

"...we believe that a 250 room, full-service hotel attached to a 25,000 - 30,000 square foot conference center might be feasible."

Excerpt from feasibility study by CHMC Group, March 2008

City of Surprise Demographics

Current Population:	110,000
Daytime Population:	102,300
Employment Base:	15,600
Population Increase since 2000:	249%
Median Household Income (2006):	\$63,247
Median Age (2006):	36

City of Surprise Real Estate

Residential

Median Home Price (Feb. 2008):	\$236,000
Total Housing Units (2007):	52,943

Commercial

Average Lease Price per sq. ft. (2008):	\$26-28 sq. ft.
5-year Projected Retail Availability:	3,514,421 sq. ft.
Commercial Vacancy Rate (2008):	6%

Top Ten NEW Facts about Surprise, Arizona Every Retailer Should Know

- 1 Surprise wants a luxury, full-service hotel and a conference center! Surprise currently has 6 limited service hotels with another under construction. The closest luxury, full-service hotel is ten miles away to the south of us. With our booming market, the amenity would do well here.
- 2 BNSF Railroad is planning to relocate its Phoenix-based operations to create a mega-consolidation in the northern portion of the city of Surprise, potentially bringing thousands of related warehousing, manufacturing, and distribution jobs in the future and a foreign trade zone.
- 3 Surprise has more than a passing interest in biotech. The city is considering the development of a biotechnology incubator and a life sciences master-campus.
- 4 Seven new retail developments are under way throughout the city, totaling almost 4,000 acres of shopping & dining space.
- 5 Surprise has been named one of the safest cities in the country and the safest in Arizona, according to the 14th annual "City Crime Rankings: Crime in Metropolitan America." Surprise ranked as the 33rd-safest city in America and was the highest-ranked among Arizona cities.
- 6 69% of Surprise residents are married – the highest rate in the nation.
- 7 Per population percentage earning \$200,000 or more, Surprise is one of the wealthier locations in the nation. Surprise ranks above even Phoenix, Glendale, and Mesa!
- 8 The 2008 median income in Surprise is currently estimated at \$63,247 and is estimated to grow to \$77,210 by 2013.
- 9 Surprise's main school district, Dysart, is growing and added 2,200 kids last year in a housing market that only added 1,200 new homes.
- 10 The office market in Surprise is emerging and more than 250,000 square feet of Class A offices are to be built this year.



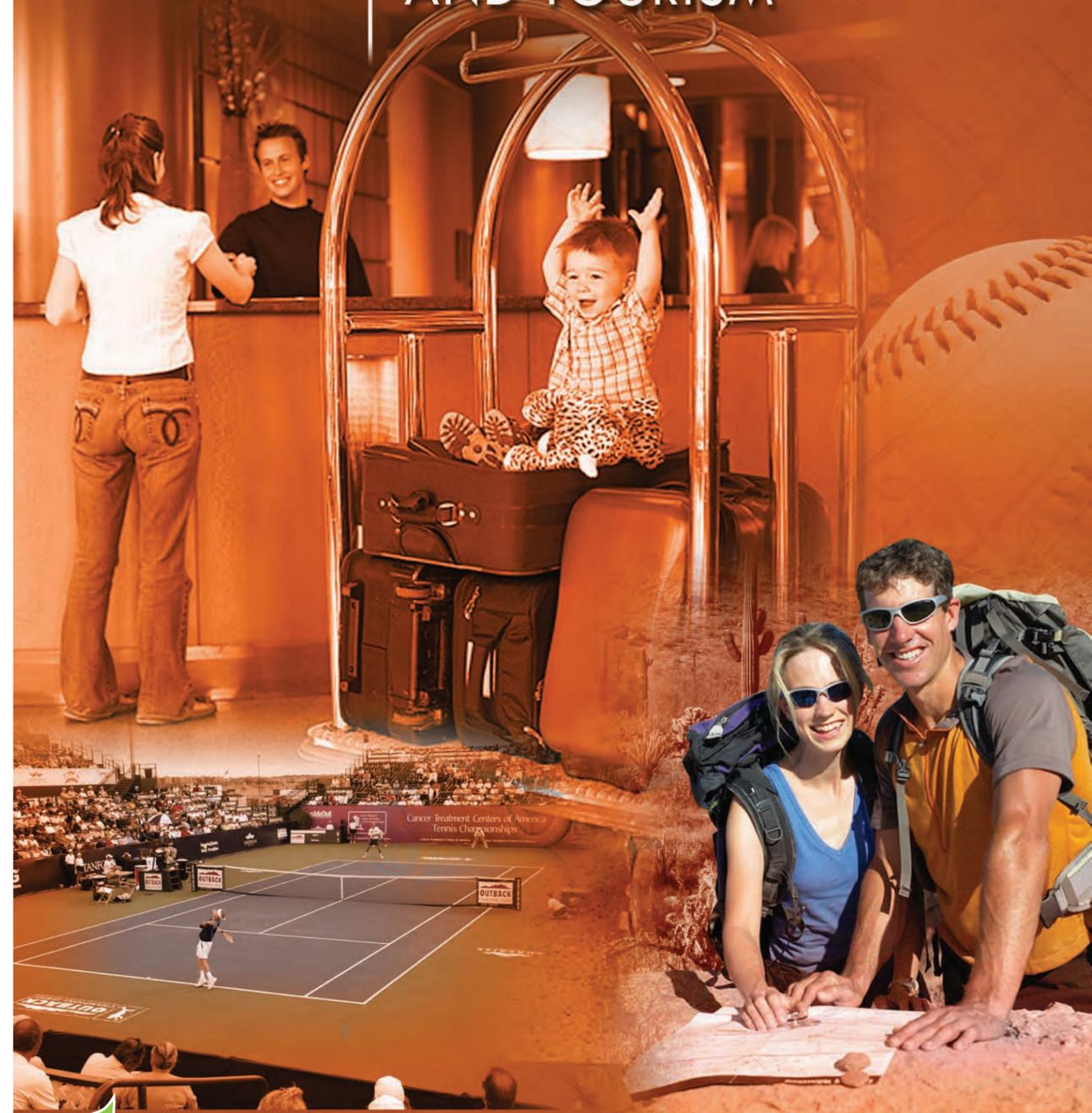
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HOSPITALITY AND TOURISM





Surprise Visitors

1.2 million

sports-related visitors annually

3,000

hotel-room demand

700-person

banquet facility needed



Demographics

118,000

Population

36

Median Age

\$65,000

Median Household Income

Accommodation Workforce

30,181

Phoenix-Metro

3,945

West Valley

Surprise Workforce

2,228

Surprise-based businesses

15,600

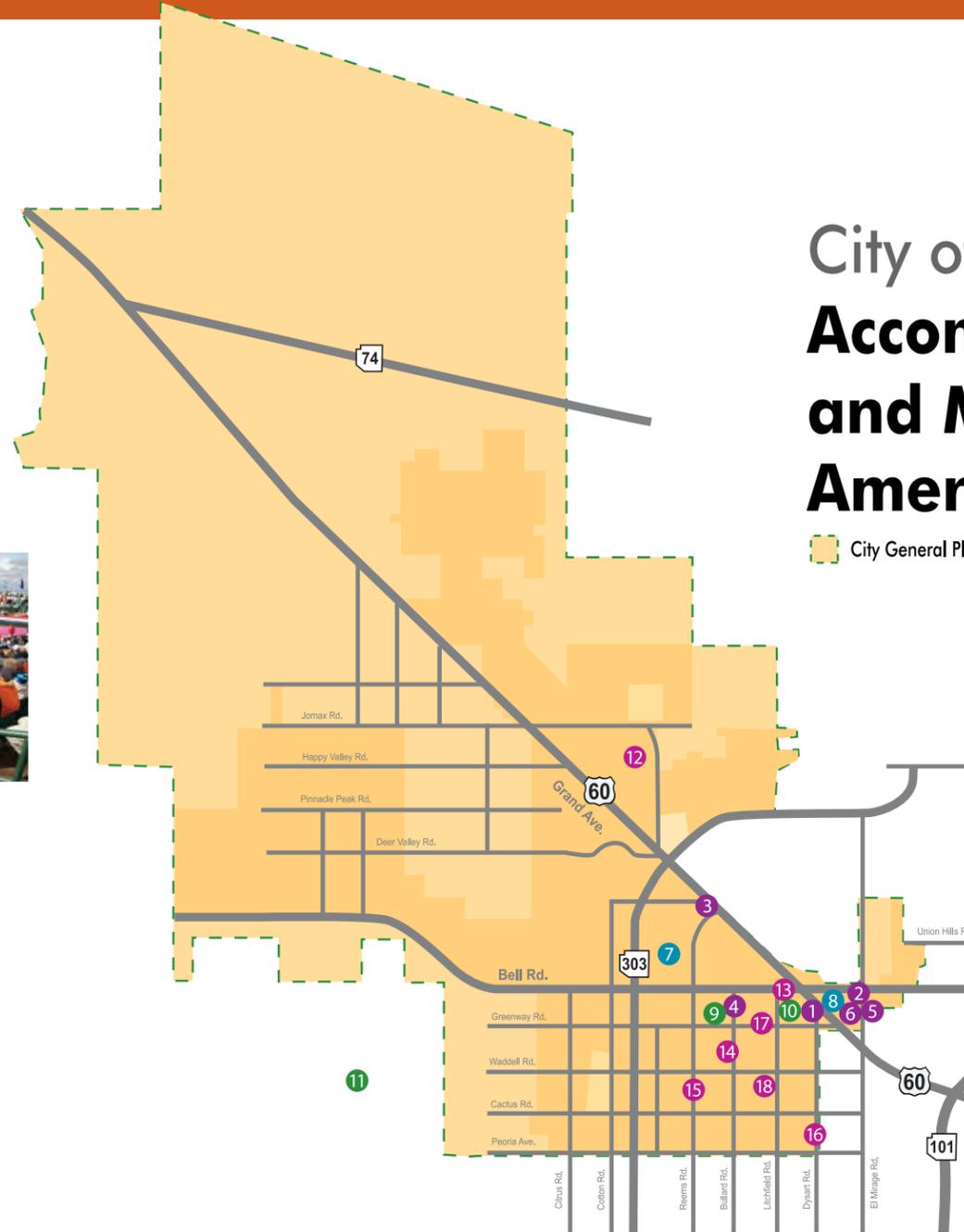
Employment Base

Major Employers



City of Surprise Accommodations and Major Tourism Amenities

City General Planning Area City Incorporated Area



\$113
avg. room rate



Accommodations	Guest Rooms	Meeting Space Sq. Ft.
1 Comfort Inn	86	325
2 Days Inn	60	0
3 Hampton Inn	100	1,216
4 Holiday Inn Express	115	1,440
5 Quality Inn	69	504
6 Windmill Suites	127	2,100
7 Sun City Grand	NA	25,463
8 Rio Salado	NA	2,117
Totals	557	33,165

Major Tourism Attractions

- 9 **Spring Training Facility**
Spring Training home of the Texas Rangers and Kansas City Royals.
- 10 **Tennis & Racquet Complex**
25 court facility that is open to the public and hosts professional tournaments.
- 11 **White Tank Regional Park**
Rugged and beautiful desert park with various cacti, ancient petroglyphs, and 25 miles of hiking trails.

- 13 **The City at Surprise**
Master-planned urban center designed to be the heart of downtown Surprise.
- 14 **Marley Park**
Mixed master planned community near amenities including retail, office, and medical.
- 15 **Prasada**
Development featuring large mall, auto mall, office/medical and residential units.
- 16 **Southwest Railplex**
900-acre rail-served employment center with six industrial parks.
- 17 **Stadium Village**
Adjacent to Spring Training facility, will create a main street atmosphere in our downtown.
- 18 **Surprise Pointe**
Entertainment center featuring movie theater, bowling center, retail, and restaurants.

Large-Scale Projects

- 12 **Asante**
Upscale commercial development boasting more than 1 million sq. ft. of retail.

