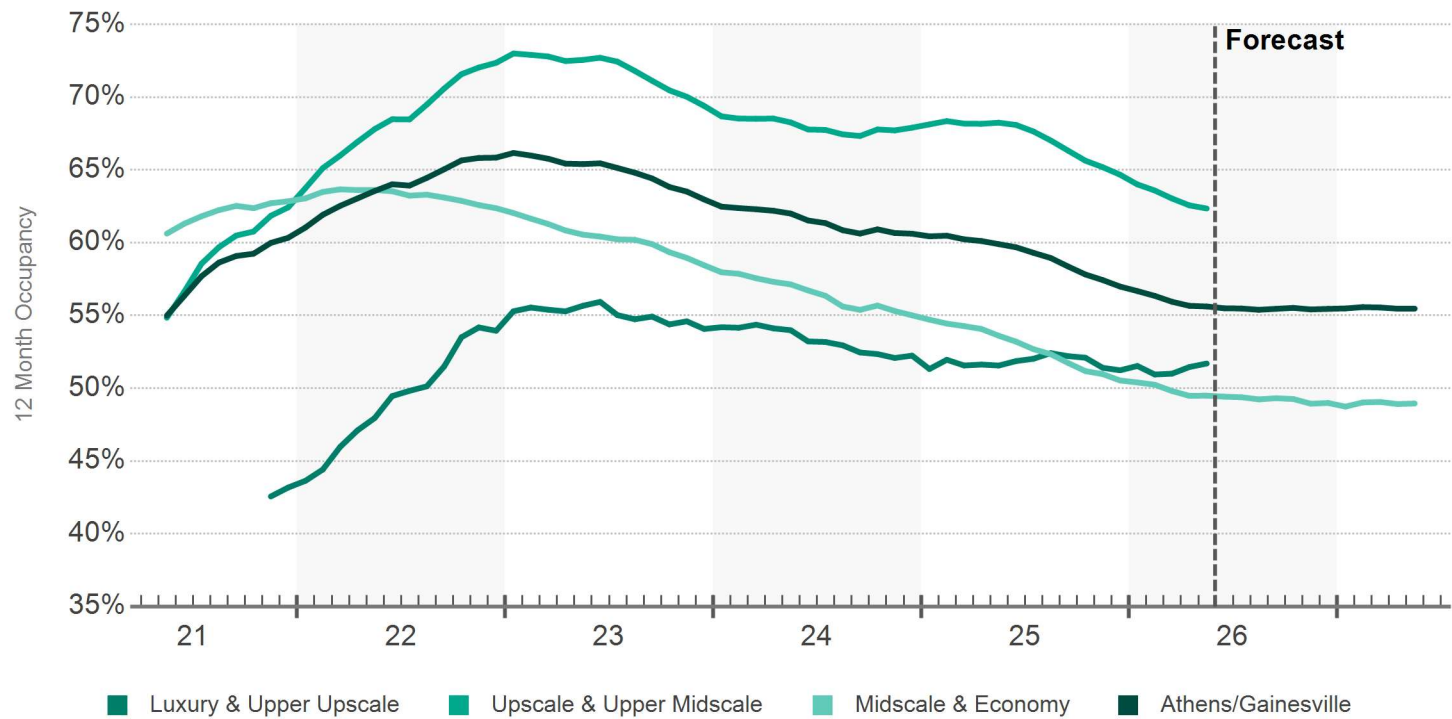
ADR MONTHLY



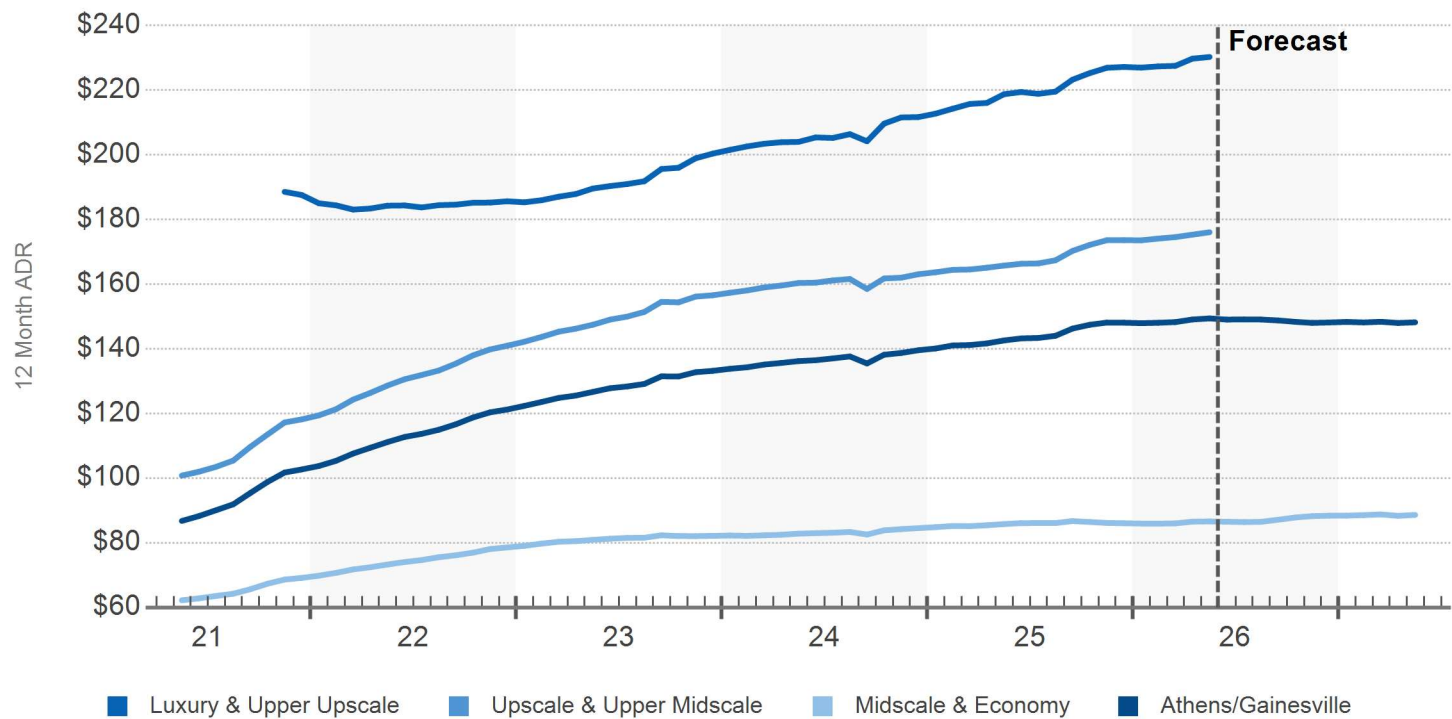
REVPAR MONTHLY



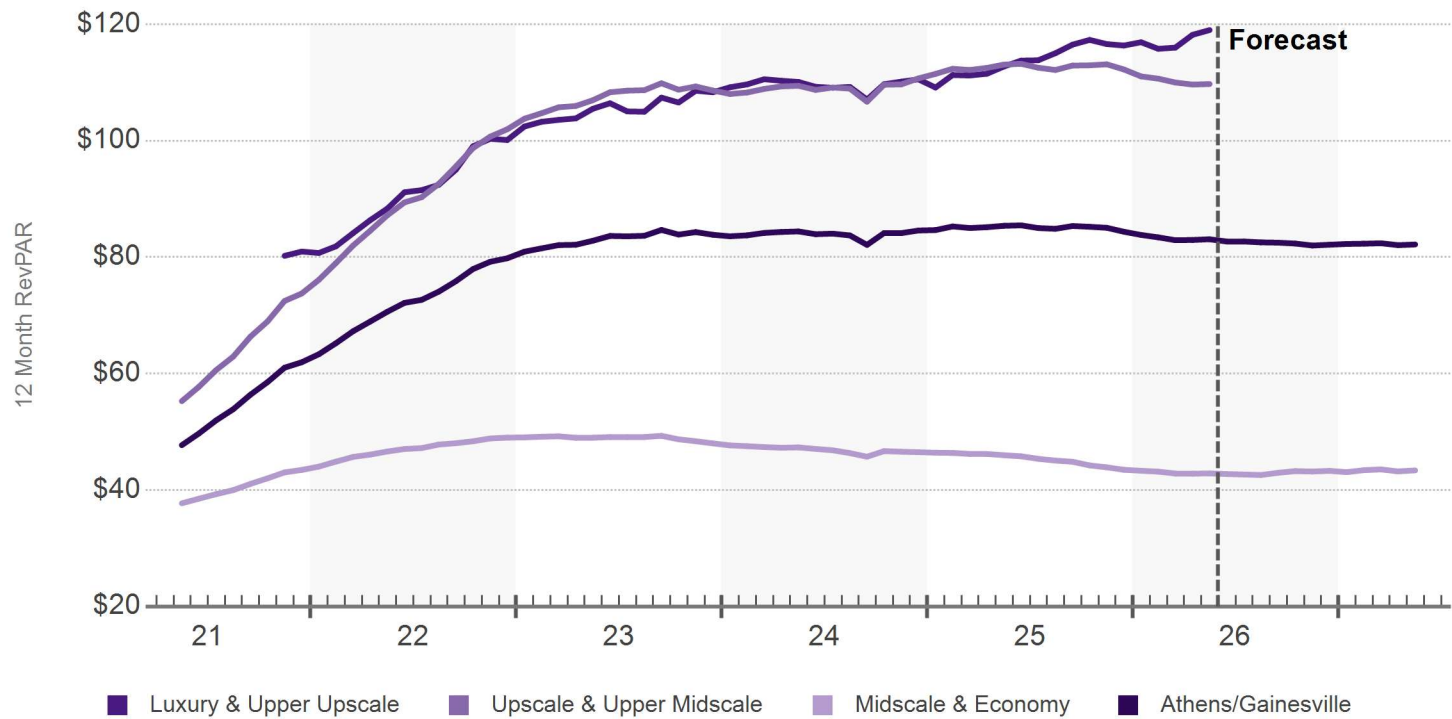
OCCUPANCY BY CLASS



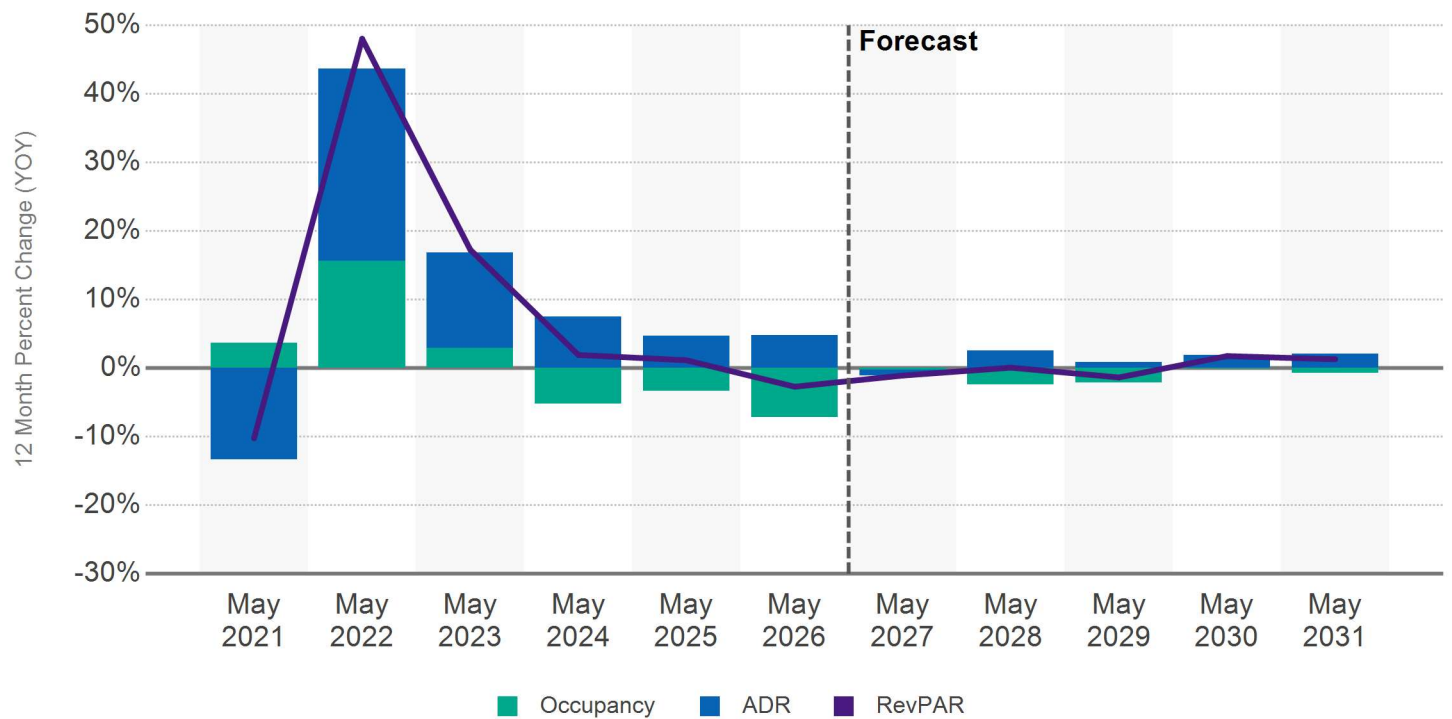
ADR BY CLASS



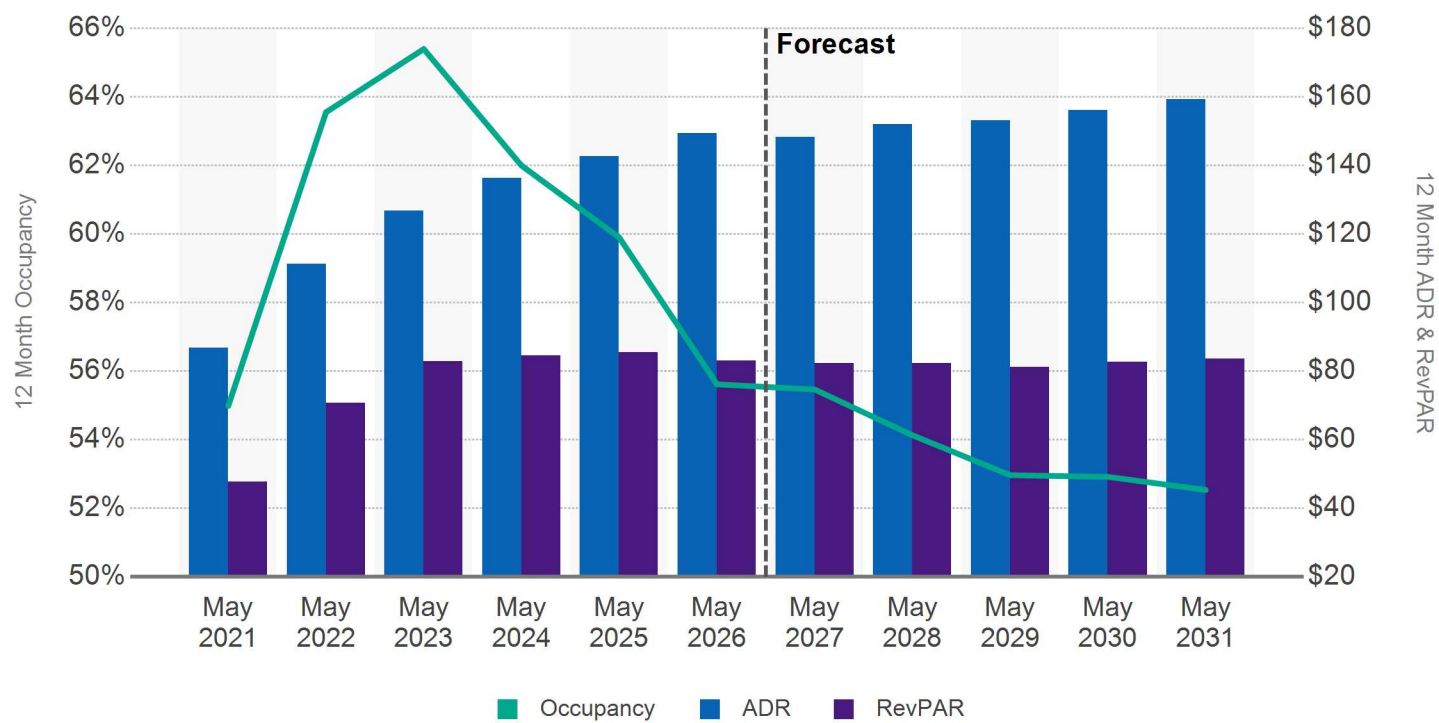
REVPAR BY CLASS



REVPAR GROWTH COMPOSITION



OCCUPANCY, ADR & REVPAR



FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

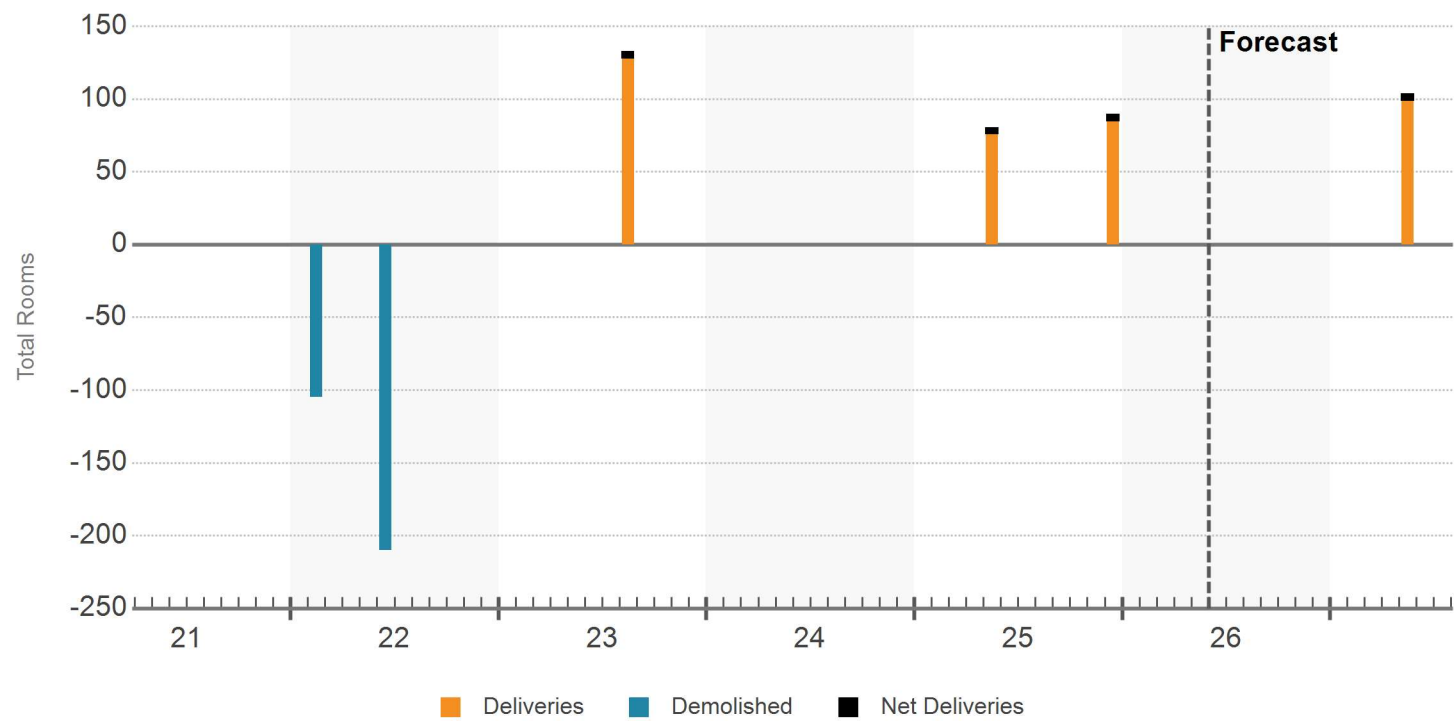
Market	2024			2023-2024 % Change	
	% of Revenues	Per Key	POR	Per Key	POR
Revenue					
Rooms	-	-	-	-	-
Food	-	-	-	-	-
Beverage	-	-	-	-	-
Other F&B	-	-	-	-	-
Other Departments	-	-	-	-	-
Miscellaneous Income	-	-	-	-	-
Total Revenue	-	-	-	-	-
Operating Expenses					
Rooms	-	-	-	-	-
Food & Beverage	-	-	-	-	-
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.

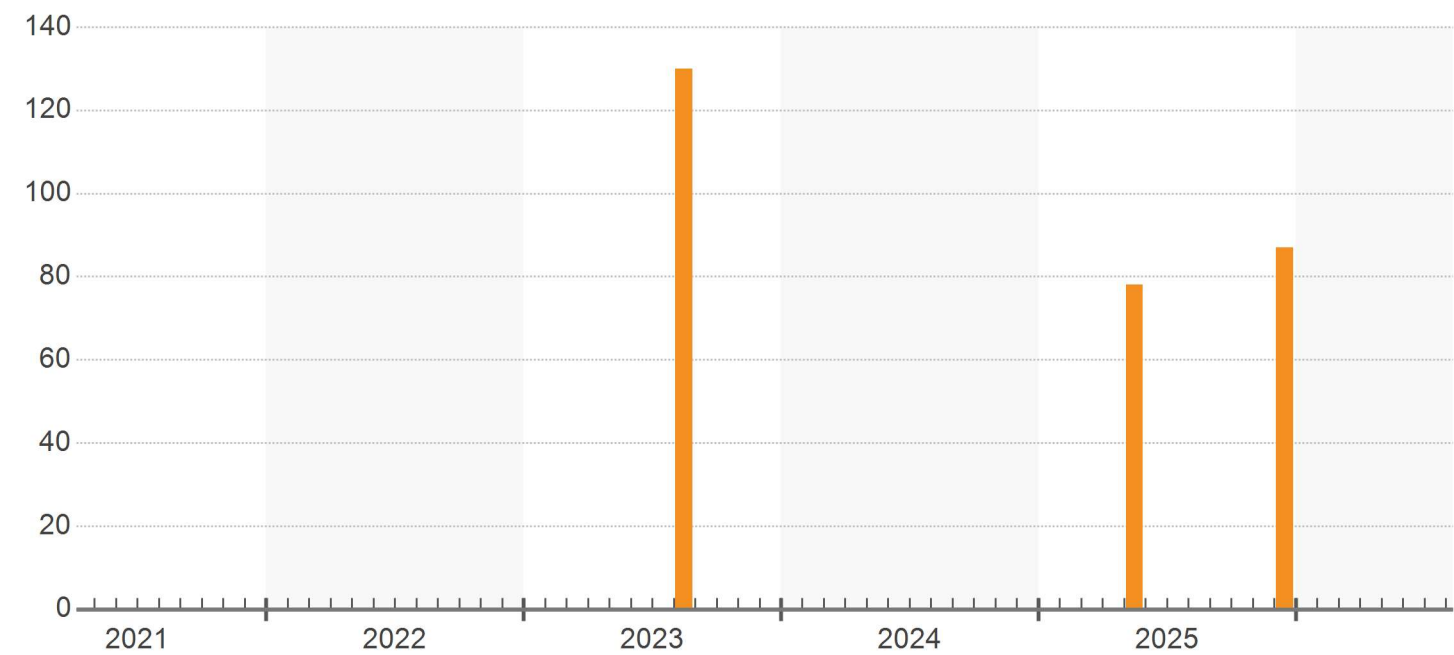
(2) Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective departmental revenues. All other expense percentages are based on Total Revenue.

(3) Labor costs are already included in the operating expenses above. Amounts shown in Total Labor Costs are for additional detail only.

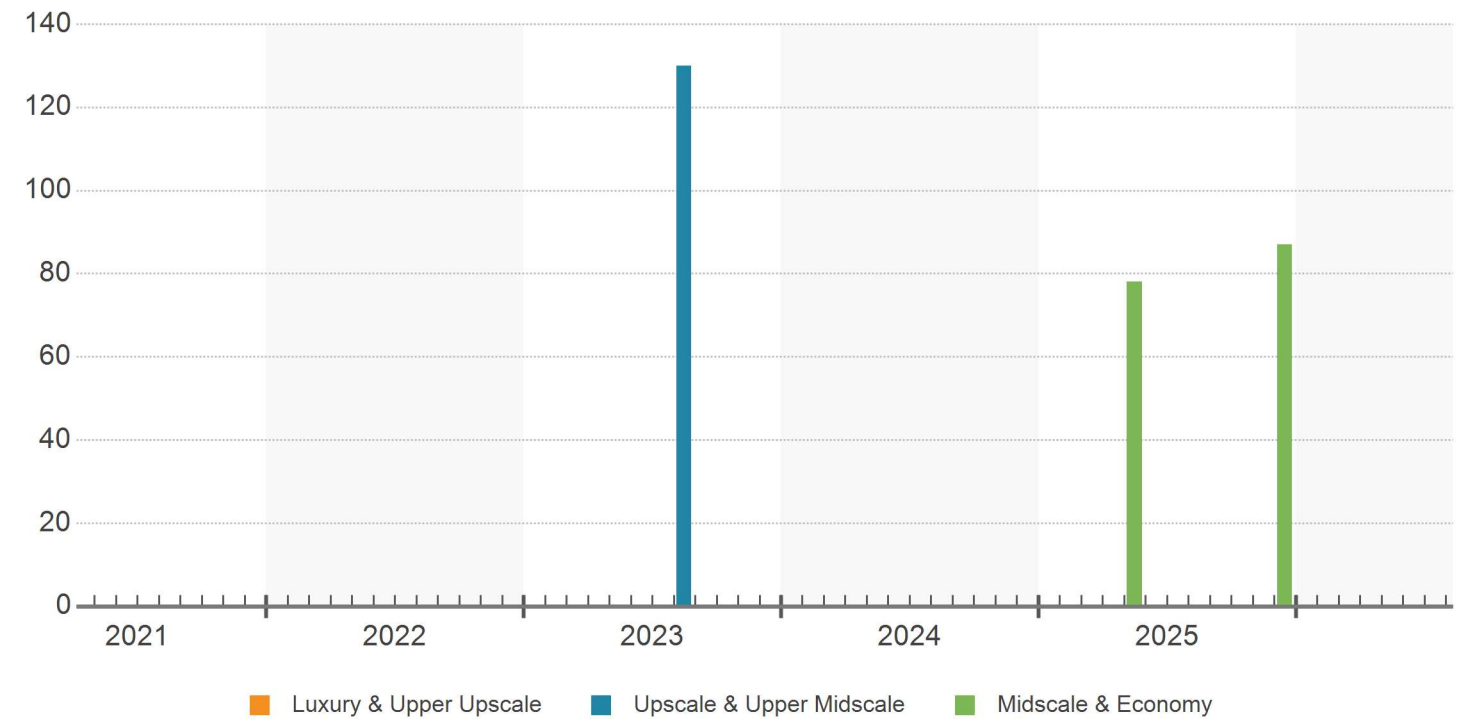
DELIVERIES & DEMOLITIONS



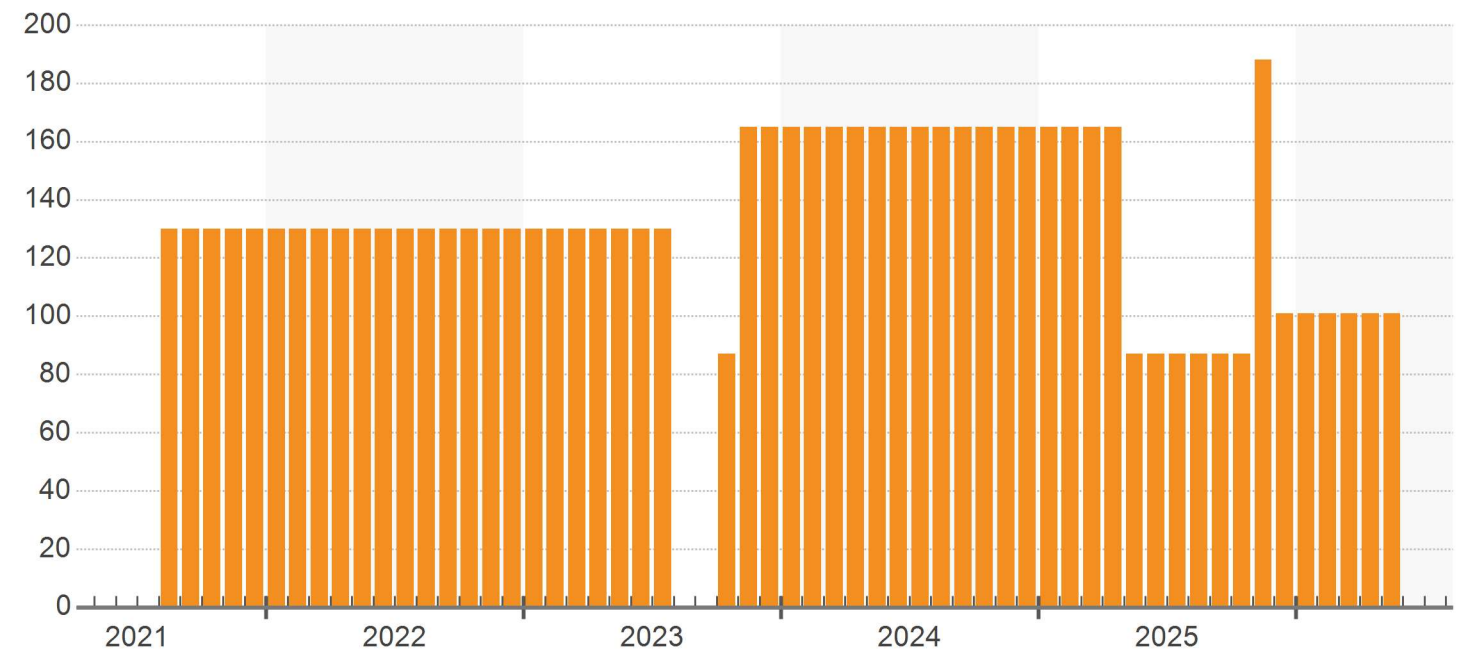
ROOMS DELIVERED



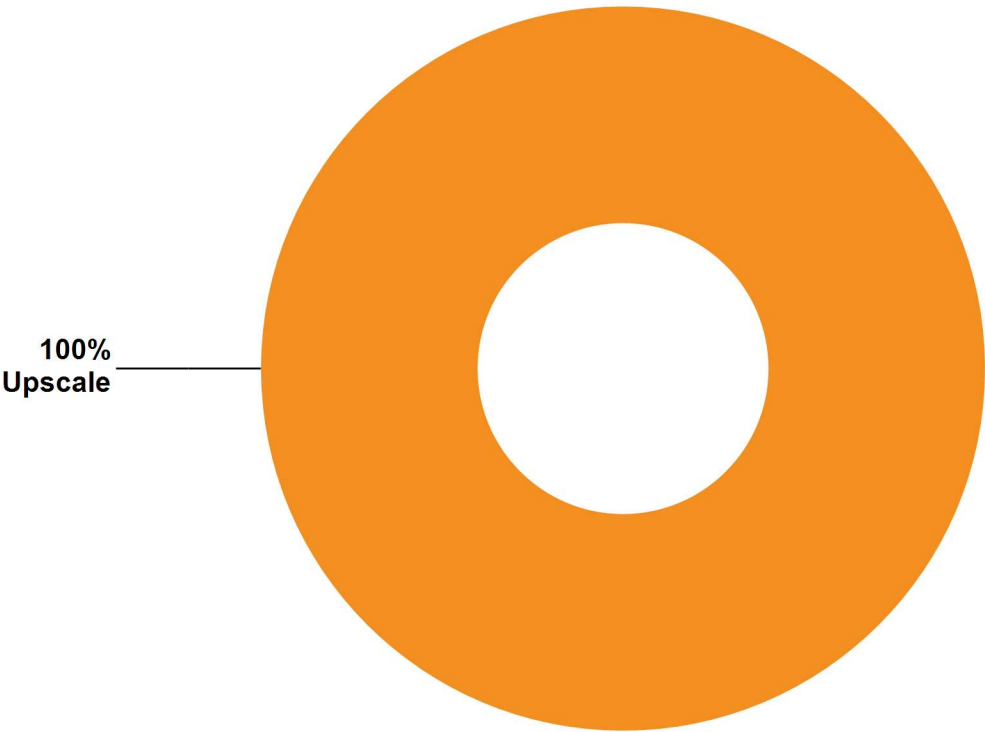
ROOMS DELIVERED BY CLASS



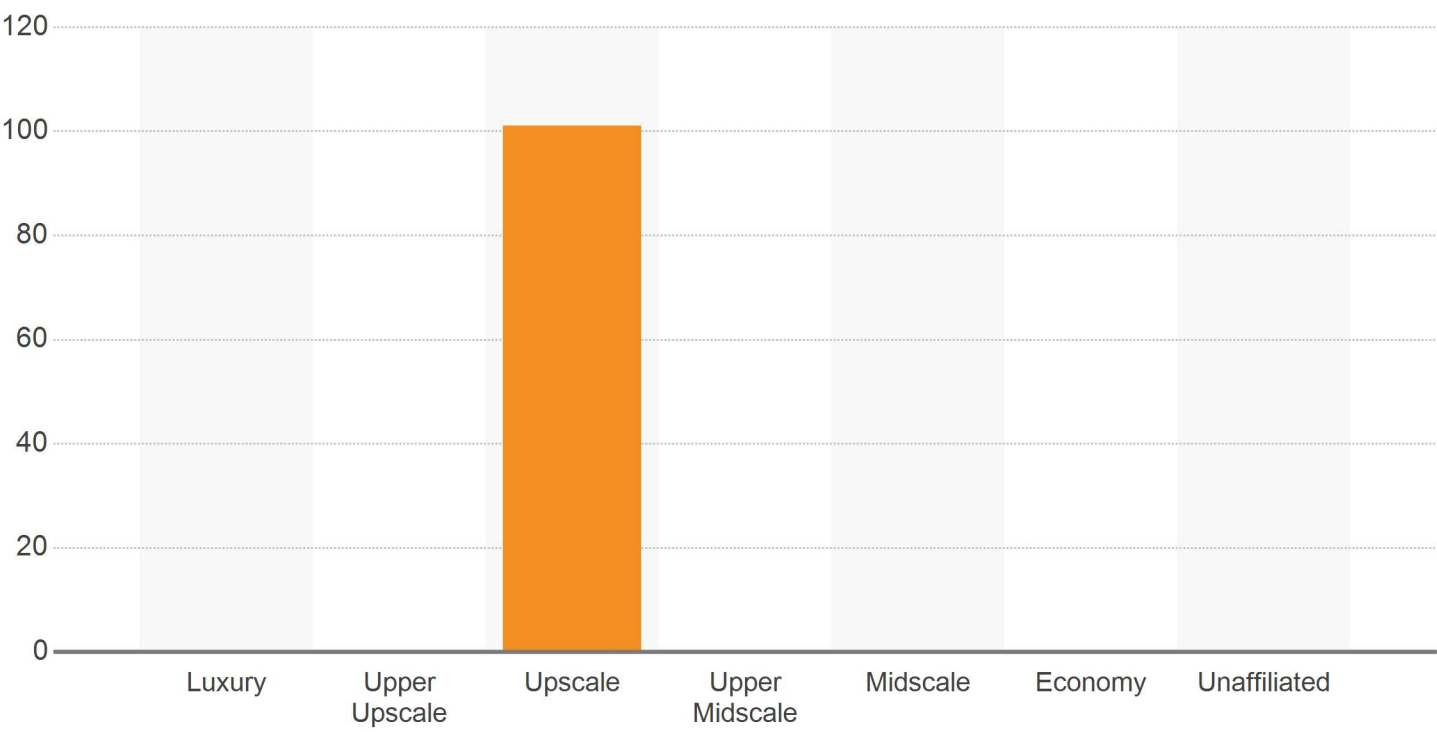
ROOMS UNDER CONSTRUCTION



TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE

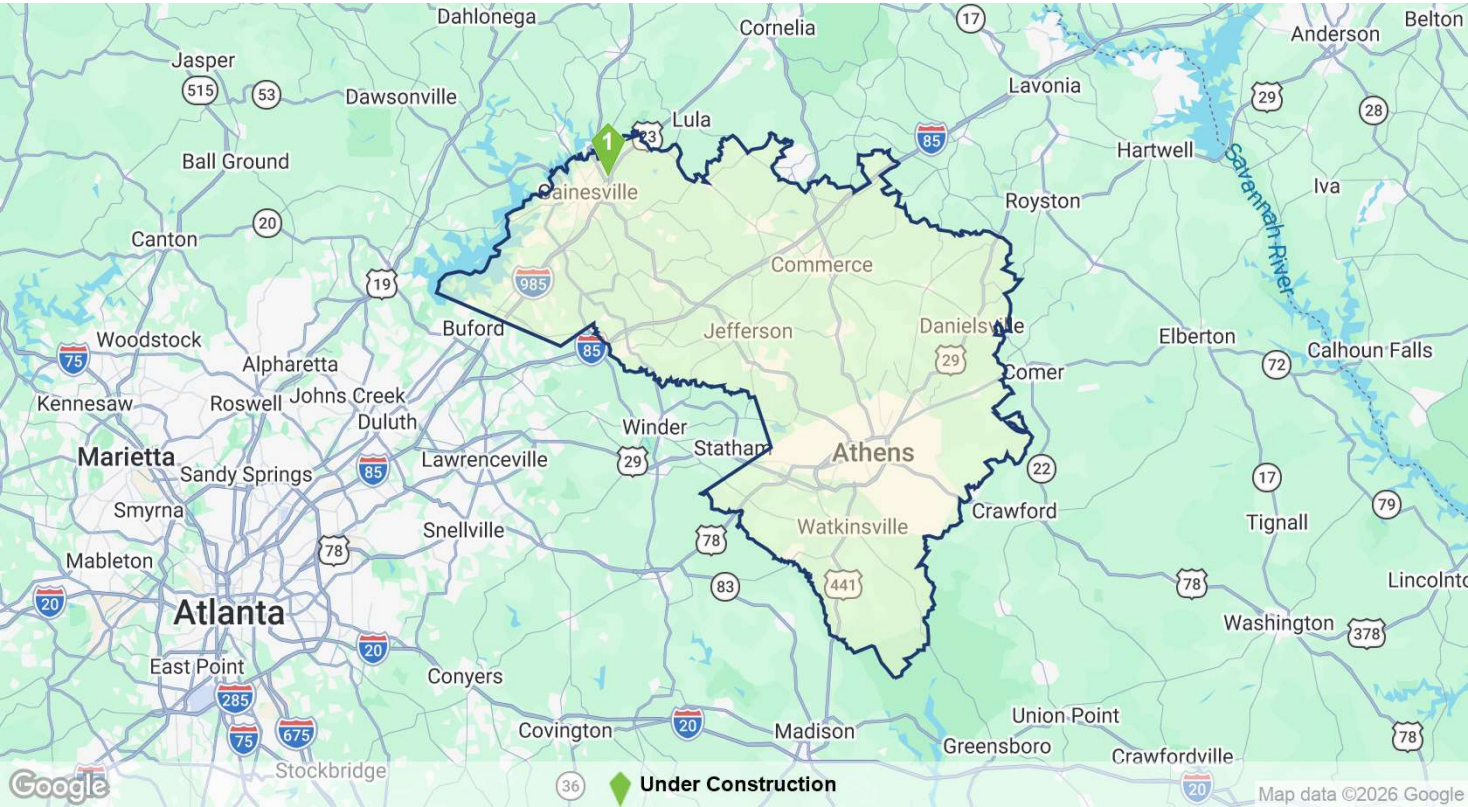


Under Construction Properties

Athens/Gainesville Hospitality

Properties	Rooms	Percent of Inventory	Average Rooms
1	101	1.7%	101

UNDER CONSTRUCTION PROPERTIES



UNDER CONSTRUCTION

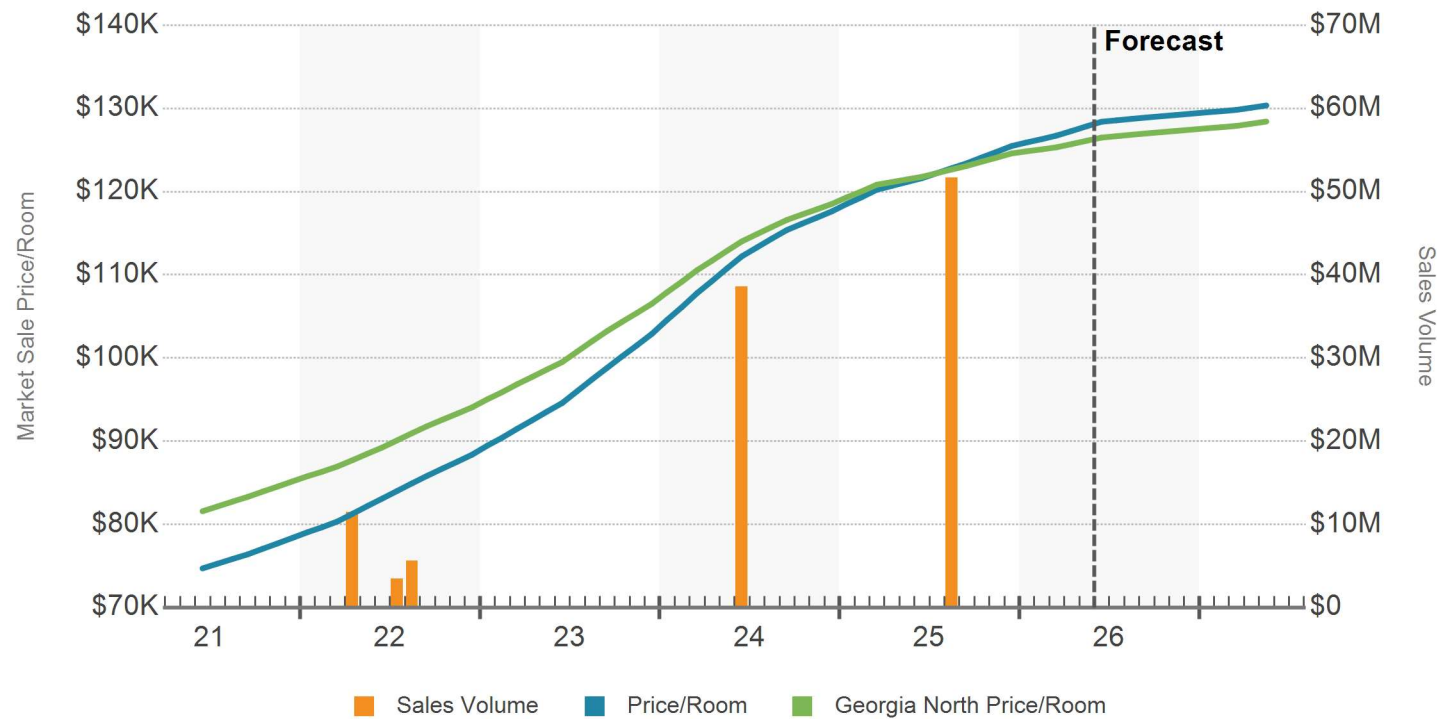
	Property Name/Address	Class	Rooms	Stories	Start	Complete	Brand/Developer
1	Residence Inn by Marriott Gainesville 616 White Sulphur Rd	Upscale	101	5	Nov 2025	May 2027	Residence Inn Capstone Property Group, LLC

In the past 12 months, one hotel traded in Athens/Gainesville, for a transaction volume of \$51.7 million. This compares to the three-year annual sales volume average of \$28.9 million.

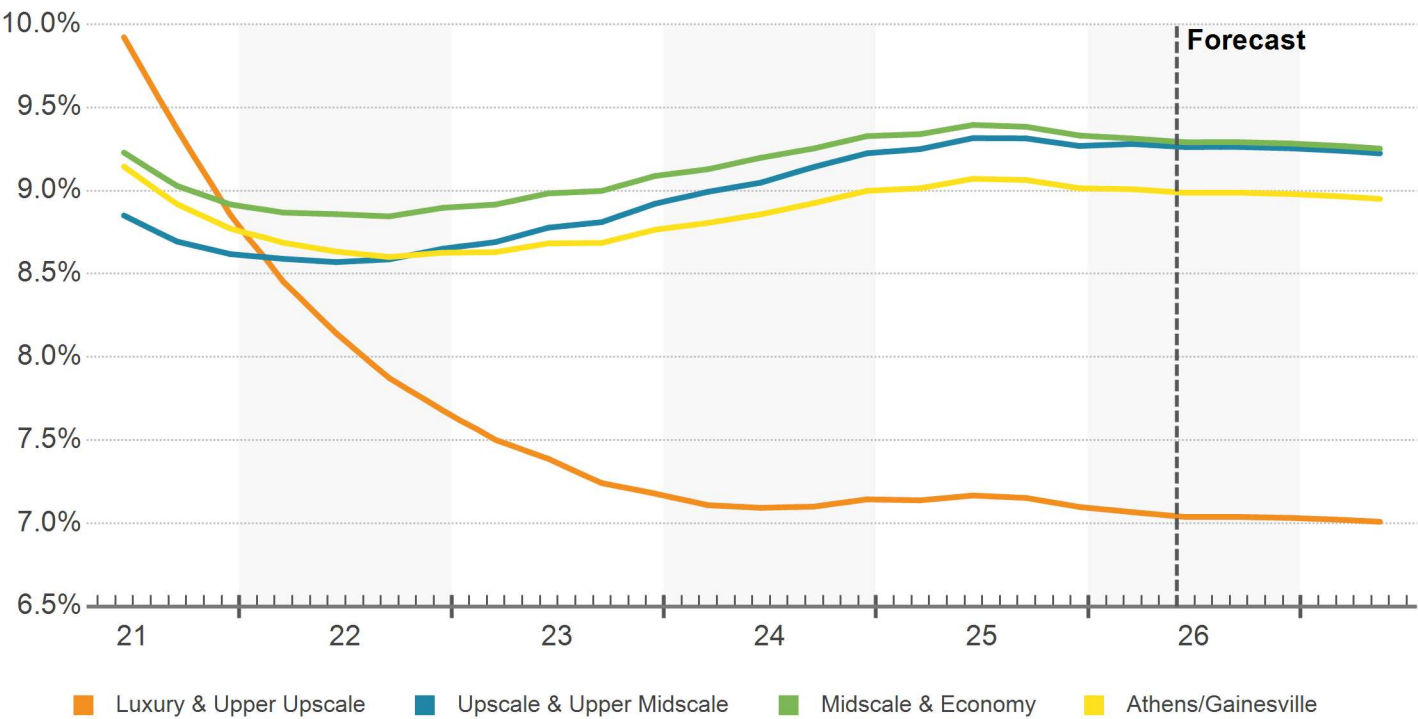
occurred within the Upscale & Upper Midscale segment. The market cap rate, or the estimated cap rate for the market, stands at 9.0% compared to the Georgia North average of 9.5%.

Over the past 12 months, all of the sales activity

SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE

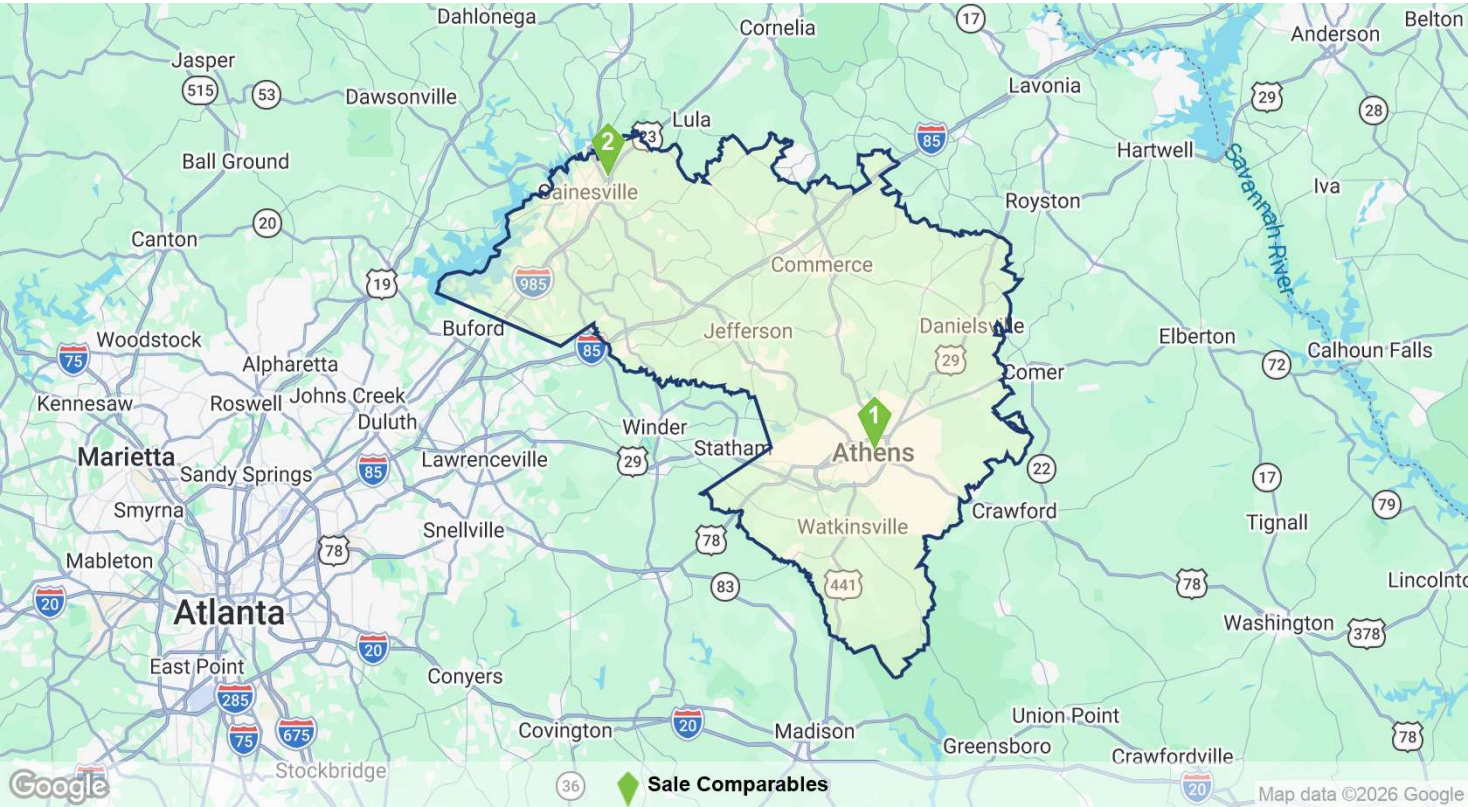


Sales Past 12 Months

Athens/Gainesville Hospitality

Sale Comparables	Average Price/Room	Average Price	Average Cap Rate
2	\$272K	\$51.7M	7.2%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sale Attributes	Low	Average	Median	High
Sale Price	\$51,700,000	\$51,700,000	\$51,700,000	\$51,700,000
Price/Room	\$272,105	\$272,105	\$272,105	\$272,105
Cap Rate	7.2%	7.2%	7.2%	7.2%
Time Since Sale in Months	6.3	8.3	6.3	10.3
Property Attributes	Low	Average	Median	High
Property Size in Rooms	101	145	101	190
Number of Floors	5	7	5	9
Total Meeting Space	3,997	3,997	3,997	3,997
Year Built	2017	2022	2017	2027
Class	Upscale	Upscale	Upscale	Upscale

Sales Past 12 Months

Athens/Gainesville Hospitality

RECENT SIGNIFICANT SALES

		Property Information				Sale Information		
	Property Name/Address	Class	Yr Built	Rooms	Brand	Sale Date	Price	Price/Room
1	Hyatt Place Athens / Downtown 412 N Thomas St	Upscale	2017	190	Hyatt Place	8/20/2025	\$51,700,000	\$272,105
2	Residence Inn by Marriott Gaines... 616 White Sulphur Rd	Upscale	2027	101	Residence Inn	12/19/2025	-	-

OVERALL SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2030	2,162,805	0	0%	1,143,264	(2,379)	-0.2%
2029	2,162,805	0	0%	1,145,643	3,743	0.3%
2028	2,162,805	12,528	0.6%	1,141,900	(46,331)	-3.9%
2027	2,150,277	16,696	0.8%	1,188,230	5,163	0.4%
2026	2,133,581	31,376	1.5%	1,183,067	(14,829)	-1.2%
YTD	888,887	39,034	4.6%	498,276	(7,053)	-1.4%
2025	2,102,205	55,187	2.7%	1,197,896	(42,823)	-3.5%
2024	2,047,018	(9,004)	-0.4%	1,240,719	(53,852)	-4.2%
2023	2,056,022	(2,131)	-0.1%	1,294,571	(60,493)	-4.5%
2022	2,058,153	(3,741)	-0.2%	1,355,064	111,114	8.9%
2021	2,061,894	12,687	0.6%	1,243,950	227,663	22.4%
2020	2,049,207	(22,877)	-1.1%	1,016,287	(239,235)	-19.1%
2019	2,072,084	94,286	4.8%	1,255,522	48,339	4.0%
2018	1,977,798	145,358	7.9%	1,207,183	69,554	6.1%
2017	1,832,440	15,379	0.8%	1,137,629	3,787	0.3%
2016	1,817,061	(4,706)	-0.3%	1,133,842	25,964	2.3%

LUXURY & UPPER UPSCALE SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2030	235,376	0	0%			
2029	235,376	0	0%			
2028	235,376	0	0%			
2027	235,376	(10,060)	-4.1%			
2026	245,436	(41,905)	-14.6%			
YTD	107,764	(10,945)	-9.2%	56,379	(4,324)	-7.1%
2025	287,341	20,149	7.5%	147,205	7,636	5.5%
2024	267,192	4,340	1.7%	139,569	(2,558)	-1.8%
2023	262,852	(3,233)	-1.2%	142,127	(1,414)	-1.0%
2022	266,085	23,400	9.6%	143,541	38,765	37.0%
2021	242,685	11,492	5.0%	104,776	31,916	43.8%
2020	231,193	(34,406)	-13.0%	72,860	(71,451)	-49.5%
2019	265,599	244	0.1%	144,311	(8,564)	-5.6%
2018	265,355	0	0%	152,875	(2,631)	-1.7%
2017	265,355	0	0%	155,506	5,382	3.6%
2016	265,355	0	0%	150,124	1,339	0.9%

UPSCALE & UPPER MIDSACLE SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2030	1,018,853	0	0%			
2029	1,018,853	0	0%			
2028	1,018,853	12,528	1.2%			
2027	1,006,325	25,935	2.6%			
2026	980,390	34,863	3.7%			
YTD	405,586	27,482	7.3%	257,179	(4,809)	-1.8%
2025	945,527	(1,918)	-0.2%	611,418	(31,867)	-5.0%
2024	947,445	(6,480)	-0.7%	643,285	(18,672)	-2.8%
2023	953,925	13,695	1.5%	661,957	(18,325)	-2.7%
2022	940,230	(17,915)	-1.9%	680,282	82,204	13.7%
2021	958,145	19,756	2.1%	598,078	146,417	32.4%
2020	938,389	20,830	2.3%	451,661	(145,150)	-24.3%
2019	917,559	89,131	10.8%	596,811	59,789	11.1%
2018	828,428	127,353	18.2%	537,022	52,106	10.7%
2017	701,075	11,590	1.7%	484,916	(5,286)	-1.1%
2016	689,485	0	0%	490,202	8,857	1.8%

MIDSCALE & ECONOMY SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2030	908,576	0	0%	432,021	(873)	-0.2%
2029	908,576	0	0%	432,894	1,379	0.3%
2028	908,576	0	0%	431,515	(16,500)	-3.7%
2027	908,576	821	0.1%	448,015	3,369	0.8%
2026	907,755	38,418	4.4%	444,646	5,373	1.2%
YTD	375,537	22,497	6.4%	184,718	2,080	1.1%
2025	869,337	36,956	4.4%	439,273	(18,592)	-4.1%
2024	832,381	(6,864)	-0.8%	457,865	(32,622)	-6.7%
2023	839,245	(12,593)	-1.5%	490,487	(40,754)	-7.7%
2022	851,838	(9,226)	-1.1%	531,241	(9,855)	-1.8%
2021	861,064	(18,561)	-2.1%	541,096	49,330	10.0%
2020	879,625	(9,301)	-1.0%	491,766	(22,634)	-4.4%
2019	888,926	4,911	0.6%	514,400	(2,886)	-0.6%
2018	884,015	18,005	2.1%	517,286	20,079	4.0%
2017	866,010	3,789	0.4%	497,207	3,690	0.7%
2016	862,221	(4,706)	-0.5%	493,517	15,769	3.3%

OVERALL PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2030	52.9%	-0.2%	\$157.94	2.2%	\$83.49	2.0%
2029	53.0%	0.3%	\$154.58	1.3%	\$81.88	1.6%
2028	52.8%	-4.5%	\$152.60	1.4%	\$80.57	-3.1%
2027	55.3%	-0.3%	\$150.45	1.6%	\$83.14	1.2%
2026	55.4%	-2.7%	\$148.13	0%	\$82.14	-2.6%
YTD	56.1%	-5.7%	\$144.05	2.2%	\$80.75	-3.7%
2025	57.0%	-6.0%	\$148.06	6.1%	\$84.37	-0.2%
2024	60.6%	-3.7%	\$139.54	4.8%	\$84.58	0.9%
2023	63.0%	-4.4%	\$133.17	9.9%	\$83.85	5.1%
2022	65.8%	9.1%	\$121.22	18.0%	\$79.81	28.8%
2021	60.3%	21.6%	\$102.69	21.9%	\$61.96	48.3%
2020	49.6%	-18.2%	\$84.26	-19.5%	\$41.79	-34.1%
2019	60.6%	-0.7%	\$104.63	2.4%	\$63.39	1.6%
2018	61.0%	-1.7%	\$102.21	3.2%	\$62.38	1.4%
2017	62.1%	-0.5%	\$99.08	5.4%	\$61.51	4.8%
2016	62.4%	2.6%	\$94.03	3.1%	\$58.68	5.8%

LUXURY & UPPER UPSCALE PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2030						
2029						
2028						
2027						
2026						
YTD	52.3%	2.3%	\$218.28	3.1%	\$114.20	5.5%
2025	51.2%	-1.9%	\$227.12	7.3%	\$116.35	5.3%
2024	52.2%	-3.4%	\$211.63	5.6%	\$110.54	2.0%
2023	54.1%	0.2%	\$200.34	7.9%	\$108.32	8.2%
2022	53.9%	25.0%	\$185.59	-1.0%	\$100.12	23.7%
2021	43.2%	37.0%	\$187.53	27.5%	\$80.96	74.7%
2020	31.5%	-42.0%	\$147.09	-9.8%	\$46.36	-47.7%
2019	54.3%	-5.7%	\$163.08	1.7%	\$88.61	-4.1%
2018	57.6%	-1.7%	\$160.30	1.4%	\$92.35	-0.3%
2017	58.6%	3.6%	\$158.14	2.1%	\$92.68	5.8%
2016	56.6%	0.9%	\$154.87	2.8%	\$87.62	3.7%

UPSCALE & UPPER MIDSACLE PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2030						
2029						
2028						
2027						
2026						
YTD	63.4%	-8.5%	\$169.60	3.4%	\$107.54	-5.4%
2025	64.7%	-4.8%	\$173.57	6.5%	\$112.24	1.4%
2024	67.9%	-2.2%	\$163.05	4.2%	\$110.70	1.9%
2023	69.4%	-4.1%	\$156.54	11.1%	\$108.63	6.5%
2022	72.4%	15.9%	\$140.93	19.3%	\$101.97	38.2%
2021	62.4%	29.7%	\$118.17	17.3%	\$73.76	52.2%
2020	48.1%	-26.0%	\$100.71	-19.8%	\$48.47	-40.7%
2019	65.0%	0.3%	\$125.62	1.8%	\$81.70	2.1%
2018	64.8%	-6.3%	\$123.43	4.2%	\$80.01	-2.3%
2017	69.2%	-2.7%	\$118.42	7.6%	\$81.91	4.6%
2016	71.1%	1.8%	\$110.10	3.4%	\$78.28	5.3%

MIDSCALE & ECONOMY PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2030	47.5%	-0.2%	\$92.66	2.2%	\$44.06	2.0%
2029	47.6%	0.3%	\$90.67	1.1%	\$43.20	1.4%
2028	47.5%	-3.7%	\$89.67	1.1%	\$42.59	-2.6%
2027	49.3%	0.7%	\$88.66	0.3%	\$43.72	1.0%
2026	49.0%	-3.1%	\$88.40	2.7%	\$43.30	-0.4%
YTD	49.2%	-4.9%	\$85.82	1.6%	\$42.21	-3.4%
2025	50.5%	-8.1%	\$86.06	1.8%	\$43.48	-6.5%
2024	55.0%	-5.9%	\$84.55	2.9%	\$46.51	-3.1%
2023	58.4%	-6.3%	\$82.16	4.6%	\$48.02	-2.0%
2022	62.4%	-0.8%	\$78.59	13.6%	\$49.01	12.8%
2021	62.8%	12.4%	\$69.16	15.6%	\$43.46	29.9%
2020	55.9%	-3.4%	\$59.85	-6.3%	\$33.46	-9.5%
2019	57.9%	-1.1%	\$63.87	1.4%	\$36.96	0.3%
2018	58.5%	1.9%	\$63.01	2.0%	\$36.87	4.0%
2017	57.4%	0.3%	\$61.74	3.7%	\$35.45	4.0%
2016	57.2%	3.9%	\$59.56	3.9%	\$34.09	8.0%

OVERALL SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2030	-	-	-	-	-	-	\$139,230	290	9.0%
2029	-	-	-	-	-	-	\$136,698	284	8.9%
2028	-	-	-	-	-	-	\$134,537	280	8.9%
2027	-	-	-	-	-	-	\$131,974	275	8.9%
2026	-	-	-	-	-	-	\$129,373	269	9.0%
YTD	-	-	-	-	-	-	\$128,139	267	9.0%
2025	2	\$51.7M	3.2%	\$51,700,000	\$272,105	7.2%	\$125,483	261	9.0%
2024	3	\$38.6M	5.1%	\$12,866,667	\$131,741	-	\$117,626	245	9.0%
2023	-	-	-	-	-	-	\$102,914	214	8.8%
2022	5	\$20.5M	4.2%	\$6,835,333	\$87,260	-	\$88,382	184	8.6%
2021	2	\$802K	3.3%	\$401,014	\$4,221	7.4%	\$78,367	163	8.8%
2020	6	\$21.5M	8.0%	\$3,583,333	\$47,566	-	\$74,773	156	9.7%
2019	3	\$4.7M	1.9%	\$2,340,000	\$42,545	-	\$83,162	173	9.6%
2018	2	\$12.4M	3.8%	\$6,175,000	\$56,651	10.1%	\$87,914	183	9.2%
2017	4	\$4.4M	2.4%	\$1,467,000	\$35,492	-	\$91,639	191	8.9%
2016	2	\$6.2M	2.8%	\$3,118,907	\$44,240	10.4%	\$86,141	179	8.9%

(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. The price index is not smoothed.

LUXURY & UPPER UPSCALE SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2030	-	-	-	-	-	-	\$330,333	336	7.0%
2029	-	-	-	-	-	-	\$324,326	329	7.0%
2028	-	-	-	-	-	-	\$319,199	324	7.0%
2027	-	-	-	-	-	-	\$313,118	318	7.0%
2026	-	-	-	-	-	-	\$306,946	312	7.0%
YTD	-	-	-	-	-	-	\$304,018	309	7.0%
2025	-	-	-	-	-	-	\$296,950	302	7.1%
2024	1	\$25M	15.7%	\$25,000,000	\$204,918	-	\$278,777	283	7.1%
2023	-	-	-	-	-	-	\$238,029	242	7.2%
2022	-	-	-	-	-	-	\$187,845	191	7.7%
2021	-	-	-	-	-	-	\$148,904	151	8.9%
2020	-	-	-	-	-	-	\$132,881	135	10.7%
2019	-	-	-	-	-	-	\$157,284	160	9.7%
2018	-	-	-	-	-	-	\$177,840	181	8.5%
2017	-	-	-	-	-	-	\$193,927	197	7.8%
2016	-	-	-	-	-	-	\$182,412	185	7.9%

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UPSCALE & UPPER MIDSACLE SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2030	-	-	-	-	-	-	\$145,462	261	9.2%
2029	-	-	-	-	-	-	\$142,817	257	9.2%
2028	-	-	-	-	-	-	\$140,560	253	9.2%
2027	-	-	-	-	-	-	\$137,882	248	9.2%
2026	-	-	-	-	-	-	\$135,164	243	9.3%
YTD	-	-	-	-	-	-	\$133,874	241	9.3%
2025	2	\$51.7M	7.1%	\$51,700,000	\$272,105	7.2%	\$131,487	236	9.3%
2024	1	\$11M	4.5%	\$11,000,000	\$90,909	-	\$123,655	222	9.2%
2023	-	-	-	-	-	-	\$110,129	198	8.9%
2022	2	\$11.4M	4.4%	\$11,425,000	\$102,009	-	\$98,742	177	8.7%
2021	2	\$802K	7.1%	\$401,014	\$4,221	7.4%	\$91,631	165	8.6%
2020	-	-	-	-	-	-	\$89,800	161	9.4%
2019	-	-	-	-	-	-	\$97,878	176	9.4%
2018	1	\$6.5M	4.7%	\$6,500,000	\$53,719	-	\$101,108	182	9.1%
2017	-	-	-	-	-	-	\$105,008	189	8.7%
2016	2	\$6.2M	7.5%	\$3,118,907	\$44,240	10.4%	\$99,000	178	8.7%

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(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. The price index is not smoothed.

MIDSCALE & ECONOMY SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2030	-	-	-	-	-	-	\$72,422	304	9.3%
2029	-	-	-	-	-	-	\$71,105	298	9.2%
2028	-	-	-	-	-	-	\$69,981	293	9.2%
2027	-	-	-	-	-	-	\$68,648	288	9.2%
2026	-	-	-	-	-	-	\$67,295	282	9.3%
YTD	-	-	-	-	-	-	\$66,653	280	9.3%
2025	-	-	-	-	-	-	\$65,080	273	9.3%
2024	1	\$2.6M	2.2%	\$2,600,000	\$52,000	-	\$60,427	253	9.3%
2023	-	-	-	-	-	-	\$52,547	220	9.1%
2022	3	\$9.1M	5.2%	\$4,540,500	\$73,829	-	\$45,675	192	8.9%
2021	-	-	-	-	-	-	\$41,483	174	8.9%
2020	6	\$21.5M	19.2%	\$3,583,333	\$47,566	-	\$39,816	167	9.8%
2019	3	\$4.7M	4.5%	\$2,340,000	\$42,545	-	\$43,536	183	9.8%
2018	1	\$5.9M	4.0%	\$5,850,000	\$60,309	10.1%	\$45,035	189	9.5%
2017	4	\$4.4M	5.2%	\$1,467,000	\$35,492	-	\$44,693	187	9.4%
2016	-	-	-	-	-	-	\$41,648	175	9.4%

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(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. The price index is not smoothed.

DELIVERIES & UNDER CONSTRUCTION

Year	Inventory			Deliveries		Net Deliveries		Under Construction	
	Bldgs	Rooms	% Change	Bldgs	Rooms	Bldgs	Rooms	Bldgs	Rooms
YTD	69	5,839	-2.0%	0	0	0	0	1	101
2025	70	5,961	3.0%	2	165	2	165	1	101
2024	67	5,787	1.7%	-	-	-	-	2	165
2023	66	5,692	0.8%	1	130	1	130	2	165
2022	65	5,646	-1.8%	-	-	-	-	1	130
2021	66	5,751	1.9%	1	96	0	88	1	130
2020	64	5,644	-3.1%	-	-	-	-	1	96
2019	65	5,823	1.4%	3	230	3	230	-	-
2018	64	5,744	10.8%	3	301	2	301	2	185
2017	60	5,182	4.1%	2	390	2	390	1	77
2016	59	4,978	0%	-	-	-	-	2	267