



NEW HOTEL DEVELOPMENT COMING SOON TO THE HEART OF FLORIDA'S SPACE COAST



CAMBRIA[®] | hotels

3550 South Washington Street
Titusville, Florida 32780

TPG  **HOTELS & RESORTS**
a Procaccianti Company



AGENDA

- ❖ Executive Summary
- ❖ Market Overview - Titusville, Florida
- ❖ About the Cambria Brand
- ❖ STR Data and Pro Forma
- ❖ About the Sponsor
- ❖ About the Management Partner





EXECUTIVE SUMMARY

Titusville Mixed Use Development

Jesse Wright is developing 22 acre mixed use project to include 340 Residential Units, 143,000 square feet Retail and Office building,

About the Proposed Hotel Development

The proposed Cambria Hotel will include 155 Rooms full service, meeting space, rooftop bar, and two full service restaurant pads in front of hotel. Cambria Hotels is an upscale hotel brand from Choice Hotels—a hospitality leader with a proud legacy in the industry. Now open across top markets and quickly expanding coast-to-coast, each Cambria property is designed to offer guests an experience that's approachable yet sophisticated, with little luxuries that make a big difference when traveling.

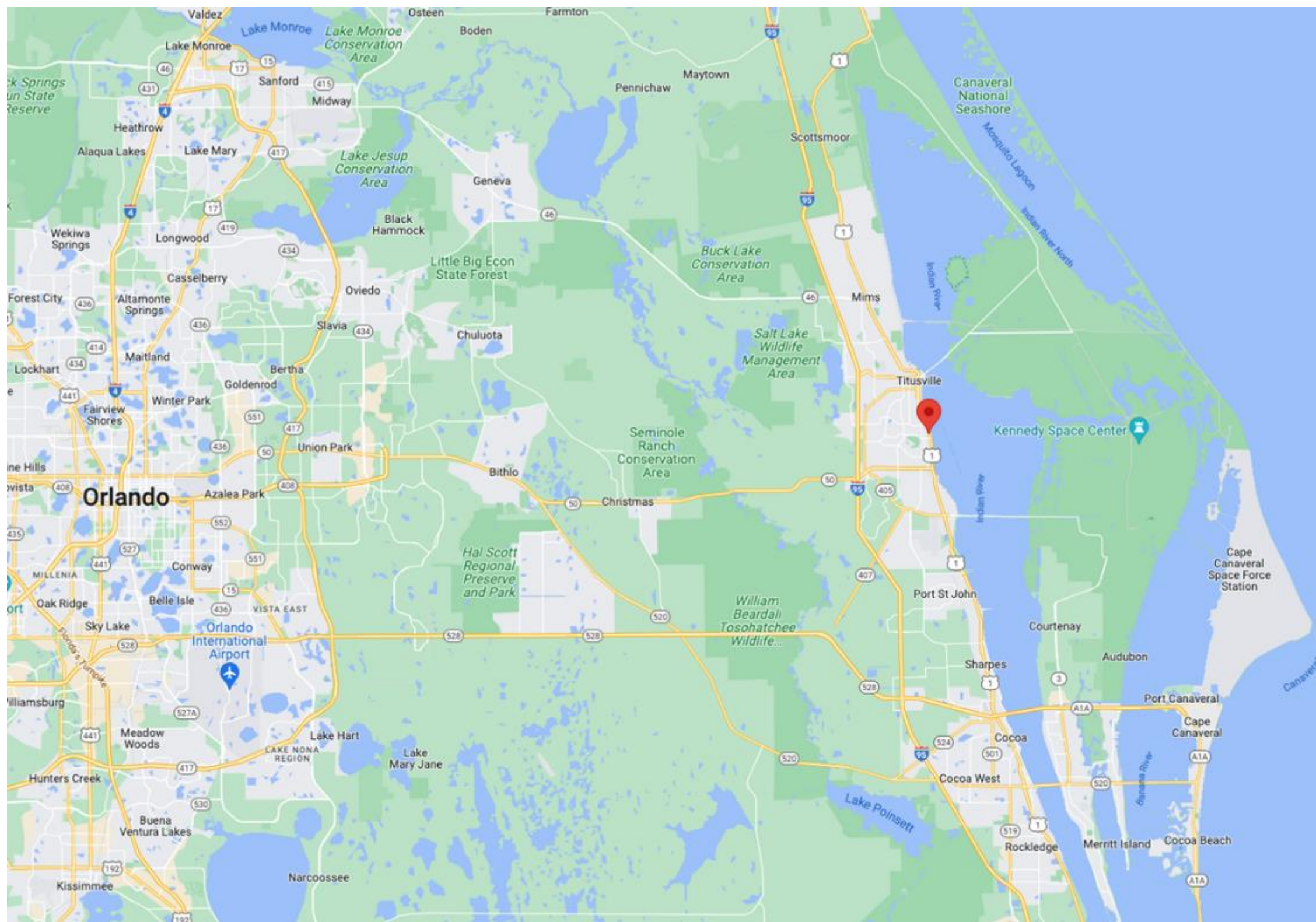
Experienced Ownership, Development and Management Team

Local development firm led by Jesse Wright has assembled a 'dream team' of industry-leading project management, construction management and hospitality management to execute all aspect sof this exciting mixed use development.

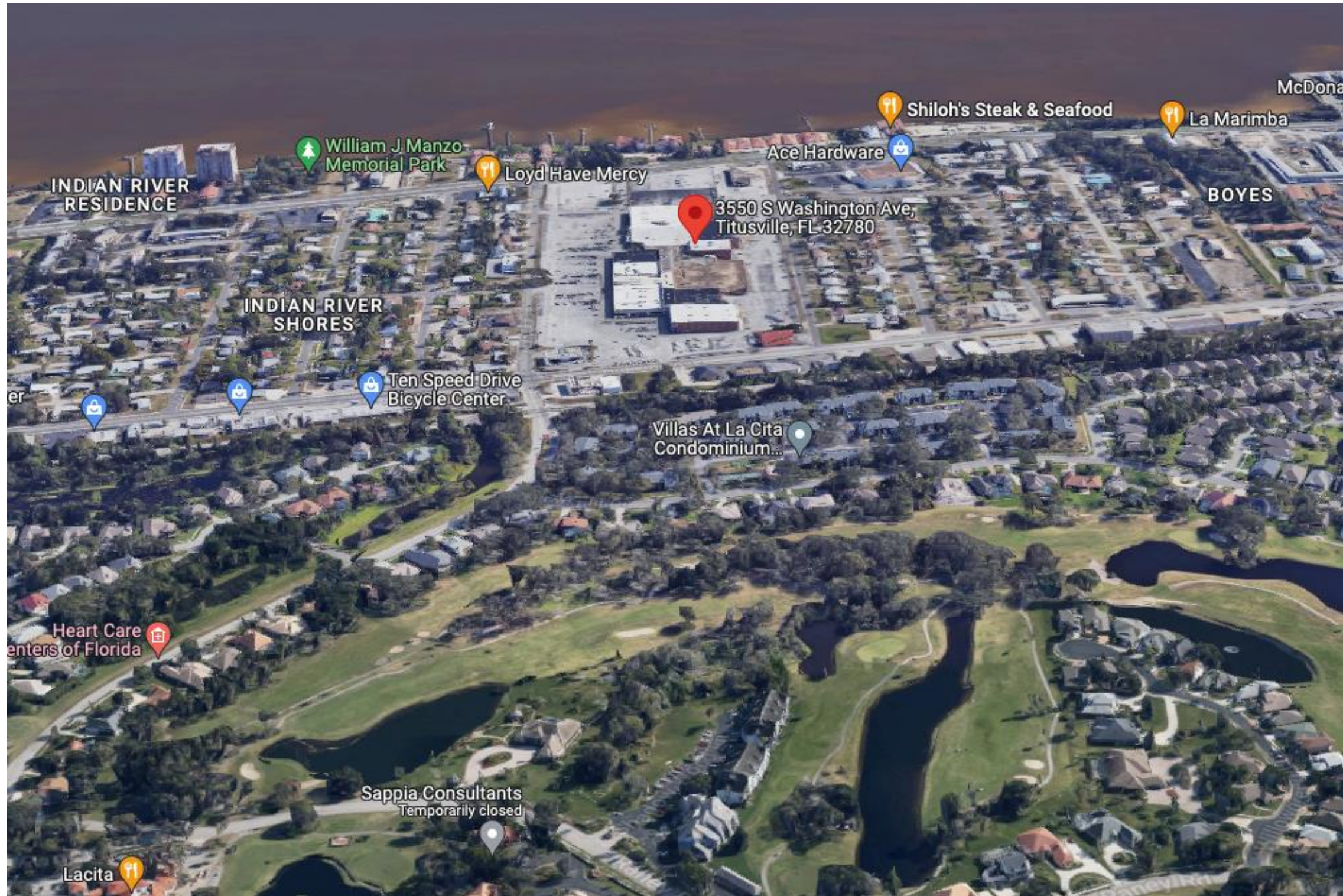




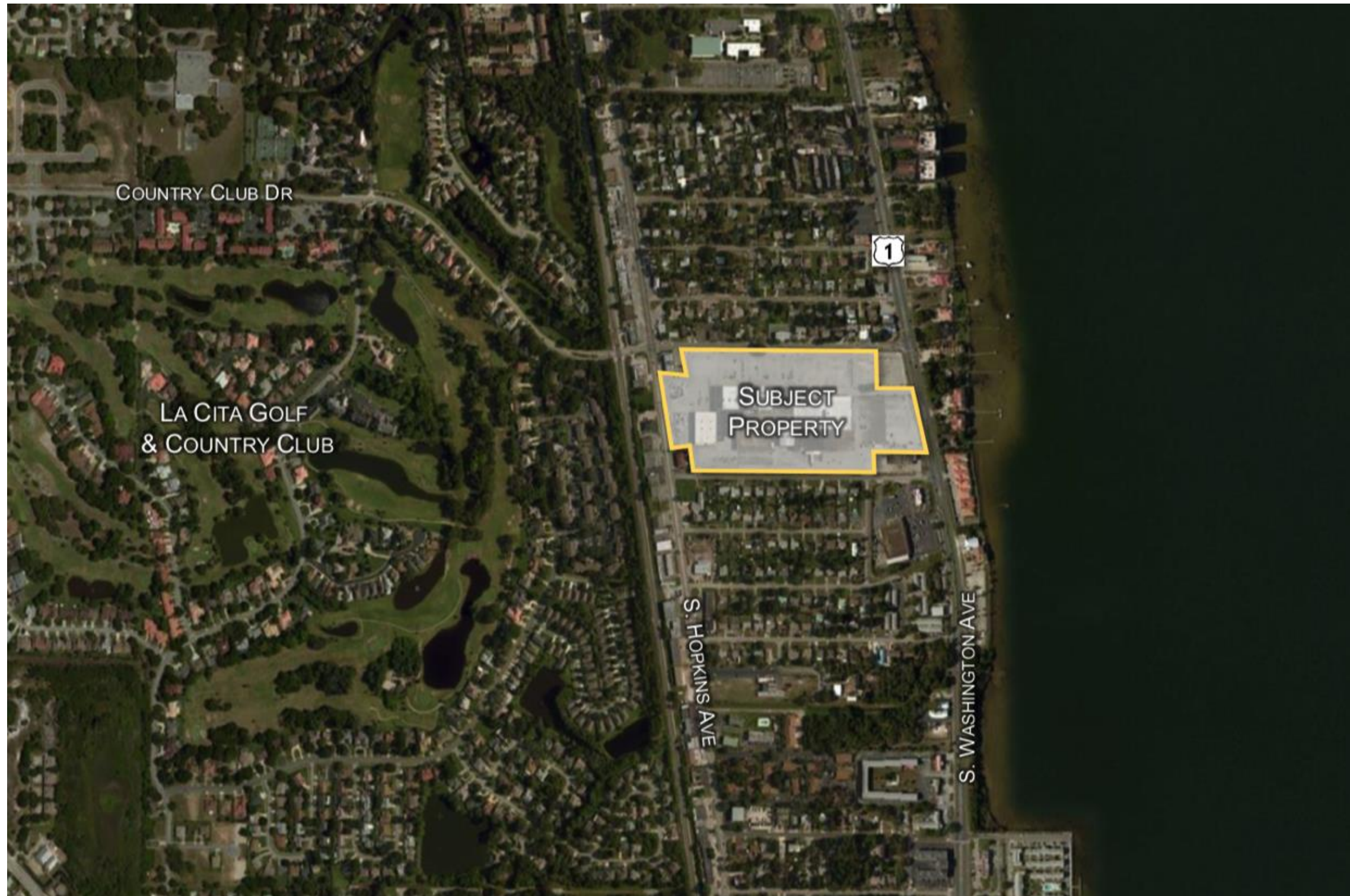
MAP VIEW



AERIAL VIEW – EAST/WEST

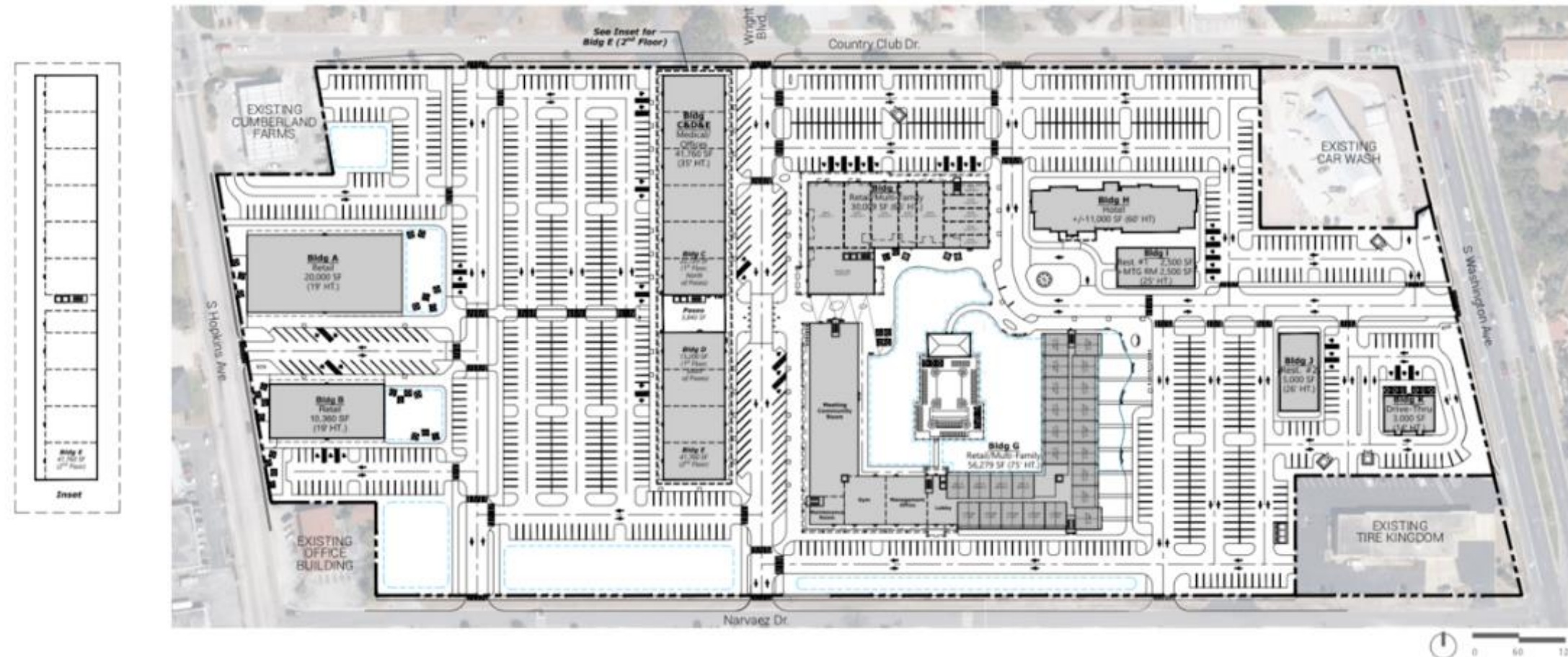


AERIAL VIEW – NORTH/SOUTH





SITE PLAN



Building Floor Plate Information			
Building	Use	Floor Plate	Total Floor Plate
Bldg A	Retail	20,000 SF	20,000 SF
Bldg B	Retail	10,360 SF	10,360 SF
Bldg C & D & E	Bldg C (1st Floor, North of Paseo)	Medical/Offices	22,720 SF
	Bldg D (1st Floor, South of Paseo)	Medical/Offices	15,200 SF
	Bldg E (2nd Floor, Above Bldg C & D & Paseo)	Medical/Offices	41,760 SF
			79,680 SF
Bldg F	1st Floor	Retail + Apartment Lobby/Office	30,009 SF
	2nd Floor	Senior Living	30,009 SF
	3rd - 6th Floor	Senior Living	24,094 SF
	RoofTop	Observation Deck	4,065 SF
Bldg G	1st Floor	Retail + Apartment	56,279 SF
	2nd Floor	Apartment	57,187 SF
	2nd - 7th Floor	Apartment	54,734 SF
	RoofTop	Observation Deck	5,112 SF
Bldg H	1st - 7th Floor	Hotel (155 Rooms)	± 11,000 SF
Bldg I	1st Floor	Restaurant #1	2,500 SF
	1st Floor	Meeting Room	2,500 SF
	2nd Floor	Restaurant #1 Rooftop Dining	2,000 SF
Bldg J	1st Floor	Restaurant #2	5,000 SF
	2nd Floor	Restaurant #2 Rooftop Dining	2,000 SF
Bldg K		Drive-Through	3,000 SF

Proposed Building Height	
Building	Overall Height (FT)
Bldg A	19
Bldg B	19
Bldg C & D & E	35
Bldg F	66
Bldg G	75
Bldg H	60
Bldg I	25
Bldg J	26
Bldg K	14

* Variance approved.

Parking Calculation	
Required Parking per Demand**	1,051
Proposed Parking Space	1,060

** Weekday Peak Parking Demand
Refer to Shared Parking Peak Hour
Demand Tables, Provided by Luke
Transportation Engineer Consultants,
2022

Building F Unit Information					
	Studio 1	Studio 2	Unit A	Unit B	Unit/Floor
Living Area (SF)	669.8	667.5	905.2	1,301.1	
Balcony (SF)	60	62.5	65.5	72.5	
Total Unit Area (SF)	729.8	730	970.7	1,373.6	
1st Floor	0	0	0	0	0
2nd Floor	3	1	12	4	20
3rd Floor	3	1	12	4	20
4th Floor	3	1	12	4	20
5th Floor	3	1	12	4	20
6th Floor	3	1	12	4	20
Total Units	15	5	60	20	100

Building G Unit Information					
	Unit A	Unit B1	Unit B2	Unit C	Unit/Floor
Living Area (SF)	840	1316	1316	1540	
Balcony (SF)	112	112	154	140	
Total Unit Area (SF)	952	1428	1470	1680	
1st Floor	24	0	0	0	24
2nd Floor	15	12	2	7	36
3rd Floor	15	12	2	7	36
4th Floor	15	12	2	7	36
5th Floor	15	12	2	7	36
6th Floor	15	12	2	7	36
7th Floor	15	12	2	7	36
Total Units	99	60	10	35	240



SITE PLAN





AERIAL RENDERING



TITUSVILLE MARKET OVERVIEW

One of the centerpieces of Florida's Space Coast, Titusville is the only place on the planet where rockets launch, sea turtles nest and soothing sunrises give way to inviting surf. Titusville is a perfect, down-to-earth launching pad for tours of the Kennedy Space Center Visitor Complex, Merritt Island National Wildlife Refuge and Canaveral National Seashore. The area benefits from strong demand generators ranging from the space exploration entities giving the area the "Space Coast" nickname, the second busiest cruise port in the world, local beaches and the area's proximity to Orlando. In recent years, numerous condos, upscale hotels, single family homes and retail developments have joined the landscape making it a desirable place to visit and take up residency.

Elon Musk's SpaceX has taken over much of Cape Canaveral Air Force Station for the launch of their reusable rockets including the Falcon 9. There are multiple launches a month bringing hundreds of thousands of visitors to town.

Port Canaveral, the second busiest cruise port in the world, hosts more than 6 million passengers annually for multiday cruises. In spite of the cruise port being closed for 16 months ending July 31st, 2021, the Space Coast of Brevard County which Titusville is the county seat, saw a record year of visitors and tax revenue in '21.

The appeal to this market over others is much in part to the combination of proximity to the beach along with Orlando;

- Near the closest port to Orlando and Central Florida theme parks and attractions.
- Major tourist draw: Consistently ranked among America's most popular vacation destinations, Orlando welcomed a record 59 million domestic and international visitors in 2021.
- Tourism industry growth with an estimated \$5 billion in capital investment improvements and additions across Orlando's tourism industry.
- Orlando is growing at 3 times the national average; named #1 in the Top 10 Job Growth Cities by Forbes.
- Orlando International Airport is Florida's largest domestic airport.

Market Description

Market: Titusville, Florida

Market Type: Secondary

Location Type: Resort

Est. Population Size:

43,761 2010

Annual Visitors:

Approximately seven million including cruise passengers

Companies Present:

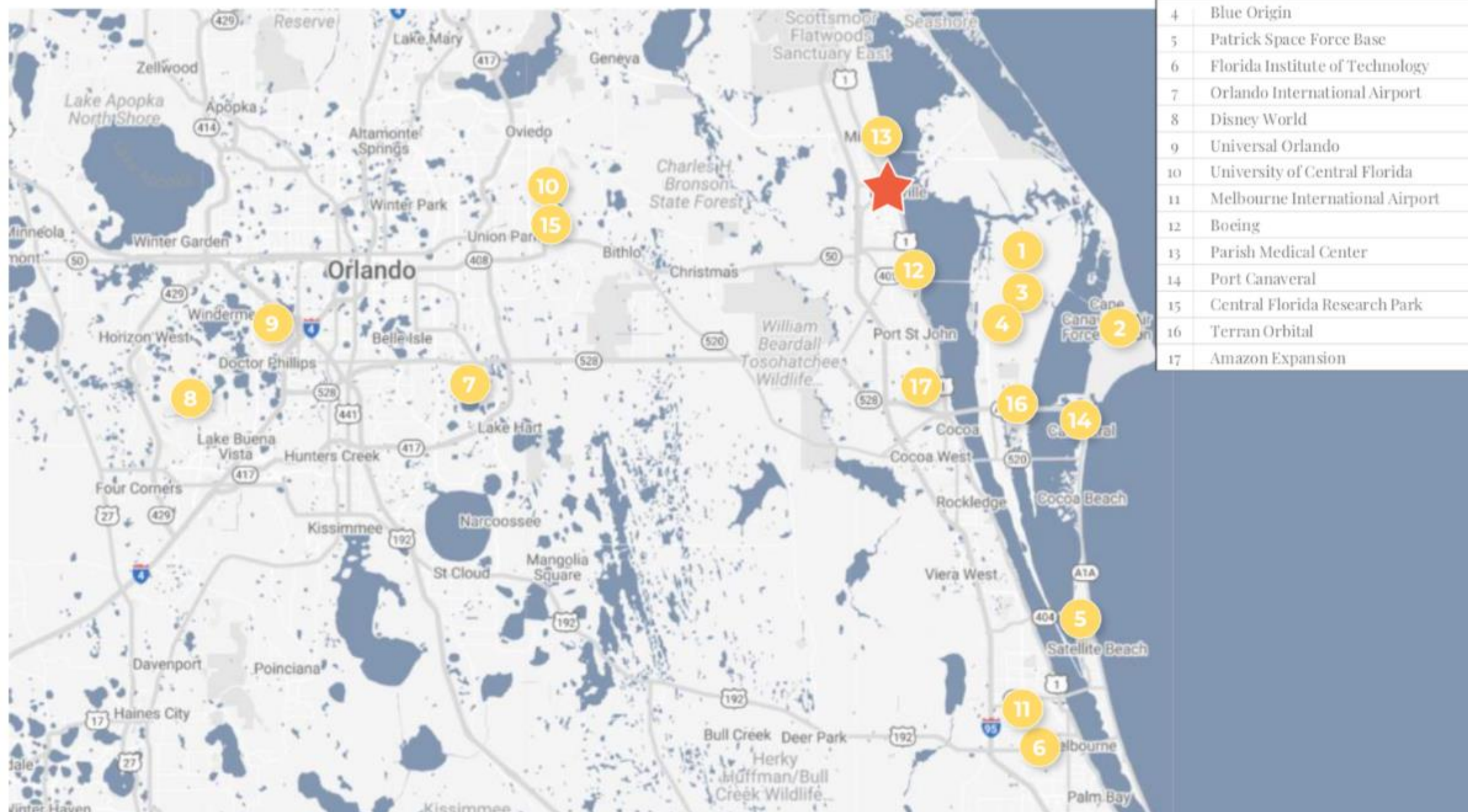
Port Canaveral, Kennedy Space Center, Space X (more to follow)

Accessibility: I-95/ A1A



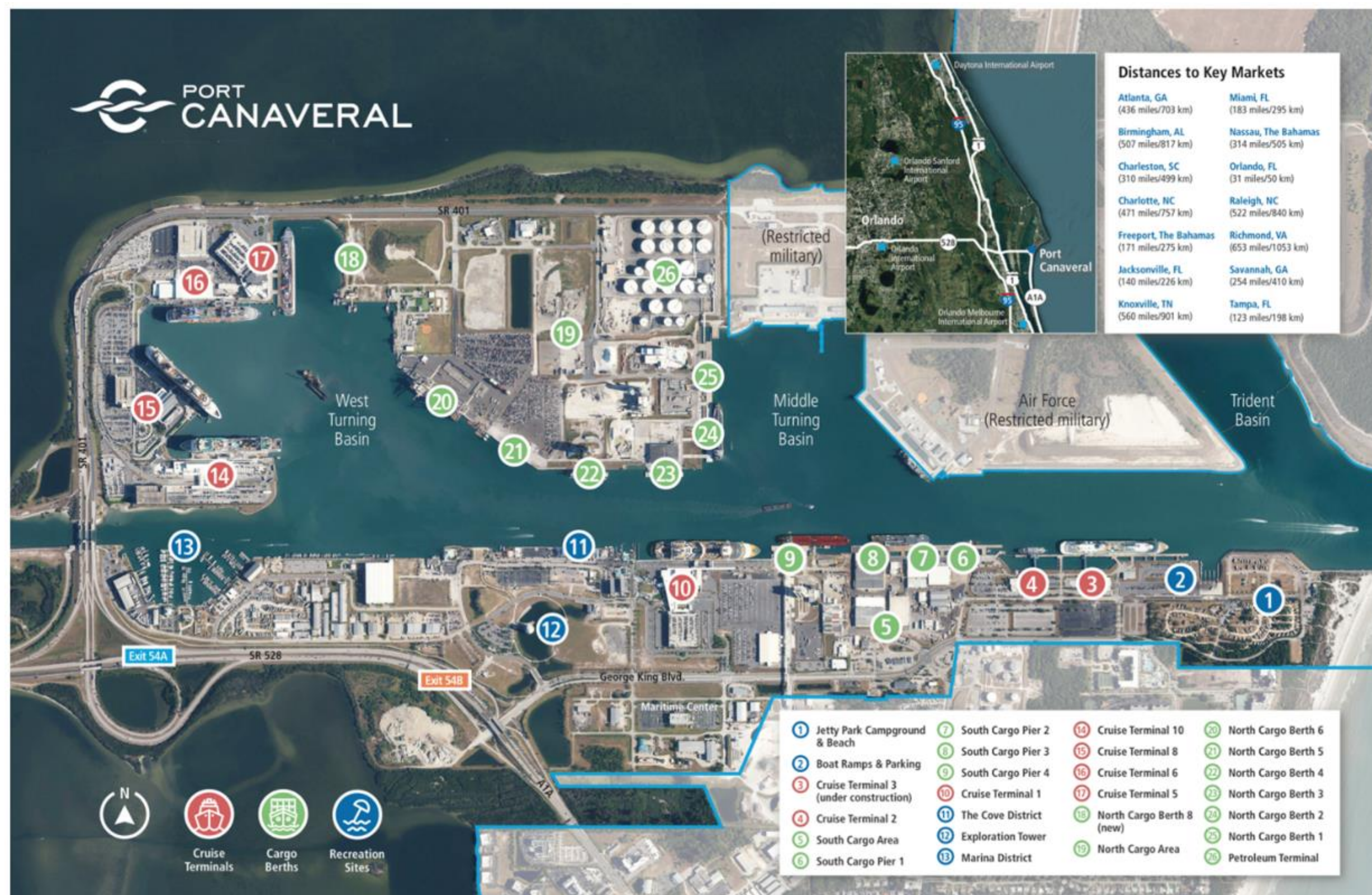
TITUSVILLE DEMAND GENERATORS

The subject property is located in Titusville, Florida, near several major Space Coast Employers such as the Kennedy Space Center, Cape Canaveral Space Force Station, Space X, Blue Origin, Boeing, and numerous other operators and ancillary suppliers to the industry. Within 45 miles west of the property is the University of Central Florida, Orlando International Airport, Disney World, and Universal Orlando. Other regional demand drivers within 45 miles south of the property include the Florida Institute of Technology, Melbourne International Airport, and the Patrick Space Force Station.





TITUSVILLE DEMAND GENERATORS

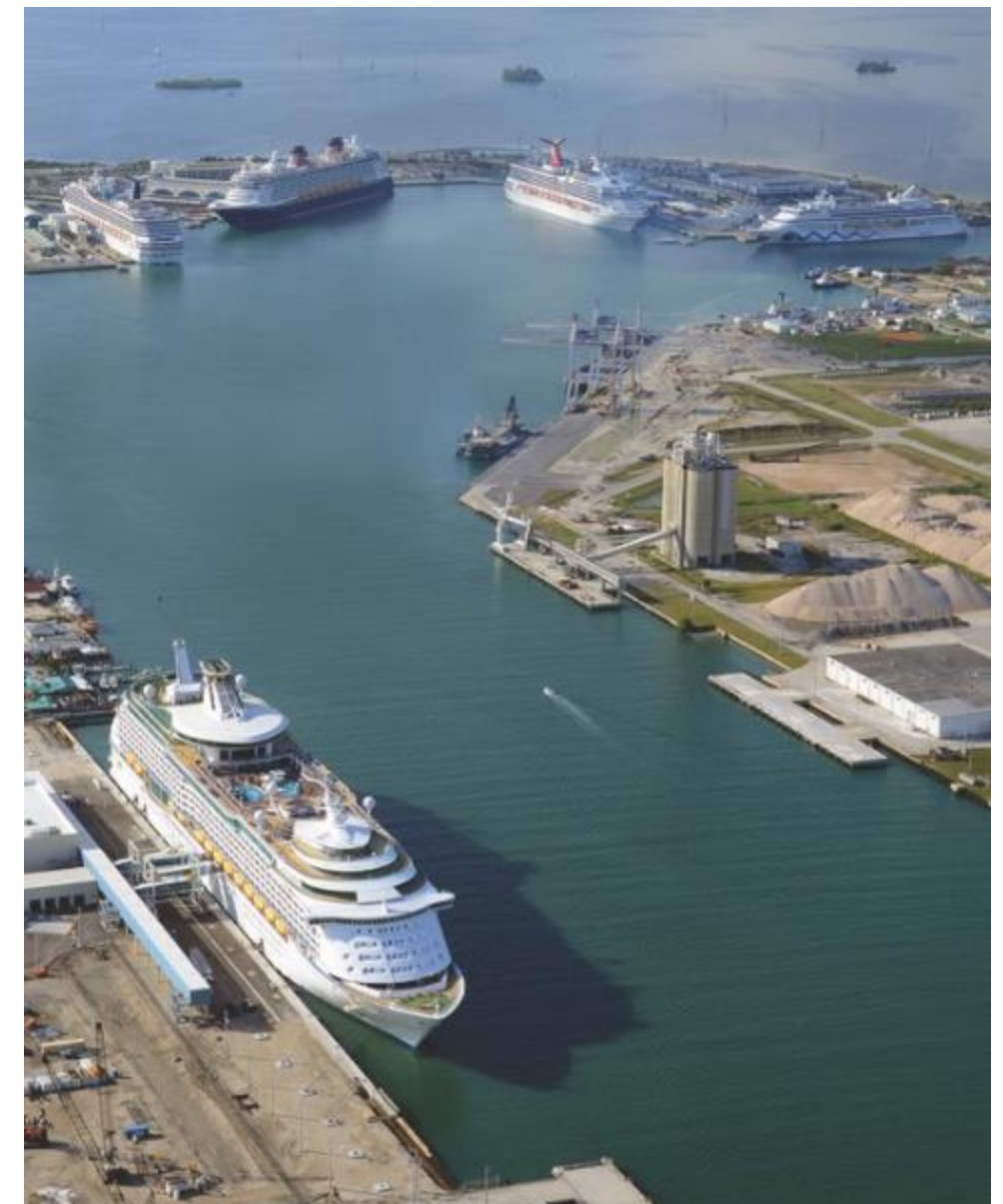


TITUSVILLE DEMAND GENERATORS

Port Canaveral, the second busiest cruise port in the world, hosts more than 6 million passengers annually for multiday cruises. The deepest East Coast Sea Port is geared to accommodate larger vessels due to a \$38 million-dollar construction project to improve the existing channels is under construction.

The port also clears 4 million tons of cargo per year; at the multi purpose cargo terminal. The port is currently undergoing a 5 year multi-million dollar overhaul including the following improvements;

- \$110 Million New Cruise Terminal One
- \$150 Million New Cruise Terminal Three
- \$48 Million Renovation - Cruise Terminal Five
- \$35 Million Renovation - Cruise Terminal Ten
- \$2 Million Renovation - Cruise Terminal Eight





TITUSVILLE DEMAND GENERATORS

Kennedy Space Center





TITUSVILLE DEMAND GENERATORS

SPACE X

Year to date through July 24th, 2022, Space X has launched 35 rockets and space crafts into space. There are four launches scheduled for August and a busy schedule for the balance of the year. In speaking with hoteliers in the market, they cannot remember a date when they were not sold out for a launch. This hotel will feature a roof top observation deck for those coming to the market and this will be the only hotel to feature such an amenity giving them a very competitive advantage from a revenue management standpoint.





DATE: August 4, 2022

VEHICLE: SpaceX Falcon 9

MISSION: Lunar orbiter designed by the Korea Aerospace Research Institute (KARI) to demonstrate technologies, survey lunar resources and produce a topographic map

LAUNCH SITE: Cape Canaveral Air Force Station - SLC 40

LAUNCH WINDOW: 7:08 pm



DATE: August 4, 2022

VEHICLE: United Launch Alliance Atlas V 500 Series

MISSION: A United Launch Alliance Atlas 5 rocket, designated AV-097, will launch the U.S. Space Force's sixth Space Based Infrared System Geosynchronous satellite, or SBIRS GEO 6, for missile early-warning detection. The rocket will fly in the 421 vehicle configuration with a four-meter fairing, two solid rocket boosters, and a single-engine Centaur upper stage.

LAUNCH SITE: Cape Canaveral Air Force Station - SLC 41

LAUNCH WINDOW: 6:29 am



DATE: August 9, 2022

VEHICLE: SpaceX Falcon 9

MISSION: A SpaceX Falcon 9 rocket will launch with another batch of Starlink internet satellites. The Falcon 9's first stage booster will land on a drone ship in the Atlantic Ocean.

LAUNCH SITE: Kennedy Space Center - LC-39A

LAUNCH WINDOW: 7:00 pm



DATE: August 29, 2022

VEHICLE: Artemis 1

MISSION: NASA's Space Launch System heavy-lift rocket will launch on its first test flight with an uncrewed Orion spacecraft. The mission, known as Artemis 1, will place the Orion spacecraft into orbit around the moon before the capsule returns to Earth for splashdown in the Pacific Ocean. Ten small CubeSat rideshare payloads will also launch on the Artemis 1 mission.

LAUNCH SITE: Kennedy Space Center - LC-39B

LAUNCH WINDOW: 8:33 am



TITUSVILLE DEMAND GENERATORS

Kennedy Space Center





DEMAND GENERATORS



Kennedy Space Center

The John F. Kennedy Space Center (KSC) is one of NASA's 10 field centers, and is their primary launch center for human spaceflight. There are about 700 facilities and building grouped together within the center's 144,000 acres. Among the unique facilities at KSC are the 525-foot tall Vehicle Assembly Building for stacking NASA's largest rockets, the Launch Control Center, which conducts space launches, the Operations and Checkout Building, which houses the astronauts dormitories and suit-up area, a Space Station Factory, and a 3-mile long Shuttle Landing Facility. KSC also has a visitors center on site that is open to the public. In 2021, KSC had an annual budget of \$2.218 Billion and a staff of 10,733.



Cape Canaveral Space Force Station

Cape Canaveral Space Force Station is located southeast of the Kennedy Space Center and is an installation of the United States Space Force. The facility encompasses 1,325 acres and has 3 active Space Launch Complexes including a 10,000 foot runway for military airlift aircraft capable of delivering heavy and outsized payloads to the Cape. Launch complexes are frequently modified and leased by private aerospace companies such as Space X and Blue Origin.



Space X

Space X is an aerospace manufacturer, provider of space transportation services, and a communications company that was originally established with the goal of reducing space transportation costs to enable the colonization of Mars. Space X was founded in 2002 by Elon Musk. The company is headquartered in California, but operates 3 launch facilities, 2 of which are near the subject property; Cape Canaveral Space Force Station (launch complex 40) and the Kennedy Space Center (launch complex 39A). Space X has been operating at the Cape Canaveral facility since 2010. Space X signed a 20 year lease for the launch site at the Kennedy Space Center in 2014.



Blue Origin

Blue Origin is a private aerospace manufacturer and sub-orbital spaceflight services company that aims to make access to space cheaper and more reliable through reusable launch vehicles. The company was founded in 2000 by Jeff Bezos, founder and chairman of Amazon. The company maintains a manufacturing facility for launch vehicles near the Kennedy Space Center, and utilizes Launch Complex 36 at Cape Canaveral Space Force Station to launch their New Glen rocket.



Patrick Space Force Base

Patrick Space Force Base is a United States Space Force installation located south of Cape Canaveral. The facility is home to Space Launch Delta 45, known as the 45th Space Wing. Other activities at Patrick SFB include the 920th Rescue Wing, the Air Force Technical Applications Center, and the Defense Equal Opportunity Management Institute. Total employment at the base is approximately 10,400. There are 13,099 military, dependents, civilian employees, and contractors on the base.



Parrish Medical Center

Parrish Medical Center is a public, not-for-profit 210-bed acute care hospital in Titusville, FL. The hospital opened in 1958 but was reconstructed at a cost of \$80 Million in 2002. The hospital serves north Brevard County



DEMAND GENERATORS



Florida Institute of Technology

The Florida Institute of Technology is a private research university located in nearby Melbourne, Florida. The university comprises four academic colleges: Engineering & Science, Aeronautics, Psychology & Liberal Arts, and Business. Approximately half of FIT's students are enrolled in the College of Engineering & Science. The school is located on a 130-acre campus near the Melbourne Orlando International Airport, the Florida Tech Research Park, and Space Coast. Enrollment at the university is approximately 6,775 with an academic staff of approximately 458. The school's endowment as of 2020 was \$110.9MM.



Orlando International Airport

Orlando International Airport is the tenth busiest airport in the United States. In 2019, the airport handled 50,613,072 passengers. Orlando International is a major international gateway for the mid-Florida region, with over 850 daily flights on 44 airlines. The facility operates 2 separate terminals and has a total of 93 gates. Orlando International is located 43 miles east of the subject property.



Disney World

Disney World is located 60 miles east of Titusville and is a major employer within the region. Disney World encompasses 25,000 acres, of which approximately half has been used. The resort comprises 4 theme parks; the Magic Kingdom, Epcot, Disney's Hollywood Studios, and Disney's Animal Kingdom. It also has two water parks, 31 themed hotels, 9 non-Disney hotels, several golf courses, a camping resort, and other entertainment venues. The Disney World Resort employs approximately 77,000 people.



Universal Orlando

Universal Orlando Resort is a theme park and entertainment resort complex located in Orlando that is a major employer within the region. The resort encompasses 541 acres and consists of two theme parks, a waterpark, and entertainment district, and eight hotels. Annual attendance is roughly 21 million (2017). Universal Orlando is 51 miles from Titusville.



University of Central Florida

The main campus of the University of Central Florida is located 32 miles east of Titusville. IN addition to the main campus, the University has 9 smaller regional campuses throughout central Florida and has approximately 70,406 total students (fall 2021). UCF is the second largest student body of any public university in the United States. The school has an endowment of approximately \$162.9MM, and annual budget of \$2.1 billion, and academic staff of approximately 1,906 and administrative staff of 10,448.



Boeing Space and Launch Division

In 2019, Boeing announced that it was relocating the headquarters of its Space Launch division to Titusville from Arlington, VA. The company has had a presence on Florida's Space Coast for six decades but this move represents a continuation of that legacy and future commitment.



DEMAND GENERATORS



Port Canaveral

Port Canaveral is located along the main shipping lines along Florida's east coast and offers 11 deep water berths and a deep draft main channel. Nearly 4 million tons of dry and liquid bulk cargo are handled annually at the port. Outside of cargo handling, the cruise industry is a major employment and demand generator for the region. Port Canaveral was ranked as the world's 2nd busiest cruise homeport for multi-day embarkments in 2021. Royal Caribbean recently announced that its new ship "Wonder of the Seas", the largest cruise ship in the world, will homeport at Port Canaveral beginning in November 2022.



Central Florida Research Park

The Central Florida Research Park is a campus-like environment for businesses, located adjacent to the University of Central Florida. The park encompasses 1,027 acres and is home to 145 companies within 65 buildings. There are approximately 10,000 employees working within the park. IN addition to the businesses, there are on-site hotels and banking facilities available for tenants and their guests. Uses within the park include office, lab space, and light manufacturing.



Terran Orbital

Terran Orbital is a satellite manufacturing company that is headquartered in Boca Raton and Torino, Italy. The company recently announced plans to invest \$300 million to build a new satellite manufacturing facility at Cape Canaveral Spaceport that will create 2,100 high-wage jobs by the end of 2025. Phase 1 of the project will include a 660,000 square foot facility that will be capable of producing 1,000 satellites each year. The company has stated that this will be the largest satellite manufacturing plant in the world.



Amazon

E-commerce giant Amazon.com has been rapidly expanding its footprint across the state of Florida, and has plans for a couple of new projects in the nearby Melbourne and Cocoa areas. The company is constructing a delivery station on a 65-acre site near West Eau Gallie Boulevard and Sarno Road which is expected to be complete in early 2022 as well as a 200,000 square foot last-mile distribution center on a 28.2 acre site at 3655 Grissom Parkway in Cocoa.

STR COMPETITIVE SET

STR Code	Name of Establishment	City & State	Zip Code	Class	Aff Date	Open Date	Rooms
52722	Hampton by Hilton Inn Titusville/I-95 Kennedy Space Center	Titusville, FL	32780	Upper Midscale Class	Jun 2004	Jun 2004	86
57153	Fairfield Inn & Suites Titusville Kennedy Space Center	Titusville, FL	32780	Upper Midscale Class	Jul 2008	Jul 2008	96
67724	TownePlace Suites Titusville Kennedy Space Center	Titusville, FL	32780	Upper Midscale Class	Oct 2018	Oct 2018	112
53877	Residence Inn Cape Canaveral Cocoa Beach	Cape Canaveral, FL	32920	Upscale Class	Mar 2006	Mar 2006	150
64640	Homewood Suites by Hilton Cape Canaveral Cocoa Beach	Cape Canaveral, FL	32920	Upscale Class	Apr 2016	Apr 2016	153
Total Properties:						5	597



Hampton Inn by Hilton Titusville



Fairfield Inn & Suites Titusville



TownePlace Suites Titusville



Residence Inn Cape Canaveral



Homewood Suites By Hilton Cape Canaveral

Of Importance to note, three out of five of the hotels in this comp set are in the Upper Midscale segment and aren't on the water, nor do they have views of Kennedy Space Center. The Courtyard and Hyatt Place opened in 4/22 and 6/20 respectively and as a result, there wasn't enough data to include them. Through the first six months of 2022, RevPAR for this comp set is up 43% demonstrating that they weren't impacted by the addition of new supply



CAMBRIA









STR DATA

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 18	91.6	10.0	143.78	12.0	131.72	23.2	15,035	0.0	13,774	10.0	1,980,423	23.2	4	485	100.0
Feb 18	92.8	3.1	167.39	6.0	155.29	9.3	13,580	0.0	12,598	3.1	2,108,823	9.3	4	485	100.0
Mar 18	95.2	2.5	174.45	8.9	166.03	11.6	15,035	0.0	14,309	2.5	2,496,229	11.6	4	485	100.0
Apr 18	89.8	-2.1	149.85	7.8	134.54	5.5	14,550	0.0	13,063	-2.1	1,957,527	5.5	4	485	100.0
May 18	86.5	0.4	140.55	12.3	121.51	12.7	15,035	0.0	12,999	0.4	1,826,945	12.7	4	485	100.0
Jun 18	89.9	0.6	146.23	14.0	131.49	14.6	14,550	0.0	13,083	0.6	1,913,174	14.6	4	485	100.0
Jul 18	87.7	-3.7	146.67	11.6	128.59	7.5	15,035	0.0	13,181	-3.7	1,933,305	7.5	4	485	100.0
Aug 18	89.6	3.8	140.49	14.1	125.83	18.4	15,035	0.0	13,467	3.8	1,891,919	18.4	4	485	100.0
Sep 18	75.5	2.9	130.87	0.6	98.82	3.5	14,550	0.0	10,987	2.9	1,437,863	3.5	4	485	100.0
Oct 18	66.1	-30.4	136.45	3.1	90.22	-28.3	18,507	23.1	12,237	-14.4	1,669,734	-11.7	5	597	100.0
Nov 18	70.7	-20.3	137.95	-0.5	97.47	-20.7	17,910	23.1	12,654	-1.9	1,745,636	-2.4	5	597	100.0
Dec 18	74.2	-14.3	136.16	-3.3	101.06	-17.1	18,507	23.1	13,736	5.5	1,870,246	2.0	5	597	100.0
Jun YTD 2018	90.9	2.3	153.87	9.9	139.92	12.5	87,785	0.0	79,826	2.3	12,283,121	12.5			
Total 2018	83.3	-5.2	146.28	7.2	121.88	1.7	187,329	5.8	156,088	0.3	22,831,824	7.6			
Jan 19	72.4	-21.0	139.22	-3.2	100.77	-23.5	18,507	23.1	13,396	-2.7	1,864,998	-5.8	5	597	100.0
Feb 19	90.2	-2.8	170.38	1.8	153.71	-1.0	16,716	23.1	15,080	19.7	2,569,363	21.8	5	597	100.0
Mar 19	92.0	-3.3	174.49	0.0	160.52	-3.3	18,507	23.1	17,025	19.0	2,970,751	19.0	5	597	100.0
Apr 19	91.3	1.7	144.90	-3.3	132.32	-1.6	17,910	23.1	16,355	25.2	2,369,825	21.1	5	597	100.0
May 19	86.3	-0.2	143.41	2.0	123.74	1.8	18,507	23.1	15,969	22.8	2,290,107	25.4	5	597	100.0
Jun 19	88.3	-1.8	146.61	0.3	129.42	-1.6	17,910	23.1	15,810	20.8	2,317,890	21.2	5	597	100.0
Jul 19	88.0	0.4	150.58	2.7	132.50	3.0	18,507	23.1	16,284	23.5	2,452,103	26.8	5	597	100.0
Aug 19	77.7	-13.3	135.51	-3.5	105.28	-16.3	18,507	23.1	14,379	6.8	1,948,435	3.0	5	597	100.0
Sep 19	65.4	-13.4	129.55	-1.0	84.71	-14.3	17,910	23.1	11,711	6.6	1,517,128	5.5	5	597	100.0
Oct 19	81.9	23.8	134.35	-1.5	109.98	21.9	18,507	0.0	15,149	23.8	2,035,319	21.9	5	597	100.0
Nov 19	83.5	18.2	135.93	-1.5	113.48	16.4	17,910	0.0	14,951	18.2	2,032,341	16.4	5	597	100.0
Dec 19	79.0	6.5	140.58	3.2	111.07	9.9	18,507	0.0	14,622	6.5	2,055,582	9.9	5	597	100.0
Jun YTD 2019	86.7	-4.7	153.61	-0.2	133.11	-4.9	108,057	23.1	93,635	17.3	14,382,934	17.1			
Total 2019	82.9	-0.5	146.21	-0.0	121.26	-0.5	217,905	16.3	180,731	15.8	26,423,842	15.7			
Jan 20	90.3	24.8	142.98	2.7	129.11	28.1	18,507	0.0	16,712	24.8	2,389,476	28.1	5	597	100.0
Feb 20	94.9	5.1	174.48	2.4	165.50	7.7	16,716	0.0	15,856	5.1	2,766,546	7.7	5	597	100.0
Mar 20	68.0	-26.0	166.73	-4.4	113.45	-29.3	18,507	0.0	12,593	-26.0	2,099,635	-29.3	5	597	100.0
Apr 20	33.2	-63.6	130.04	-10.3	43.23	-67.3	17,910	0.0	5,954	-63.6	774,240	-67.3	5	597	100.0
May 20	54.1	-37.3	131.51	-8.3	71.19	-42.5	18,507	0.0	10,018	-37.3	1,317,498	-42.5	5	597	100.0
Jun 20	57.6	-34.8	124.15	-15.3	71.47	-44.8	17,910	0.0	10,310	-34.8	1,280,005	-44.8	5	597	100.0
Jul 20	65.0	-26.1	129.28	-14.1	84.02	-36.6	18,507	0.0	12,028	-26.1	1,554,994	-36.6	5	597	100.0
Aug 20	60.1	-22.6	124.14	-8.4	74.64	-29.1	18,507	0.0	11,127	-22.6	1,381,301	-29.1	5	597	100.0
Sep 20	59.6	-8.9	118.86	-8.3	70.80	-16.4	17,910	0.0	10,669	-8.9	1,268,104	-16.4	5	597	100.0
Oct 20	55.1	-32.7	117.58	-12.5	64.79	-41.1	18,507	0.0	10,198	-32.7	1,199,057	-41.1	5	597	100.0
Nov 20	56.1	-32.8	120.34	-11.5	67.53	-40.5	17,910	0.0	10,051	-32.8	1,209,499	-40.5	5	597	100.0
Dec 20	51.5	-34.8	112.24	-20.2	57.80	-48.0	18,507	0.0	9,530	-34.8	1,069,680	-48.0	5	597	100.0
Jun YTD 2020	66.1	-23.7	148.75	-3.2	98.35	-26.1	108,057	0.0	71,443	-23.7	10,627,400	-26.1			
Total 2020	62.0	-25.3	135.58	-7.3	84.03	-30.7	217,905	0.0	135,046	-25.3	18,310,035	-30.7			
Jan 21	50.8	-43.7	110.89	-22.4	56.33	-56.4	18,507	0.0	9,401	-43.7	1,042,446	-56.4	5	597	100.0
Feb 21	61.2	-35.5	119.59	-31.5	73.13	-55.8	16,716	0.0	10,222	-35.5	1,222,473	-55.8	5	597	100.0
Mar 21	76.5	12.4	128.35	-23.0	98.19	-13.5	18,507	0.0	14,158	12.4	1,817,208	-13.5	5	597	100.0
Apr 21	80.1	140.9	129.84	-0.2	104.00	140.6	17,910	0.0	14,346	140.9	1,862,697	140.6	5	597	100.0
May 21	79.2	46.2	126.18	-4.1	99.88	40.3	18,507	0.0	14,649	46.2	1,848,442	40.3	5	597	100.0
Jun 21	83.1	44.3	130.12	4.8	108.12	51.3	17,910	0.0	14,882	44.3	1,936,395	51.3	5	597	100.0
Jul 21	81.3	25.1	140.25	8.5	114.07	35.8	18,507	0.0	15,053	25.1	2,111,150	35.8	5	597	100.0
Aug 21	65.7	9.2	131.51	5.9	86.35	15.7	18,507	0.0	12,152	9.2	1,598,084	15.7	5	597	100.0
Sep 21	62.5	4.9	124.67	4.9	77.90	10.0	17,910	0.0	11,190	4.9	1,395,102	10.0	5	597	100.0
Oct 21	69.4	25.9	130.68	11.1	90.67	39.9	18,507	0.0	12,841	25.9	1,678,015	39.9	5	597	100.0
Nov 21	73.6	31.2	131.51	9.3	96.85	43.4	17,910	0.0	13,190	31.2	1,734,559	43.4	5	597	100.0
Dec 21	76.7	48.9	130.57	16.3	100.11	73.2	18,507	0.0	14,190	48.9	1,852,780	73.2	5	597	100.0
Jun YTD 2021	71.9	8.7	125.29	-15.8	90.04	-8.4	108,057	0.0	77,658	8.7	9,729,661	-8.4			
Total 2021	71.7	15.7	128.62	-5.1	92.24	9.8	217,905	0.0	156,274	15.7	20,099,351	9.8			
Jan 22	78.1	53.7	135.23	22.0	105.59	87.5	18,507	0.0	14,451	53.7	1,954,244	87.5	5	597	100.0
Feb 22	89.3	46.0	162.12	35.6	144.72	97.9	16,716	0.0	14,922	46.0	2,419,180	97.9	5	597	100.0
Mar 22	90.6	18.4	165.34	28.8	149.82	52.6	18,507	0.0	16,770	18.4	2,772,764	52.6	5	597	100.0
Apr 22	86.0	7.4	152.87	17.7	131.47	26.4	17,910	0.0	15,403	7.4	2,354,716	26.4	5	597	100.0
May 22	81.0	2.4	147.32	16.8	119.37	19.5	18,507	0.0	14,996	2.4	2,209,271	19.5	5	597	100.0
Jun 22	86.5	4.1	146.89	12.9	127.00	17.5	17,910	0.0	15,485	4.1	2,274,659	17.5	5	597	100.0
Jun YTD 2022	85.2	18.5	151.96	21.3	129.42	43.7	108,057	0.0	92,027	18.5	13,984,834	43.7			



FIVE YEAR PRO FORMA

Cambria Suites Titusville Projections

Year	Year 1 2027				Year 2 2028					Year 3 2029					Year 4 2029					Year 5 2030				
	Projection				Projection					Projection					Projection					Projection				
Number of Rooms	153				153					153					153					153				
Available Rooms Per Year	55,845				55,845					55,845					55,845					55,845				
Occupied Rooms Per Year	37,416 % Chg				41,325 % Chg					41,884 % Chg					41,884 % Chg					41,884 % Chg				
Occupancy	67.0%				74.0% 10.4%					75.0% 1.4%					75.0% 0.0%					75.0% 0.0%				
ADR	\$205.00				\$214.23 4.5%					\$220.65 3.0%					\$227.27 3.0%					\$234.09 3.0%				
RevPAR	\$137.35				\$158.53 15.4%					\$165.49 4.4%					\$170.45 3.0%					\$175.57 3.0%				
	Total	%	POR	Per Rm	Total	%	POR	Per Rm	% Chg	Total	%	POR	Per Rm	% Chg	Total	%	POR	Per Rm	% Chg	Total	%	POR	Per Rm	% Chg
Departmental Revenues																								
Rooms	7,670,311	86.4%	\$205.00	\$50,133	8,852,912	86.1%	\$214.23	\$57,862	15.4%	9,241,723	86.1%	\$220.65	\$60,403	4.4%	9,518,974	86.1%	\$227.27	\$62,216	3.0%	9,804,544	86.1%	\$234.09	\$64,082	3.0%
Food and Beverage	1,085,068	12.2%	\$29.00	\$7,092	1,288,316	12.5%	\$31.18	\$8,420	18.7%	1,344,898	12.5%	\$32.11	\$8,790	4.4%	1,385,245	12.5%	\$33.07	\$9,054	3.0%	1,426,802	12.5%	\$34.07	\$9,326	3.0%
Food	299,329	27.6%	\$8.00	\$1,956	355,398	27.6%	\$8.60	\$2,323	18.7%	371,006	27.6%	\$8.86	\$2,425	4.4%	382,136	27.6%	\$9.12	\$2,498	3.0%	393,601	27.6%	\$9.40	\$2,573	3.0%
Beverage	785,739	72.4%	\$21.00	\$5,136	932,919	72.4%	\$22.58	\$6,098	18.7%	973,891	72.4%	\$23.25	\$6,365	4.4%	1,003,108	72.4%	\$23.95	\$6,556	3.0%	1,033,201	72.4%	\$24.67	\$6,753	3.0%
Other Operated Departments	46,770	0.5%	\$1.25	\$306	53,206	0.5%	\$1.29	\$348	13.8%	55,543	0.5%	\$1.33	\$363	4.4%	57,209	0.5%	\$1.37	\$374	3.0%	58,926	0.5%	\$1.41	\$385	3.0%
	46,770	0.5%	\$1.25	\$306	53,206	0.5%	\$1.29	\$348	13.8%	55,543	0.5%	\$1.33	\$363	4.4%	57,209	0.5%	\$1.37	\$374	3.0%	58,926	0.5%	\$1.41	\$385	3.0%
Misc. Income	75,000	0.8%	\$2.00	\$490	82,500	0.8%	\$2.00	\$539	10.0%	86,625	0.8%	\$2.07	\$566	5.0%	89,224	0.8%	\$2.13	\$583	3.0%	91,900	0.8%	\$2.19	\$601	3.0%
Total Revenues	8,877,149	100.0%	\$237.25	\$58,021	10,276,935	100.0%	\$248.68	\$67,170	15.8%	10,728,789	100.0%	\$256.16	\$70,123	4.4%	11,050,652	100.0%	\$263.84	\$72,226	3.0%	11,382,172	100.0%	\$271.76	\$74,393	3.0%
Departmental Expenses																								
Rooms	1,365,689	17.8%	\$36.50	\$8,926	1,553,625	17.5%	\$37.60	\$10,154	13.8%	1,621,858	17.5%	\$38.72	\$10,600	4.4%	1,670,514	17.5%	\$39.88	\$10,918	3.0%	1,720,629	17.5%	\$41.08	\$11,246	3.0%
Food and Beverage	976,562	90.0%	\$26.10	\$6,383	1,030,653	80.0%	\$24.94	\$6,736	5.5%	1,049,020	78.0%	\$25.05	\$6,856	1.8%	1,080,491	78.0%	\$25.80	\$7,062	3.0%	1,112,906	78.0%	\$26.57	\$7,274	3.0%
Other Operated Departments	21,047	45.0%	\$0.56	\$138	23,943	45.0%	\$0.58	\$156	13.8%	24,994	45.0%	\$0.60	\$163	4.4%	25,744	45.0%	\$0.61	\$168	3.0%	26,517	45.0%	\$0.63	\$173	3.0%
0	21,047	45.0%	\$0.56	\$138	23,943	45.0%	\$0.58	\$156	13.8%	24,994	45.0%	\$0.60	\$163	4.4%	25,744	45.0%	\$0.61	\$168	3.0%	26,517	45.0%	\$0.63	\$173	3.0%
Total Departmental Expenses	2,363,298	26.6%	\$63.16	\$15,446	2,608,220	25.4%	\$63.11	\$17,047	10.4%	2,695,873	25.1%	\$64.37	\$17,620	3.4%	2,776,749	25.1%	\$66.30	\$18,149	3.0%	2,860,051	25.1%	\$68.29	\$18,693	3.0%
Total Departmental Profit	6,513,852	73.4%	\$174.09	\$42,574	7,668,714	74.6%	\$185.57	\$50,122	17.7%	8,032,916	74.9%	\$191.79	\$52,503	4.7%	8,273,903	74.9%	\$197.54	\$54,078	3.0%	8,522,120	74.9%	\$203.47	\$55,700	3.0%
Undistributed Expenses																								
Administrative and General	286,875	3.2%	\$7.67	\$1,875	301,219	2.9%	\$7.29	\$1,969	5.0%	310,255	2.9%	\$7.41	\$2,028	3.0%	319,563	2.9%	\$7.63	\$2,089	3.0%	329,150	2.9%	\$7.86	\$2,151	3.0%
Credit Card Commissions	266,314	3.0%	\$7.12	\$1,741	308,308	3.0%	\$7.46	\$2,015	15.8%	321,864	3.0%	\$7.68	\$2,104	4.4%	331,520	3.0%	\$7.92	\$2,167	3.0%	341,465	3.0%	\$8.15	\$2,232	3.0%
Sales and Marketing	198,900	2.2%	\$5.32	\$1,300	204,867	2.0%	\$4.96	\$1,339	3.0%	211,013	2.0%	\$5.04	\$1,379	3.0%	217,343	2.0%	\$5.19	\$1,421	3.0%	223,864	2.0%	\$5.34	\$1,463	3.0%
Franchise Fees	859,075	9.7%	\$22.96	\$5,615	991,526	9.6%	\$23.99	\$6,481	15.4%	1,035,073	9.6%	\$24.71	\$6,765	4.4%	1,066,125	9.6%	\$25.45	\$6,968	3.0%	1,098,109	9.6%	\$26.22	\$7,177	3.0%
Info and Telecom	91,800	1.0%	\$2.45	\$600	94,554	0.9%	\$2.29	\$618	3.0%	97,391	0.9%	\$2.33	\$637	3.0%	100,312	0.9%	\$2.40	\$656	3.0%	103,322	0.9%	\$2.47	\$675	3.0%
Property Operations and Maint.	275,400	3.1%	\$7.36	\$1,800	289,170	2.8%	\$7.00	\$1,890	5.0%	303,629	2.8%	\$7.25	\$1,985	5.0%	318,810	2.9%	\$7.61	\$2,084	5.0%	328,374	2.9%	\$7.84	\$2,146	3.0%
Utilities	252,450	2.8%	\$6.75	\$1,650	265,073	2.6%	\$6.41	\$1,733	5.0%	273,025	2.5%	\$6.52	\$1,784	3.0%	281,215	2.5%	\$6.71	\$1,838	3.0%	289,652	2.5%	\$6.92	\$1,893	3.0%
Total Undistributed Expenses	2,230,814	25.1%	\$59.62	\$14,580	2,454,716	23.9%	\$59.40	\$16,044	10.0%	2,552,249	23.8%	\$60.94	\$16,681	4.0%	2,634,889	23.8%	\$62.91	\$17,221	3.2%	2,713,935	23.8%	\$64.80	\$17,738	3.0%
Gross Operating Profit	4,283,037	48.2%	\$114.47	\$27,994	5,213,998	50.7%	\$126.17	\$34,078	21.7%	5,480,667	51.1%	\$130.85	\$35,821	5.1%	5,639,014	51.0%	\$134.63	\$36,856	2.9%	5,808,185	51.0%	\$138.67	\$37,962	3.0%
Management Fee	266,314	3.0%	\$7.12	\$1,741	308,308	3.0%	\$7.46	\$2,015	15.8%	321,864	3.0%	\$7.68	\$2,104	4.4%	331,520	3.0%	\$7.92	\$2,167	3.0%	341,465	3.0%	\$8.15	\$2,232	3.0%
Fixed Expenses																								
Property Taxes	160,650	1.8%	\$4.29	\$1,050	165,470	1.6%	\$4.00	\$1,082	3.0%	170,434	1.6%	\$4.07	\$1,114	3.0%	175,547	1.6%	\$4.19	\$1,147	3.0%	180,813	1.6%	\$4.32	\$1,182	3.0%
Insurance	225,000	2.5%	\$6.01	\$1,471	231,750	2.3%	\$5.61	\$1,515	3.0%	238,703	2.2%	\$5.70	\$1,560	3.0%	245,864	2.2%	\$5.87	\$1,607	3.0%	253,239	2.2%	\$6.05	\$1,655	3.0%
Total Fixed Expenses	385,650	4.3%	\$10.31	\$2,521	397,220	3.9%	\$9.61	\$2,596	3.0%	409,136	3.8%	\$9.77	\$2,674	3.0%	421,410	3.8%	\$10.06	\$2,754	3.0%	434,052	3.8%	\$10.36	\$2,837	3.0%
EBITDA	3,631,073	40.9%	\$97.05	\$23,733	4,508,470	43.9%	\$109.10	\$29,467	24.2%	4,749,667	44.3%	\$113.40	\$31,044	5.3%	4,886,085	44.2%	\$116.66	\$31,935	2.9%	5,032,667	44.2%	\$120.16	\$32,893	3.0%
FF&E Reserve	88,771	1.0%	\$2.37	\$580	205,539	2.0%	\$4.97	\$1,343	131.5%	321,864	3.0%	\$7.68	\$2,104	56.6%	331,520	3.0%	\$7.92	\$2,167	3.0%	341,465	3.0%	\$8.15	\$2,232	3.0%
NOI	3,542,301	39.9%	\$94.67	\$23,152	4,302,932	41.9%	\$104.12	\$28,124	21.5%	4,427,804	41.3%	\$105.72	\$28,940	2.9%	4,554,565	41.2%	\$108.74	\$29,768	2.9%	4,691,202	41.2%	\$112.01	\$30,661	3.0%



SPONSORSHIP OVERVIEW

Titusville Mall, LLC. is a real estate development and investment company owned by entrepreneur Jesse Wright. Mr. Wright has been in the real estate business since 1995, with a focus on commercial value-add property, management, and leasing. The company has repositioned over 1,000,000 square feet of property and also provides management and leasing consulting services to other owners. In addition to real estate, Mr. Wright owns an entertainment production company, J.W. Productions, which recently produced its first feature film The Memory Scanner. Below is a partial list of real estate projects completed and/or owned by ventures sponsored by Mr. Wright:

PYRAMID OFFICE PARK

Pyramid Office & Medical Park is a 3 story, 29,029 square foot landmark medical and office building situated on the signalized corner of Hawthorne Boulevard and 230th street in Torrance, CA. Mr. Wright acquired the building vacant and renovated the entire vacant property's interior and exterior along with reconfiguring the layout to allow for a more successful leasing plan. The property is now stabilized, and leased to a multitude of tenants including California Retail Properties' corporate headquarters.

HARBOR COVE PLAZA

Harbor Cove Plaza is a 2-building, mid rise 50,000 square foot office & medical plaza with U.S. Bank on the ground floor located in Rancho Palos Verdes, CA. Mr. Wright acquired the building with significant "big blocks" of vacancy that has sat dormant for long periods of time waiting for large leases to come. Mr. Wright demised the space into smaller usable suites that better fit the demand for modern tenants and successfully leased the property.

IRVINE BUSINESS CENTER

Irvine Business Center is a two-building, 40,000-sq. ft. of office complex located at 2101 and 2091 Business Center Drive in Irvine CA. The property represents a renovation and lease-up business plan of a 1979 vintage well-located asset into a creative office campus that is highly desirable for today's modern tenant.

SELMA PLAZA

Selma Plaza is a 100,000 square foot shopping center located near Fresno, CA that Mr. Wright purchased in 2010 when it was approximately 48% occupied. Mr. Wright repositioned the center and implemented an aggressive leasing plan that attracted both local and national tenants. Mr. Wright successfully lease Selma Plaza to 100% occupancy.

LAKE ARROWHEAD LAND DEVELOPMENT

Mr. Wright acquired 15 acres of raw land in Lake Arrowhead, California, that has 840 feet of frontage on North Bay Road and impressive views of the lake. The project is the planning stages for a 41-lot development.





SPONSORSHIP OVERVIEW

MULTIFAMILY INVESTMENTS

Throughout his career, Mr. Wright has owned and managed thirteen apartment buildings in the Los Angeles MSA totaling 550 units. These properties were acquired, leased, and renovated to increase value. Notable projects include 5th & Maryland (90 units in Los Angeles), Kenmore Apartments (48 units in Los Angeles), Cooper Apartments (29 units in Los Angeles), and Bay Pointe Apartments (73 units in Hawthorne).

JACKSON SQUARE PROMENADE

Jackson Square Promenade is a 345,000 square foot regional mall, the largest outdoor mall in Jackson, Mississippi, that Mr. Wright acquired in 2012, after controlling the project for 2 years through an option contract. The mall had struggled significantly for several years, with most of the space entirely vacant upon purchase. Over the years, Mr. Wright implemented a significant redevelopment and re-plan of the 37-acre site which created smaller leasable spaces and an event center that helped drive traffic. Approximately 15% of the property was redeveloped for entertainment, weddings, concerts, etc. The property was brought up to 60% occupancy and sold in 2019.

CROSSVILLE OUTLET CENTER

Crossville Outlet Center is a 152,000 square foot shopping center located in Crossville, Tennessee, in between Nashville and Knoxville. Mr. Wright acquired the property and implemented an interior and exterior renovation program to attract local and national tenants while also demising large block vacancies into smaller storefronts that are more appealing to the needs of today's retailer. Crossville Center was successfully sold after a holding period of approximately 6 years.

PARKWAY SQUARE

Parkway Square is a 37,000 square foot shopping center in Birmingham, Alabama, that Mr. Wright acquired at a significant discount to replacement cost given the property's low occupancy. After closing, Mr. Wright implemented a successful renovation and leasing plan and ultimately sold the property after a 3 year holding period.

DESOTO PLAZA

Desoto Plaza is a 60,000 square foot shopping center in Southaven, Mississippi, that Mr. Wright acquired in 2009 when the property was only 40% occupied. After closing, Mr. Wright implemented a successful renovation and leasing plan with strict management controls, and ultimately sold the property for nearly 4x the purchase price after a 5 year holding period.

TITUSVILLE MALL

Titusville Mall, originally known as Searstown Mall (subject property) is a 290,000 square foot regional mall that sits on 22-acres facing highway 1, the Indian River, and Cape Canaveral Space Force Station. Mr. Wright acquired the struggling shopping center in 2018 and has successfully entitled the site for a redevelopment that includes 340 residential units, a 150-key hotel, and 110,000 square feet of office & retail space.





SPONSORSHIP OVERVIEW

Several key members of the project team have been identified, and some are still to be determined:

ARCHITECT

CES Design Group is a full-service architectural design firm that provides preliminary design, planning, design development, construction drawings, and construction management services to developers. The company has multiple offices throughout Florida and an impressive list of completed projects throughout the state. <https://www.cesdgroup.com>

LANDSCAPE PLANNER

Catalyst Design Group is providing landscaping design services to the subject property. The firm is an innovative, multidisciplinary firm with combined expertise in planning, civil engineering, and landscape architecture with regional offices in Tennessee and Orlando. The firm's experience spans virtually all asset types and they have an impressive track record of projects throughout the southeast, Midwest, and Western United States. <https://catalyst-dg.com>

CIVIL ENGINEER

Honeycutt & Associates is a local civil engineering firm that provides site development, mapping, phasing, engineering studies, permitting, and other services to developers in the Titusville Florida regional market. Honeycutt & Associates has been providing several of these services to the subject property and is the main civil engineering firm for the project. <http://www.honeycutt.cc/>

GENERAL CONTRACTOR

The general contractor for the project has not been selected, but Mr. Wright is currently working with four firms that have indicated interest and submitted preliminary cost estimates. These firms include Welbro Building Corporation, Kast Construction, Rush Construction, Hedrick Brothers Construction, and NashBuilt Construction. All of the prospective general contractors are highly qualified and have completed significant projects in the regional market.



Design Group, Inc.
Architecture • Planning





TPG MANAGEMENT

HOSPITALITY MANAGEMENT PARTNER





Integrated Approach to Hospitality Management



OPERATIONS EXCELLENCE

Best practices are upheld throughout all levels of the organization, from housekeeping to food and beverage and all guest facing services.

EMPLOYEE/GUEST RELATIONSHIP

TPG prides itself on hiring, and retaining, the very best talent available. Our passionate staff work together to create unforgettable and unmatched experiences for our guests.



ACCOUNTING & FINANCE

Strategic, replicable and systematic, our team brings decades of experience to managing the nuances of hospitality finance, tax management, payroll, insurance, and procurement.

YIELD MANAGEMENT

Continuously book the best rate, at the right time, again and again. Revenue and rate management are key to an establishment's success.





PEOPLE | PROCESS | RESOURCES



EXPERIENCED AND TENURED LEADERSHIP

NAME	TITLE	EXPERIENCE	YEARS WITH FIRM
EXECUTIVE COMMITTEE, PRINCIPALS			
James A. Procaccianti	President, CEO, Principal	45	45
Elizabeth A. Procaccianti	Chief Operations Officer, Principal	40	38
Gregory D. Vickowski	Chief Financial Officer, Principal	38	35
Robert Leven	Chief Investment Officer, Principal	33	23
Mark Bacon	Chief Construction Officer, Principal	37	37
	Average	39	36

SENIOR LEADERSHIP AND MANAGEMENT TEAM

Ben Perelmuter	President / COO, TPG Hotels & Resorts	26	2
Mike Marshall	CEO, TPG Hotels & Resorts	32	32
Tim Muir	Chief Development Officer	36	2
Ron Hadar	General Counsel	28	8
Scott McMahon	Executive Vice President, Development	25	20
Peter Ziegler	Senior Vice President, Asset Management	14	14
Michael Voccola	Corporate Vice President, Assistant General Counsel	40	25
Nathan Paquet	Executive Vice President, Finance	25	15
Andrew Meservey	Vice President, Controller	32	14
William Walker	Vice President, Asset Management	35	25
Ralph V. Izzi Jr.	Vice President, Corporate Marketing and Public Affairs	33	19
Kimberly Benevides	Vice President, Fund Accounting and Family Office	35	32
Michael Brown	Vice President, Business Intelligence	31	25
Dara Morreo	Vice President, Human Resources	32	17
Brad Fraizer	Vice President, Sales and Marketing	20	1
	Average	28	17



TEAM OVERVIEW

Senior Operations Leadership

**BEN PERELMUTER***President/Chief Operating Officer*

Ben Perelmutter is the President and Chief **Operating Officer of TPG Hotels & Resorts**. He is responsible for overseeing the operational performance of TPG's entire hospitality portfolio and reports to the Procaccianti Companies Executive Committee. Prior to joining TPG Hotels & Resorts, Ben served as Divisional President of Aimbridge Hospitality and was responsible for managing the operational performance of more than 400 properties across all major brands within the United States, as well as assisting in the execution of 10 mergers and acquisitions of competitive hospitality management companies.

**MICHAEL P. MARSHALL***Chief Executive Officer*

CEO Michael P. Marshall literally grew up in the hotel business. Throughout his 35-plus-year career, he has worked in virtually every position within a hotel, overseeing the company's current portfolio of managed properties. He has managed, worked at, invested in, and developed more than 175 properties in his career, which gives him the understanding to look at an issue from the worker's, operator's, and owner's point of view to determine the best solution.

**DAVID HARVILL***Executive Vice President of Finance*

A 33-plus-year hospitality veteran, Dave Harvill brings valuable property, regional, and corporate level experience from several respected hotel companies and privately held hotel ownership, management, and consultancy groups. In his current role, he is responsible for **the entire accounting discipline for the firm's** property operations, training, audit, information technology, and consulting. Prior to joining the **company he held a variety of industry finance** positions, including property controller, area controller, regional controller, and assistant corporate controller.



TEAM OVERVIEW

Business Development

**TIM MUIR***Chief Development Officer*

Tim Muir has been a leader in the hospitality, franchise sales and development, and food and beverage industry for nearly four decades. He has invested his entire career building professional relationships with the franchise development teams at IHG, Hyatt, Marriott, Wyndham, Choice, Hilton, and Best Western, as well as countless ownership groups, industry associations and other professionals. Since 2014, Muir has served on the board of directors of the William F. Harrah College of Hotel Administration at the University of Nevada Las Vegas Hotel School. He also studied at the École Hôtelière hotel and culinary school in Lausanne, Switzerland.

**SCOTT MCMAHON***Executive Vice President of Development*

Scott McMahon is a 25-year hotel industry veteran who has played a key role throughout his career in successfully turning around underperforming hotels. McMahon coordinates third-party management agreements and owner relations, negotiates franchise agreements, and assists lenders and owners on hotel sales, site selection, **financing, and new build developments.** Prior to joining TPG Hotels & Resorts, he negotiated and executed over 150 management agreements, including numerous hotels in the top MSA markets on the east coast during his tenure with Marshall Hotels & Resorts, Inc.



TEAM OVERVIEW

Accounting & Finance



— DAVID HARVILL

Executive Vice President of Finance

As a hospitality veteran with precision corporate expertise at the forefront of everything he does, David Harvill's experience spans large-scale, independent, as well as private hospitality and hotel ownership, management, and consultancy. Acting as TPG's **accounting lead, he oversees all financial operations,** reporting, audits, analysis, and corporate approvals.

WHAT WE DO

We utilize our corporate expertise and experience to assist properties of all sizes in every accounting discipline. By instituting standardized reporting across properties, we are able to streamline processes, **allowing regional and corporate offices direct access to daily** accounting as well as monthly results. With access to hundreds of comparable hotels, TPG is able to benchmark growth, success, and optimization opportunities while also performing monthly forecasting.

- Declining Balance Expense Checkbooks
- Monthly Closing Calls
- Monthly Review of Current & Future Cash Flow
- Corporate Sales Tax Manager
- Corporate Approval of Hotel Controller
- Processes & Safeguards to Protect Cash Movement
- Annual Audits Performed by External CPA Firm
- Detailed GAAP & Tax Basis Fixed Asset Schedules
- Monitoring of Tax Credit Opportunities
- Cost Segregation Studies
- Treasury Banking Initiative



TEAM OVERVIEW

Sales & Marketing



BRAD FRAIZER*Vice President of Sales & Marketing*

Brad has over 20 years of experience in hospitality and sales and is known for his innovative marketing knowledge, building owner and brand relations, and investing in a strong company sales culture. With a degree from University of Texas at Arlington and as a member of the Global Business Travel Association, he is committed to building community relationships while cultivating a collaborative and productive working culture.

WHAT WE DO

At TPG, our Sales team oversees both owned and managed assets. Our goals are to always meet budget, move market shares, grow our teams, and maintain excellent owner relations. We utilize decades of experience and specialized brand acumen to maximize sales opportunities while leveraging the owned strength of each of our hospitality brands.

- Revenue Planning
- Forecasting
- Contract Negotiations
- Account Retention
- Leading Teams
- Market Analysis
- Strategic Sales
- Event Planning
- Account Acquisition
- Strategic Planning



TEAM OVERVIEW

Revenue Management



DYLAN GREER*Vice President of Revenue Management*

Highly strategic and committed to generating top-line revenue throughout the portfolio, Dylan Greer currently oversees TPG's third-party portfolio, directly working with over 150 properties. With his extensive experience, Dylan began as an intern at TPG, working his way up to Revenue Manager, then Regional Director of Revenue Management, to now managing a team of 10 Revenue Managers and Regional Directors.

WHAT WE DO

We are highly focused on optimizing revenue streams and driving **profitability across channels at every property in our portfolio. With a** concentration on RevPAR and top-line revenue growth, our in-house Revenue Management team has a holistic understanding of what it takes for a property to create and maintain growth across the board.

- Optimize Revenue Streams
- **Focus on Profitability Across Channels**
- Proprietary File Management System
- Exclusive Agreements with Premier Productivity Management Tools
- Exclusive Pricing
- Drive Revenue to Properties
- Strategic Partnership
- Analysis of Top and Bottom-Line Revenue Impact



TEAM OVERVIEW

Marketing & Digital



ALLIE SINGER*Vice President of Marketing & Digital Strategy*

Dedicated to the spirit of independent and boutique hospitality, Allie Singer began as a Property Director of Sales & Marketing and as the Corporate Director of eCommerce at TPG before creating the Marketing & Digital Strategy department as a wraparound solution for all TPG owned and operated hotels, F&B outlets, and marinas.

WHAT WE DO

We have operated hotels for decades and, in those years, we've not only learned what works, we've perfected a system to execute those needs time and time again. Our robust digital and marketing platform and key partnerships deliver the full suite of services every hotel owner and operator needs for success.

- Email Marketing
- Organic Social
- Website Development & Maintenance
- SEO Experts
- Print & Digital Ad Development
- Graphic Design
- Branding
- Photography & Videography Curation and Guidance
- Reporting & Analytics
- Overall Marketing Strategy for Hotel, Resort, F&B and Marinas
- Brand Support with Ideation of Package and Promo Development



SOUTHEAST REGIONAL OFFICE

231 Royal Palm Way
Palm Beach, Florida 33480
561-440-2075

NATIONAL OPERATIONS HEADQUARTERS

District 121 | 7300 SH121 Suite 500
McKinney, Texas 75070

REGIONAL OFFICES

Atlanta | New York | Salisbury | Providence



TIM MUIR

Chief Development Officer

tmuir@tpghotelsandresorts.com

Direct: 404.307.8344

Eastern Regional Office

3625 Cumberland Blvd, Suite 240
Atlanta, Georgia 30339
678.349.5000