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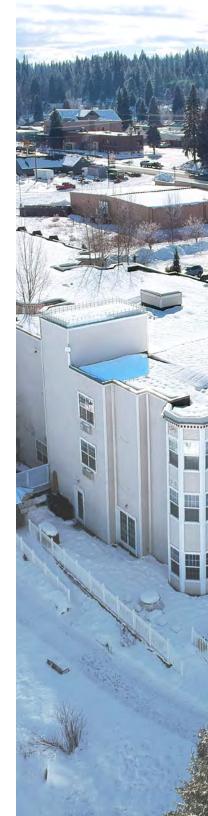
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The Ashley Inn

500 North Main Street, Cascade, Idaho 83611

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IN ASSOCIATION WITH

CURTIS CLUFF

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The Ashley Inn

500 North Main Street, Cascade, Idaho 83611

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INVESTMENT HIGHLIGHTS

THE ASHLEY INN

500 NORTH MAIN STREET, CASCADE, ID 83611

OFFERING PRICE

\$5,000,000

VITAL DATA	
Price	\$5,000,000
Rooms	67
Price per Key	\$74,627
Stories	Three
Room Revenue: 2019 / 2020	\$1,124,113 / \$1,098,048
Year Built	2003





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INVESTMENT OVERVIEW

Marcus & Millichap has been chosen to exclusively market for sale The Ashley Inn, an unencumbered by flag, 3-story 67 room interior-corridor hotel located in Cascade, Idaho. Built in 2003, The Ashley Inn is a three-story, elegantly appointed interior-corridor resort. Exquisite Victorian architecture, inspired by the Hotel del Coronado, entices visitors from around the world. The premises consist of 59,948 square feet situated upon 4.13 acres of land.

Own a piece of Idaho's pride along its stunning National Scenic Byway. Cascade is situated well within the boundaries of the mountainous, alpine-forested region that stretches from the upper boundaries of the Great Basin nearly to the Arctic Circle. The Ashley Inn is a popular destination for those in nearby Boise for romantic getaways, outdoor recreation enthusiasts and luxury-seeking visitors from both across the US and abroad. Exquisite Victorian architecture, inspired by the famed Hotel del Coronado, boasts an iconic grand turret atop the opulent Governor's suite and the 2,500+ sf event/ meeting space below, all which overlook the breathtaking mountain ranges. An elegant lobby with cozy fireplace and grand staircase welcomes visitors year-round. Magnificent interior corridor guestrooms and suites, many with private alcove entrances, offer a variety of luxury accommodations including lavish Jetted Therapy Tubs, cushioned white robes, electric fireplaces, comfortable sitting areas and beautiful views through the striking arched and bay windows. Central fireplace and beveled ceiling bring added warmth to the spacious dining area. Heated pool and jacuzzi provide added entertainment and the fitness room provide a welcome respite to the excitement of the outdoors. The outdoor terrace, great lawn and gazebo are perfect for retreats, events and romantic getaways. Breathtaking beauty of the surrounding valley and sweeping vistas along the Payette River Scenic Byway further entice visitors to make this journey to an

unforgettable nature's hideaway.

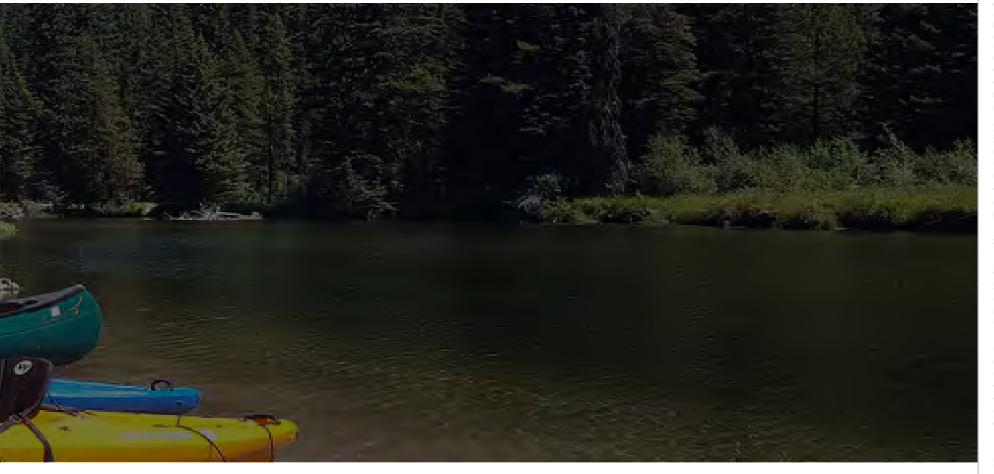
INVESTMENT HIGHLIGHTS

- ▶ Immaculate Victorian-Style Three-Story Resort
- ► Architecture Inspired by San Diego's Famed Hotel del Coronado
 - ▶ 67 Interior-Corridor Guest Rooms & Luxury Suites
 - ▶ Idyllic Destination with Abundant Recreation Opportunities
 - ▶ Seventy-Five Miles/1.5 Hour Drive from Boise, Idaho
 - ► Half-Mile Walk to Lake Cascade
 - ► Five Minute Walk to the Payette River
 - ► Two Miles to Exhilarating Kelly's Whitewater Park
 - ▶ Twenty-Three Miles to Newly Opened Tamarack Ski Resort
 - ► Thirty Miles to McCall, Idaho
 - ► Thirty-Eight Miles to Brundage Ski Resort
 - ► Surrounded by Countless Mountain Range Adventures
 - ► Four Beautiful Seasons of Outdoor Activities
 - ► Competition-Free Luxury Accommodations Serving Cascade
 - ► Excellent Revenue-Growth Opportunities Available





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COMMON AREA FEATURES

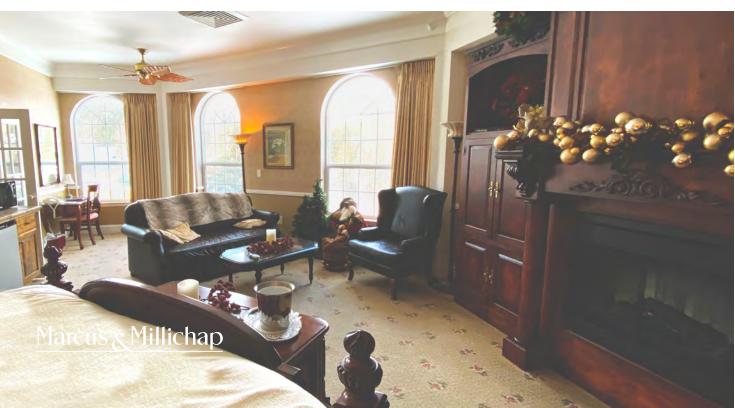
- ▶ 24-Hour Heated Pool & Spa
- Complimentary Breakfast Buffet with Fireside Dining Area and Adjacent Outdoor Terrace
- ▶ Large (180 Seat) and Small (25 Seat) Conference Rooms
- ▶ Spacious, Well-Appointed Lobby with Fireplace
- Business Nook
- Complimentary Coffee
- Complimentary Wi-Fi
- ▶ Great Lawn & Gazebo

ROOM AMENITIES

- ▶ 32" LED Flat Screen TVs
- ► Step-In Therapy Jacuzzi and Walk-In Shower (13 Suites)
- ▶ Electric Fireplace (In Suites)
- ▶ Wet Bar (In Suites)
- Work Desk with Lamp
- Desk-Level Electrical Outlet
- Sitting Area
- ▶ Mini Refrigerator
- Microwave
- Coffee Maker
- ► Iron / Ironing Board
- Hair Dryer
- Alarm Clock Radio



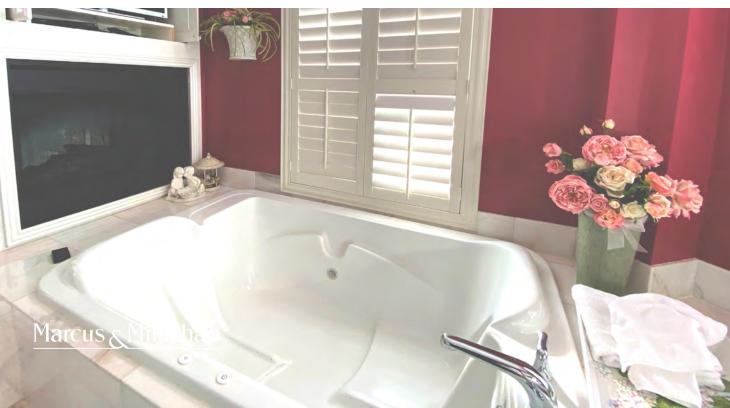




















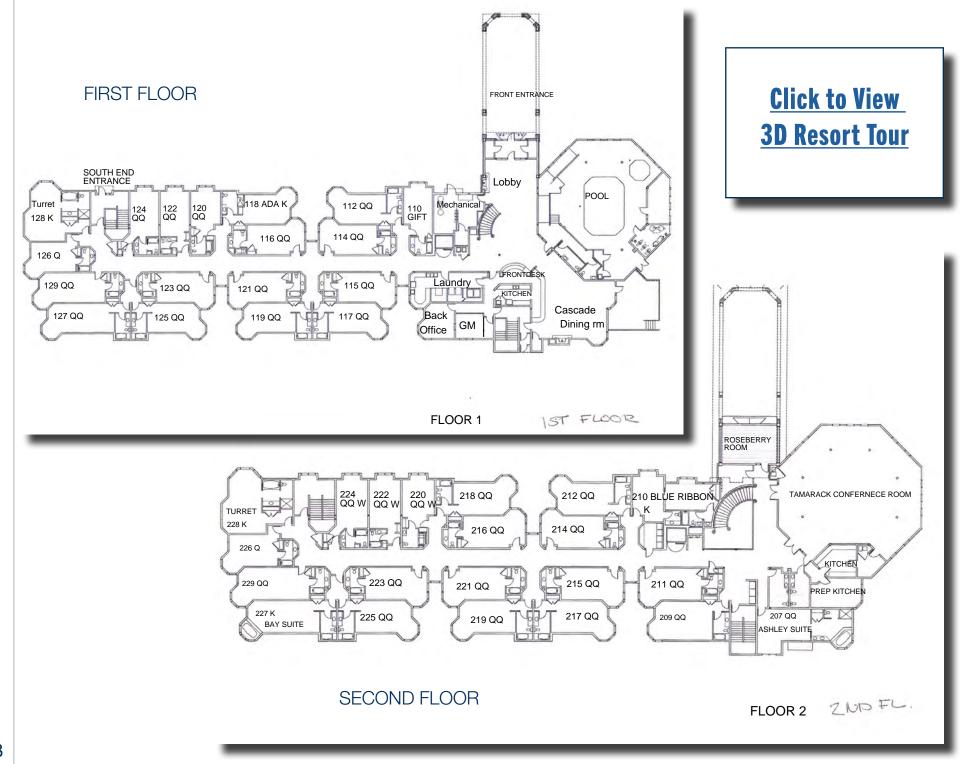


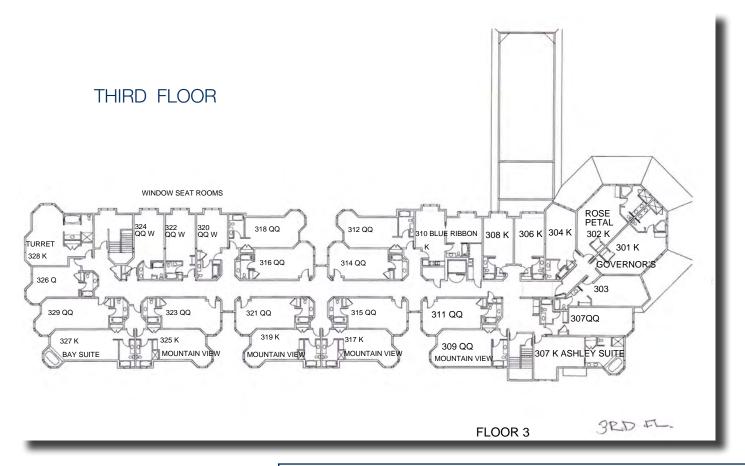












ROOM TYPE SUMMARY BREAKDOWN	COUNT
Suites with King beds with double or single Ultra Bath Therapy Tubs with Chromotherapy (LED) Lighting	13
Suites with two Queen beds with double or single Ultra Bath Therapy Tubs with Chromotherapy (LED) Lighting	24
Double Therapy Tubs/ 4 Single Therapy Tubs	9
Fireside King beds	10
Fireside Double Queen beds	40
Fireside Queen beds	2





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STR OCCUPANCY | ADR | REVPAR

Subject Property	2018	2019	2020	Year 1	Year 2	Year 3	Year 4	Year 5
Occupancy	30.25%	31.43%	29.8%	33.38%	39.39%	43.33%	44.20%	45.08%
% Change		3.90%	-5.17%	12.00%	18.00%	10.00%	2.00%	2.00%
Occupancy Penetration								
Average Daily Rate	\$145.06	\$146.48	\$150.74	\$153.75	\$155.29	\$156.85	\$158.41	\$160.00
% Change	ψ145.00	0.98%	2.91%	2.00%	1.00%	1.00%	1.00%	1.00%
ADR Penetration		0.96%	2.9170	2.0076	1.0070	1.0076	1.0076	1.0076
RevPAR	\$43.88	\$46.04	\$44.93	\$51.33	\$61.17	\$67.96	\$70.01	\$72.13
% Change		4.92%	-2.41%		19.18%	11.10%	3.02%	3.02%

HISTORICAL PROFIT AND LOSS

	2018	3	2019	9	2020)
Rooms	67		67		67	
Available Rooms	24,455		24,455		24,455	
Rooms Sold	7,398		7,686		7,289	
Occupancy	30.3%		31.4%		29.8%	
ADR	\$145.06		\$146.48		\$150.74	
RevPAR	\$43.88		\$46.04		\$44.93	
Revenue/Room	\$17,732		\$18,767		\$17,859	
Income						
Room Revenue	\$1,075,184	90.5%	1,124,113	89.4%	\$1,098,048	91.8%
F&B Revenue	\$5,435	0.5%	\$2,782	0.2%	\$1,288	0.1%
Events	\$49,579	4.2%	\$45,781	3.6%	\$22,968	1.9%
Gift Shop	\$56,547	4.8%	\$62,788	5.0%	\$50,767	4.2%
Misc.	\$1,274	0.1%	\$21,898	1.7%	\$23,455	2.0%
Total Revenue	\$1,188,019	100.0%	\$1,257,362	100.0%	\$1,196,526	100.0%
	2018	3	2019	9	2020)
Departmental Expenses						
Rooms	\$230,235	19.4%	\$288,078	22.9%	\$296,755	24.8%
Food & Beverage	\$61,688	5.2%	\$62,381	5.0%	\$56,327	4.7%
Other Operated Depts & Rentals	\$61,252	5.2%	\$55,837	4.4%	\$85,822	7.2%
Total Departmental Expenses	\$353,175	29.7%	\$406,296	32.3%	\$438,904	36.7%
Gross Operating Income	\$834,844	70.3%	\$851,066	67.7%	\$757,622	63.3%
Undistributed Operating Expenses						
Administration & General	\$167,018	14.1%	\$108,429	8.6%	\$130,198	10.9%
Marketing	\$25,742	2.2%	\$47,628	3.8%	\$54,864	4.6%
Utility Costs	\$108,340	9.1%	\$92,261	7.3%	\$91,357	7.6%
Property Operations & Maintenance	\$39,478	3.3%_	\$37,669	3.0%	\$59,497	5.0%
Total Undistributed Operating Expenses	\$340,578	28.7%	\$285,987	22.7%	\$335,916	28.1%
Gross Operating Profit	\$494,266	41.6%	\$565,079	44.9%	\$421,707	35.2%
Fixed Expenses						
Property Taxes	\$32,385	2.7%	\$40,886	3.3%	\$37,385	3.1%
Insurance	\$18,841	1.6%	\$20,774	1.7%	\$22,114	1.8%
Total Fixed Charges	\$51,226	4.3%	\$61,660	4.9%	\$59,499	5.0%
Total Expenses	\$744,979	62.7%	\$753,942	60.0%	\$834,318	69.7%
Amount Available for Debt Service & Other Fixed Charges	\$443,040	37.3%	\$503,420	40.0%	\$362,208	30.3%
Capital Replacement Reserve	\$15,355	1.3%	\$50,294	4.0%	\$48,000	4.0%
Management Fee	\$59,166	5.0%	\$130,000	10.3%	\$52,018	4.3%
Net Operating Income (EBITDA)	\$368,519	31.0%	\$323,125	25.7%	\$262,190	21.9%

5-YEAR CASH FLOW PROFORMA

Pro Forma	2020 Year 1		Year 2 Year		3 Year 4		Year 5					
Rooms	67		67		67		67		67		67	
Available Rooms	24,455		24,455		24,455		24,455		24,455		24,455	
Rooms Sold	7,289		8,164		9,633		10,596		10,808		11,025	
Occupancy	29.8%		33.4%		39.4%		43.3%		44.2%		45.1%	
ADR	\$150.74		\$153.75		\$155.29		\$156.85		\$158.41		\$160.00	
RevPAR	\$44.93		\$51.33		\$61.17		\$67.96		\$70.01		\$72.13	
Revenue/Room	\$17,859		\$20,654		\$24,350		\$26,927		\$27,731		\$28,534	
Income												
Room Revenue	\$1,098,048	91.8%	\$1,255,205	90.7%	\$1,495,953	91.7%	\$1,662,004	92.1%	\$1,712,197	92.2%	\$1,763,905	92.3%
F&B Revenue	\$1,288	0.1%	\$2,520	0.2%	\$2,400	0.1%	\$2,160	0.1%	\$2,520	0.1%	\$2,640	0.1%
Events	\$22,968	1.9%	\$44,400	3.2%	\$46,800	2.9%	\$49,200	2.7%	\$50,520	2.7%	\$51,480	2.7%
Gift Shop	\$50,767	4.2%	\$60,420	4.4%	\$63,840	3.9%	\$67,200	3.7%	\$68,520	3.7%	\$69,000	3.6%
Misc.	\$23,455	2.0%	\$21,300	1.5%	\$22,440	1.4%	\$23,520	1.3%	\$24,240	1.3%	\$24,720	1.3%
Total Revenue	\$1,196,526	100.0%	\$1,383,845	100.0%	\$1,631,433	100.0%	\$1,804,084	100.0%	\$1,857,997	100.0%	\$1,911,745	100.0%
Departmental Expenses	202		Year									
Rooms	\$296,755	24.8%	\$331,445	24.0%	\$392,069	24.0%	\$433,395	24.0%	\$446,386	24.0%	\$458,621	24.0%
Food & Beverage	\$56,327	4.7%	\$69,391	5.0%	\$82,363	5.0%	\$90,070	5.0%	\$92,952	5.0%	\$95,914	5.0%
Other Operated Depts & Rentals	\$85,822	7.2%	\$55,186	4.0%	\$65,987	4.0%	\$72,904	4.0%	\$75,010	4.0%	\$77,392	4.0%
Total Departmental Expenses	\$438,904	36.7%	\$456,023	33.0%	\$540,419	33.1%	\$596,369	33.1%	\$614,349	33.1%	\$631,927	33.1%
Gross Operating Income	\$757,622	63.3%	\$927,822	67.0%	\$1,091,014	66.9%	\$1,207,716	66.9%	\$1,243,648	66.9%	\$1,279,818	66.9%
Undistributed Operating Expenses												
Administration & General	\$130,198	10.9%	\$117,600	8.5%	\$138,000	8.5%	\$153,000	8.5%	\$158,400	8.5%	\$162,000	8.5%
Marketing	\$54,864	4.6%	\$69,600	5.0%	\$81,600	5.0%	\$90,000	5.0%	\$93,600	5.0%	\$96,000	5.0%
Utility Costs	\$91,357	7.6%	\$104,087	7.5%	\$123,015	7.5%	\$136,059	7.5%	\$139,644	7.5%	\$143,540	7.5%
Property Operations & Maintenance	\$59,497	5.0%	\$69,391	5.0%	\$82,363	5.0%	\$90,918	5.0%	\$93,384	5.0%	\$96,355	5.0%
Total Undistributed Operating Expenses	\$335,916	28.1%	\$360,678	26.1%	\$424,979	26.0%	\$469,976	26.1%	\$485,029	26.1%	\$497,894	26.0%
Gross Operating Profit	\$421,707	35.2%	\$567,144	41.0%	\$666,035	40.8%	\$737,739	40.9%	\$758,619	40.8%	\$781,923	40.9%
Fixed Expenses												
Property Taxes	\$37,385	3.1%	\$38,507	2.8%	\$38,892	2.4%	\$39,281	2.2%	\$39,673	2.1%	\$40,070	2.1%
Insurance	\$22,114	1.8%	\$22,667	1.6%	\$23,234	1.4%	\$23,814	1.3%	\$24,410	1.3%	\$25,020	1.3%
Total Fixed Charges	\$59,499	5.0%	\$61,173	4.4%	\$62,125	3.8%	\$63,095	3.5%	\$64,083	3.4%	\$65,090	3.4%
Total Expenses	\$834,318	69.7%	\$877,875	63.4%	\$1,027,523	63.0%	\$1,129,440	62.6%	\$1,163,461	62.6%	\$1,194,912	62.5%
Amount Available for Debt Service & Other Fixed Charges	\$362,208	30.3%	\$505,970	36.6%	\$603,910	37.0%	\$674,645	37.4%	\$694,536	37.4%	\$716,833	37.5%
Capital Replacement Reserve	\$48,000	4.0%	\$55,354	4.0%	\$65,257	4.0%	\$72,163	4.0%	\$74,320	4.0%	\$76,470	4.0%
Management Fee	\$52,018	4.3%	\$41,515	3.0%	\$48,943	3.0%	\$54,123	3.0%	\$55,740	3.0%	\$57,352	3.0%
Net Operating Income (EBITDA)	\$262,190	21.9%	\$409,101	29.6%	\$489,710	30.0%	\$548,359	30.4%	\$564,476	30.4%	\$583,011	30.5%

5-YEAR IRR

IIIVestifierit Arialysis		
		For Additional Financing Information:
Name of Property	The Ashley Inn	Nick Gray Vice President, Capital Markets (702) 215-7144
Location	500 N Main St, Cascade, ID 83611	
No. of Rooms	67	Marcus & Millichap

Location		500 N Main St, Cascade, IE	83611	Nick Gray vice President, Capital Markets (702) 215-7144				
No. of Rooms		67				Marcus	Millichap	
Development/Acquisition Costs - Sou	rces/Uses							
·		Amount	Per Key	% of Total	Cap Rate	RRM		
Base Price		\$5,000,000	\$74,627	100.0%	5.24%	4.55		
Initial PIP Estimate		\$0	\$0	0.0%				
Initial Franchise Fee Estimate	_	\$0	\$0	0.0%				
Total		\$5,000,000	\$74,627		5.24%	4.55		
Operating Cash Flow Summary								
	Year Ending	Year Ending	Dec-2021	Dec-2022	Dec-2023	Dec-2024	Dec-2025	
		Current	Year 1	Year 2	Year 3	Year 4	Year 5	
Net Operating Income Debt		\$262,190	\$409,101	\$489,710	\$548,359	\$564,476	\$583,011	
Primary Loan		\$0	(\$263,066)	(\$263,066)	(\$263,066)	(\$263,066)	(\$263,066)	
Net Cash Flow After Debt Financing		\$262,190	\$146,036	\$226,644	\$285,293	\$301,411	\$319,946	
Debt Service Coverage Ratio		1.00	1.56	1.86	2.08	2.15	2.22	
Cap Rate		8.18%	9.79%	10.97%	11.29%	11.66%		
Terminal Cap Rate		9.0%						
Disposition Cost		4.0%						
Overall Project Return Summary								
	Year Ending	Dec-2020	Dec-2021	Dec-2022	Dec-2023	Dec-2024	Dec-2025	
		Current	Year 1	Year 2	Year 3	Year 4	Year 5	
Initial Equity		(\$1,250,000)						
Cash Flow Before Debt Service			\$409,101	\$489,710	\$548,359	\$564,476	\$583,011	
Cash Flow After Debt Service			\$146,036	\$226,644	\$285,293	\$301,411	\$319,946	
Gross Selling Price							\$6,690,605	
Less: Primary Loan (Balloon)							(\$3,416,159)	
Less: Disposition Cost	_						(\$267,624)	
Unlevered Return	-	(\$5,000,000)	\$409,101	\$489,710	\$548,359	\$564,476	\$7,005,992	
Levered Return		(\$1,250,000)	\$146,036	\$226,644	\$285,293	\$301,411	\$3,326,768	
Unlevered Annual Cash-on-Cash Return			8.18%	9.79%	10.97%	11.29%	11.66%	
Levered Annual Cash-on-Cash Return			11.68%	18.13%	22.82%	24.11%	25.60%	
Levered IRR		33.13%						
Unlevered IRR		14.42%						

^{**} Operationally, the The Ashley Inn has achieved \$1,098,048 in 2020 Room Revenues and a NOI at 21.9% of Top Line Revenue - a number that can be significantly be improved via both experienced revenue-management and also by improving the hotel's operational efficiency through a more detailed expense management approach. Although no experienced hoteliers have contributed to the property's success to date, it boasts an extensive history of strong revenue performance and has a heavily increasing revenue trend in 2021.





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LOCATION OVERVIEW

FOUR SEASONS, HUNDREDS OF OPTIONS. Mountain biking, hiking, trail running, and backpacking: Hundreds of miles of single track and remote mountain roads. For more info and maps: www.valleycountypathways.org. Fly fishing: Salmon River, Payette River, Payette Lake, Cascade Lake, and hundreds of remote mountain lakes. Stand-up paddle boarding and canoeing: Nearly 100 miles of water trails. Rafting and kayaking: From casual family day trips to Class V whitewater kayaking. Boating, swimming, wakeboarding, water skiing, and jet



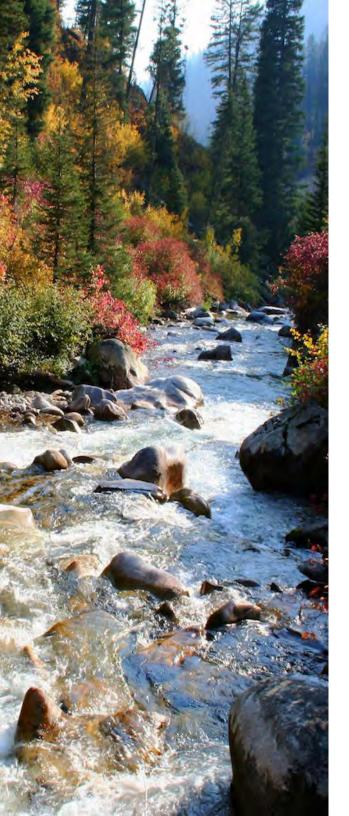
skiing: 35,413 acres of accessible water on Lake Cascade and Payette Lake. Alpine skiing and snowboarding: Brundage Mountain, Tamarack Resort, and Little Ski Hill. Snow biking and XC skiing: Jug Mountain, Bear Basin and area trail heads. Snowmobiling: Endless opportunities from every town in the region. Ice fishing: Some of the best ice fishing on earth is found on Lake Cascade.

Hot springing: Gold Fork, Burgdorf, Zims, or ask a local about their favorite secret spot. Golfing: McCall Golf Club, Jug Mountain Ranch, Golf Cascade, Meadow Creek, Tamarack, White Tail. Bird watching: See Bald Eagles, birds of prey and lots of beautiful non-predatory species. Shopping and local artisans: Dozens of locally owned boutiques and galleries between Cascade, McCall, New Meadows, and Donnelly. Wining and dining: Some of the best local eateries in the Northwest. Local craft beer tastings: Salmon River Brewery, McCall Brewing Company, and Broken Horn Brewing Company.

OTHER AREA HIGHLIGHTS. The Annual 4th of July celebrations in the West Central Mountains are not to be missed. Thousands of patrons converge on McCall and the surrounding towns for a party of epic proportions. Massive fireworks shows bring spectators from all over the country. Cascade's Annual Valley County Fair and Rodeo. Cascade Cup Regatta. Restaurants and pubs are filled with live music and great food. For quieter surroundings, family-friendly campgrounds nearby, offer a chance to disconnect from the Internet and reconnect with each other. In July, the mountains are filled with the sound of music. Performers from across the U.S. come to play at the Summer Music Festival in Roseberry, and the Huckleberry Jam at Tamarack Resort. Every February, roughly 70,000 people converge on the West Central Mountains to take part in the McCall Winter Carnival—a showcase of sport, art, food, and good times. Snowmobiling and ice fishing competitions assemble, and people gather to enjoy all the region has to offer. Events are everywhere, with an endless supply of delicious food, fun and entertainment for all ages.







The Ashley Inn

500 North Main Street, Cascade, Idaho 83611

- Surrounded By An Array of Earth's Most Exciting Adventures
 - ► Four Seasons, Hundreds of Options
 - ▶ Some of the Best Ice Fishing On Earth
 - ▶ Alpine Snow Skiing, Extreme Skiing & Snowboarding
 - ► Show Shoeing & Biking
 - Snowmobiling
 - ▶ Snow Biking
 - ▶ Fly Fishing
 - Whitewater Kayaking
 - ▶ Boating & Sailing
 - Mountain Biking
 - Hiking & Backpacking
 - ▶ Hot Springing
 - Bird Watching
 - Nearly 100 Miles of Water Trails





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LOCATION RADIUS









Marcus & Millichap







Lucile

ATTRACTION DETAILS



Sample 46 named trails but it's the countless glades and snowfields that truly set Brundage Mountain apart as one of the best ski resorts in Idaho. Or one may explore the snowmobile or snowshoe and enjoy the backcountry of Brundage Mountain.

Tamarack Ski Resort

The Nation's newest ski resort is located in a beautiful setting overlooking Lake Cascade and offers a lot of recreational opportunities that include golf, hiking, biking, downhill skiing, cross country skiing and snowboarding.

Lake Cascade

Lake Cascade is approximately 20 miles long and 5 miles wide with 110 miles of shoreline. The lake is encircled with white sandy beaches, numerous campgrounds and boat ramps. It is one of the most productive fisheries in the state of Idaho. Anglers catch Perch, Coho, Rainbow Trout, Brown Trout and Tiger Muskie from shore or boat during the summer, or through the ice in winter. While Lake Cascade is popular for all types of boating, the prevailing winds on the lake make it especially well-suited for sailing and windsurfing.

★ = SUBJECT PROPERTY

Weiser

fway



Archabal

Norwood

Donnelly

Steelhead & Chinook Salmon Spawns

Twice a year the waters literally writhe with thousands of steelhead and salmon that have travelled from the ocean to spawn in the South Fork of the Salmon River and Johnson Creek near Yellow Pine.

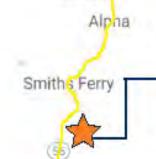
Kelly's Whitewater Park

Located just east of Cascade, directly off Highway 55 as you come in to town, Kelly's is the first of its kind in Idaho, attracting cancers, knyakers, rafters and tubers for both competitions and leisurely play.

The park stretches 1,800 feet down from the Payette River as it flows past the site of the old Boise-Cascade Mill.

Payette River Scenic Byway (Highlighted in Yellow)

Designated for its natural beauty and abundance of wildlife, Highway 55 follows the North Fork of the Payette River all the way to the Lake Cascade Recreation Area. The historic Rainbow Bridge, built in 1933 and located just north of Smiths Ferry, is Idaho's largest single-span concrete arch structure.



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BOISE AREA OVERVIEW

Boise is the Pacific Northwest's third most populous region behind Seattle and Portland and is the capital city of Idaho. The metro contains five counties in southwestern portion of the state: Gem, Boise, Ada, Canyon and Owyhee. The metro has registered tremendous population gains in recent years. Roughly a third of the metro's residents live in the city of Boise, the largest city, followed by Meridian. Employment growth above the national rate is forecast to boost the population gains over the next five years.

METRO HIGHLIGHTS



ROBUST POPULATION GROWTH

The Boise metro is growing more than twice as fast as the U.S. as a whole. Over the next five years the area is forecast to gain more than 80,200 people.



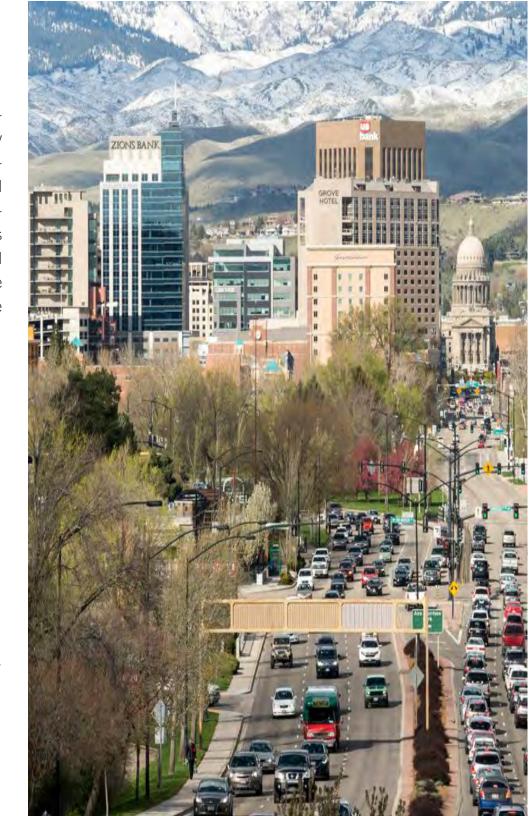
HIGH TECH OPPORTUNITIES

The Boise technology sector is an important component of the local economy, employing thousands of workers.



LIVABILITY

Boise consistently ranks among America's Most Livable Cities and home prices in the metro at a median of \$300,000 fall well below the US average home price.



ECONOMY

- ► The major drivers of the West Central Mountains economy are recreation tourism, natural resources, agriculture, government, healthcare, manufacturing and telecommunications.
- ▶ With a diversified economy and a business-friendly tax structure, the Boise metro has a healthy array of companies, from local small businesses to large transnational corporations. High-tech employers include the locally based Micron Technologies, Clickbank, Hewlett-Packard and Microsoft.
- ► The telecommunications sector is expanding. WDSGlobal, Teleperformance, DIRECTV and T-Mobile are Boise metro firms emoloying thousands of workers.

NORTHWEST REGION OVERVIEW

Hotel demand heightens in the Rocky Mountains and Great Plains while supply pressure persists in the region's primary metros. The Northwest recorded sizable ADR and RevPAR growth from 2011 to 2017 as hotel demand significantly escalated in the region. While gains have moderated since, daily rates and hotel performance metrics sat at historically high levels entering 2020, supported by improving annual occupancy rates in four of the region's five states in 2019. During that 12-month span, Wyoming recorded a 510-basis-point jump, while annual occupancy dipped slightly in Washington as increased construction activity weighed on demand.

Occupancy and RevPAR in the Northwest will improve, as increased traffic to national parks and ski resorts in Wyoming, Montana, and Idaho bolster regional fundamentals.

2019 POPULATION 739K Growth 2019-2024 10.9% 2019 HOUSEHOLDS 269K Growth 2019-2024 11.2%

2019 MEDIAN AGE 36.3 U.S. Median 38.1 2019
MEDIAN
HOUSEHOLD
INCOME
\$58,800

U.S. Median
\$60,800

HISTORY

CASCADE: 100 years old and getting better every year, this historic Idaho town is a hub of industry and recreation. Home to the county seat, Cascade is a great jump-ing-off point for your next river, lake or mountain adventure. In recent years, Cascade has seen a resurgence of recreation tourism. The beautiful Payette River runs along the town's eastern edge, where you can find Kelly's Whitewater Park, the Cascade Aquatic and Recreation Center, and the Strand walking path. Then there is scenic Lake Cascade - home to some of the best ice fishing in North America.

Cascade's economy has traditionally been supported by industries such as ranching, mining, logging, and wood processing. Cascade was also one of the main hubs of the railroad for most of the surrounding area thus creating even more business opportunities. The presence of federal, state, county, and city offices has also contributed to Cascade's economy. The loss of the longtime sawmill and most mining activities in the area as well as the decline of the availability of timber from local forests and the abandonment of the railroad have had a negative impact on the area's economy. Should mining become viable again, all efforts should be made to accommodate this industry. The Perpetua Resources (formerly Midas Gold) company is headquartered in Donnelly, Idaho, with offices in Boise, Stibnite and Vancouver, Canada. Perpetua Resources is currently in the process of permitting America's only mined source of antimony, a federally designated critical mineral for its use in the national defense, technology, and energy sectors.

Lake Cascade State Park is a public recreation area consisting of multiple units totaling 500 acres around Lake Cascade, an impoundment of the North Fork of the Payette River that covers 27,000 acres in Valley County, Idaho, United States. The state park includes 279 individual campsites in 10 developed campgrounds, six boat ramps, and opportunities for hiking, fishing, ice fishing, skiing, and bird watching. This state park is home to waterfowl, deer, rainbow trout, raccoon, eagles, black bear, owls, fox, songbirds, badger, coho salmon, elk, cougar, hawks, smallmouth bass, perch, grizzly bear and skunk.

QUALITY OF LIFE

The West Central Mountains region of Idaho is consistently ranked well for length of life in America, is proud to have elite healthcare systems, and is home to the top school district in Idaho. Not to mention the skiing, mountain biking, fishing, golfing, ATV riding, snowmobiling, rafting, kayaking, hunting, bird watching, hiking, relaxing, wining, dining, craft beer drinking and fresh air opportunities. The West Central Mountains are truly one of the best kept secrets anywhere, with both urban and rural amenities galore. Less than two hours from bustling Boise, Idaho, you can find your own private Idaho in the mountains!

THE FINER POINTS. Economy: Natural resources, agriculture, recreation tourism, government, healthcare, manufacturing, and telecommuter industries. Recreation/
Nordic and water trails: Hundreds of miles of single track, two track, and paved pathways throughout the region for all skill levels. Education: The K-12 school district
ranks among the highest in Idaho. Valley County Population: 10,800 full-time residents. Healthcare: One of the healthiest communities in Idaho, and one of the top-rated areas for length of life in the United States. Proximity to Boise: All towns are a scenic 1-2 hour drive or less than 30-minute flight from McCall or Cascade airports.

Transportation: Easy access from anywhere in the Northwest via Highway 95, Highway 55 or several municipal and remote access airports. Retail/Nightlife: Buy local,
live local. There's a wide assortment of artisans, microbreweries and restaurants that source supplies locally. Internet: Several internet vendors serve the region, with
significant improvements made annually to our fiber optic infrastructure.

DEMOGRAPHICS SUMMARY

In 2020, the population in the selected five-mile radius is 2005. The population has increased by 42.40% since 2000. It is estimated that the population in your area will be 2097 five years from now, which represents a change of 4.59% from the current year. The current population is 52.31% male and 47.69% female. The median age of the population in your area is 55.34, compare this to the US average which is 38.21. The population density in your area is 25.46 people per square mile.

There are currently 779 households in your selected geography. The number of households has changed by 55.80% since 2000. It is estimated that the number of households in your area will be 829 five years from now. The median housing value in your area was \$219,143 in 2020, compare this to the US average of \$221,068. In 2000, there were 417 owner occupied housing units in your area and there were 83 renter occupied housing units in your area.

The current year racial makeup of your selected area is as follows: 95.56% White, 0.60% Black, 0.24% Native American and 0.77% Asian/Pacific Islander. Compare these to US averages which are: 69.84% White, 12.88% Black, 0.20% Native American and 5.75% Asian/Pacific Islander. People of Hispanic origin are counted independently of race.

People of Hispanic origin make up 1.74% of the current year population in your selected area. Compare this to the US average of 18.38%.

In 2020, the median household income for your selected geography is \$54,147, compare this to the US average which is currently \$62,990. The median household income for your area has changed by 57.94% since 2000. It is estimated that the median household income in your area will be \$63,375 five years from now, which represents a change of 17.04% from the current year. The current year per capita income in your area is \$25,345, compare this to the US average, which is \$34,935. The current year average household income in your area is \$64,859, compare this to the US average which is \$90,941.











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DEMOGRAPHICS DETAIL

POPULATION	5 MILES	10 MILES	15 MILES	HOUSEHOLDS	5 MILES	10 MILES	15 MILES
2025 Projection				2025 Projection			
Total Population	2,057	2,594	4,566	Total Households	829	1,088	2,247
2020 Estimate				2020 Estimate			
Total Population	2,005	2,474	4,311	Total Households	779	1,022	2,097
2010 Census				Total (Mean) Household Size	2.14	2.14	2.21
Total Population	1,754	2,158	3,732	2010 Census			
2000 Census				Total Households	664	869	1,779
Total Population	1,408	1,824	3,082	2000 Census			
Daytime Population				Total Households	500	678	1,329
Total Population	1,245	1,675	3,174	HOUSEHOLDS BY INCOME	5 MILES	10 MILES	15 MILES
POPULATION EDUCATION	5 MILES	10 MILES	15 MILES	2020 Estimate			
Population 25+ by Education Level				\$200,000 or More	1.50%	1.48%	2.74%
2020 Estimate Population Age 25+	1,505	1,969	3,385	\$150,000 - \$199,000	4.08%	4.25%	5.64%
Elementary (0-8)	1.05%	0.99%	1.13%	\$100,000 - \$149,000	11.81%	11.55%	11.88%
Some High School (9-11)	7.44%	7.34%	5.87%	\$75,000 - \$99,999	14.89%	14.91%	15.10%
High School Graduate (12)	31.56%	31.24%	30.31%	\$50,000 - \$74,999	19.88%	20.02%	20.26%
Some College (13-15)	29.37%	29.61%	27.76%	\$35,000 - \$49,999	13.15%	13.00%	11.85%
Associate Degree Only	5.47%	5.43%	5.05%	\$25,000 - \$34,999	13.23%	13.23%	11.53%
Bachelors Degree Only	17.10%	17.15%	19.46%	\$15,000 - \$24,999	10.57%	10.59%	10.14%
Graduate Degree	7.53%	7.77%	10.06%	Under \$15,000	10.90%	10.98%	10.85%
				Average Household Income	\$64,859	\$64,937	\$70,352
HOUSING UNITS	5 MILES	10 MILES	15 MILES	Median Household Income	\$54,147	\$54,286	\$57,773
Occupied Units				Per Capita Income	\$25,345	\$26,959	\$34,318
2020 Estimate	2,332	3,025	5,488				







