



# OFFERING MEMORANDUM

HOLIDAY INN &  
QUALITY INN - SUBURBAN EXTENDED STAY

314 KEY PORTFOLIO | BATON ROUGE, LA



**BULL REALTY**  
ASSET & OCCUPANCY SOLUTIONS



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**BULL REALTY**  
ASSET & OCCUPANCY SOLUTIONS

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*Exclusively offered by Bull Realty, Inc.*



# DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive broker to arrange the sale of the Subject Properties.

This Offering Memorandum contains selected information pertaining to the Properties but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Properties will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Properties by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Properties described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Properties and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer to purchase the Properties unless a written agreement for the purchase of the Properties have been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Seller reserves the right to move forward with an acceptable offer prior to the offer deadline.

This Offering Memorandum may be used only by parties approved by the Owner. The Properties are privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Bull Realty, Inc. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.

# ASSET OVERVIEW





# EXECUTIVE SUMMARY



Bull Realty is pleased to offer on an exclusive basis the fee simple interest in the 140-key Holiday Inn Baton Rouge South and the 174-key dual brand Quality Inn – Suburban Extended Stay Baton Rouge South, (referred to herein as the “Properties” or “Hotels”). The two Hotels can be purchased together or separately. Included in the Quality Inn – Suburban Extended Stay offering is the fee simple interest in a Pizza Hut franchise, located inside the lobby.



# ASSET HIGHLIGHTS



## EXCELLENT INTERSTATE LOCATION

The Hotels have excellent visibility off of I-12 at the intersection of U.S.-61 in close proximity to the intersection of I-12 and I-10, a major interstate connection. I-12 acts as a bypass around New Orleans that connects I-10 in Baton Rouge back with I-10 in Slidell. The Hotels are 7 miles southeast of the Baton Rouge Central Business District, which includes the Louisiana State Capitol and the vibrant Downtown Baton Rouge along the Mississippi River. Approximately, 6 miles west of the Hotels is Louisiana State University and 9 miles northwest is Southern University and A&M College. Approximately 2 miles from the Hotels are multiple healthcare facilities.

## DIVERSE DEMAND GENERATORS

As the state capital of Louisiana and major college town, Baton Rouge has a diverse mix of demand generators. The Hotels draw on the Louisiana State Capitol; corporate demand in the technology, research, industrial, and petrochemical industries; healthcare; convention/meeting; leisure; military; higher education; and transient including: Interstate-10, IBM, ExxonMobil, Turner Industries, Performance Contractors, The Newtron Group, BlueCross BlueShield of Louisiana, Baton Rouge General, Our Lady of the Lake Medical Center, Women's Hospital, Louisiana State University, Southern University, Raising Cane's River Center, historical sites, casinos, and events year round.



# ASSET HIGHLIGHTS

## RECENTLY RENOVATED ASSETS

Historically, the Hotels operated as one, 334-key Holiday Inn that included a six-story tower and two-story exterior corridor portion. Today, the structures are separated: the tower is now the 140-key Holiday Inn, and the exterior corridor portion is now the 174-key dual brand Quality Inn – Suburban Extended Stay. The conversion and full renovation was completed in 2018, at a cost of ±\$10M. A free-standing structure was constructed to house the new lobby and common area with a new front desk, breakfast area, meeting space, and Pizza Hut within the Quality Inn – Suburban Extended Stay. Current ownership is in the permitting process to complete the final stage of renovation: the installation of kitchenettes in the 62 rooms of the Suburban Extended Stay at ± \$2,000/key.



## OPPORTUNITY TO DIVERSIFY ACROSS MARKET SEGMENTS

The Offering presents new ownership with the opportunity to diversify across market segments and four different brands: Holiday Inn, Quality Inn, Suburban Extended Stay, and Pizza Hut. The full-service, upper-midscale Holiday Inn attracts corporate business travelers, leisure, families, meeting, and group business, while the select-service, midscale Quality Inn attracts the transient, relatively price-sensitive, corporate and leisure travelers. The economy Suburban Extended Stay caters to a longer-stay guest and skilled-labor demand.





# HOLIDAY INN OVERVIEW



**ADDRESS** 9990 Airline Highway, Baton Rouge, LA 70816



**VIRTUAL TOUR** [COMMON AREAS](#)  
*Guest Rooms: [1-BED](#) & [2-BED](#)*



**# KEYS** 140  
**# STORIES** 6  
**OPENED** 1968  
**RENOVATED** 2018



**AMENITIES** Restaurant, bar, indoor & outdoor pool, fitness center, business center, guest laundry facility, sundry shop, and high-speed Internet, one 4,611 SF ballroom and four meeting rooms (8,635 SF total)



**OWNERSHIP** Fee-Simple  
**LABOR** Non-Union  
**MANAGEMENT** Absentee Owner Operated with Local GM



**DEBT** Unencumbered





# QUALITY INN - SUBURBAN EXTENDED STAY OVERVIEW



**ADDRESS** 9970 Airline Highway, Baton Rouge, LA 70816



**VIRTUAL TOUR** [COMMON AREAS](#)  
*Guest Rooms: [1-BED](#) & [2-BED](#)*



**# KEYS** 174 (112 Quality Inn / 62 Suburban Extended Stay)

**# STORIES** 2

**OPENED** Opened 1968 / Renovated 2018



**AMENITIES** Free premium Wi-Fi, full breakfast, outdoor pool, truck and bus parking, fitness center, business center, FEMA-approved for government employees, guest laundry, one 600 SF meeting room, Pizza Hut



**OWNERSHIP** Fee-Simple

**LABOR** Non-Union

**MANAGEMENT** Absentee Owner Operated with Local GM



**DEBT** Unencumbered



# AERIALS





## DOWNTOWN BATON ROUGE









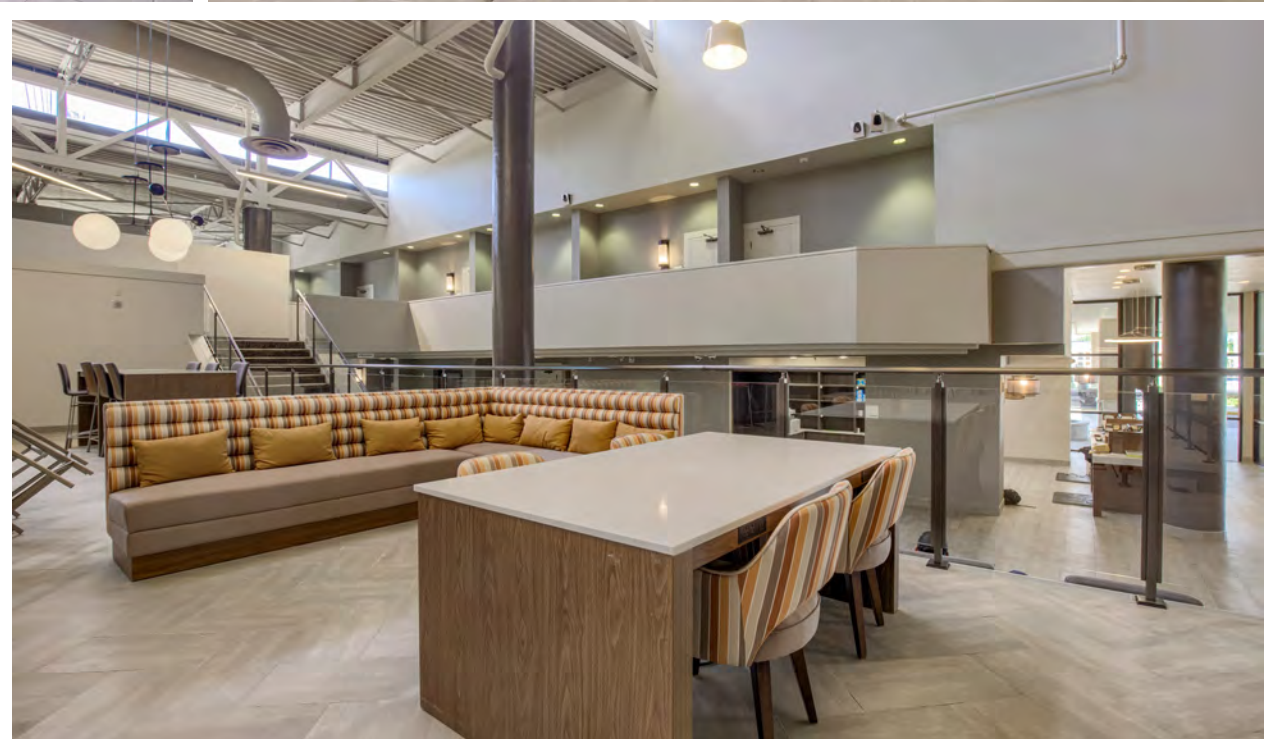




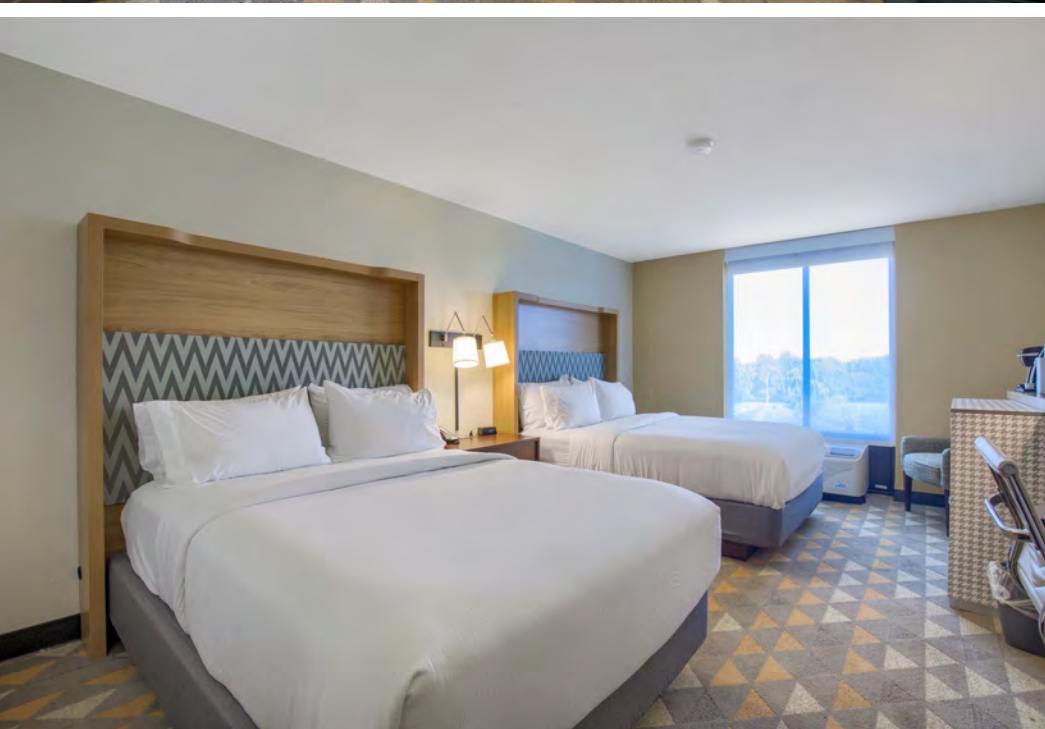
# HOLIDAY INN PHOTOS













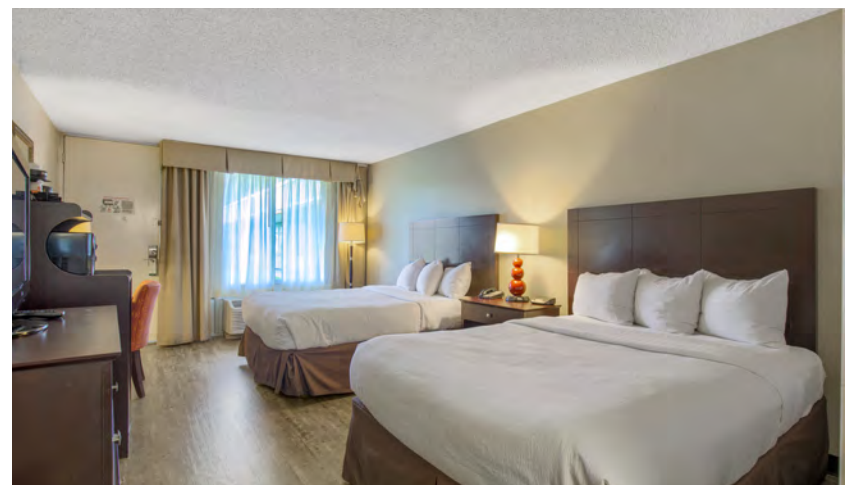




# QUALITY INN PHOTOS









# FINANCIAL OVERVIEW





# HOLIDAY INN COMPETITIVE SET



PROPERTY NAME	CITY, STATE	# ROOMS	YEAR OPENED
<i>Holiday Inn Baton Rouge South</i>	Baton Rouge, LA	140	08/1968
Hampton Inn by Hilton Baton Rouge - I-10 & College Dr	Baton Rouge, LA	140	01/1986
Red Roof Inn Baton Rouge	Baton Rouge, LA	Closed	06/1972
Holiday Inn Baton Rouge College Drive I 10	Baton Rouge, LA	140	12/2008
Drury Inn & Suites Baton Rouge	Baton Rouge, LA	180	12/2008



# QUALITY INN COMPETITIVE SET



PROPERTY NAME	CITY, STATE	# ROOMS	YEAR OPENED
Quality Inn Baton Rouge	Baton Rouge, LA	112	03/2019
La Quinta Inn & Suites Baton Rouge Uni	Baton Rouge, LA	Closed	02/1984
OYO Hotel Baton Rouge, East I-12	Baton Rouge, LA	130	01/1983
OYO Hotel Baton Rouge, Mid City	Baton Rouge, LA	110	05/1985
Red Roof Inn Baton Rouge	Baton Rouge, LA	109	02/1986
Motel 6 Baton Rouge Southeast	Baton Rouge, LA	109	-
Sleep Inn Baton Rouge East I-12	Baton Rouge, LA	101	02/1996
Microtel Inn & Suites by Wyndham Baton Rouge	Baton Rouge, LA	82	02/2000
Quality Inn Baton Rouge East Denham Springs	Baton Rouge, LA	63	04/2001
Baymont Baton Rouge	Baton Rouge, LA	51	10/2018



## OPERATING STATEMENTS & PROFORMAS

***PLEASE SIGN CONFIDENTIALITY AGREEMENT  
LOCATED ON PAGE 43 OF THIS DOCUMENT  
OR  
ONLINE AT [WWW.BULLREALTY.COM](http://WWW.BULLREALTY.COM)  
TO ACCESS OPERATING STATEMENTS & PROFORMAS***



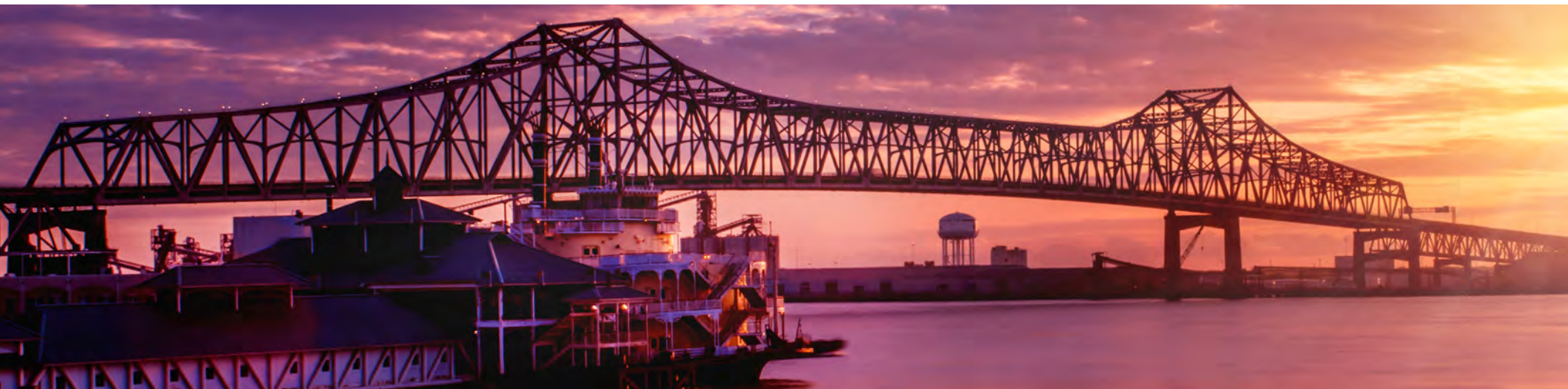
# MARKET OVERVIEW



# GREATER BATON ROUGE



Baton Rouge, the state capital of Louisiana, is situated on the eastern bank of the Mississippi River and is the parish seat of East Baton Rouge Parish, the most populous parish in the state. The city was named by French explorer, Pierre Le Moyne D'Iberville, who led an expedition up the river and came upon a red stick, or "Baton Rouge" in French, marking the boundary between two native tribes, the Houma and the Bayogoula. Baton Rouge has played a pivotal role in the history of Louisiana Since D'Iberville's excursion, becoming a melting pot of cultures. The city is the political hub for the Bayou State and because of its location along the Mississippi, it became a crucial site of commerce, shipping, education, and culture. Several immigrant groups settled in the city and that diversity has given Baton Rouge, and southern Louisiana, a distinct flair and vibrancy.





# LOCATION MAP



## BATON ROUGE HAS THREE INTERSTATE HIGHWAYS

**Interstate-10** stretches from State Route 1 in Santa Monica, CA, to I-95, in Jacksonville, FL. Connecting the west coast with the east, this major transcontinental highway connects Los Angeles, Phoenix, Tucson, El Paso, San Antonio, Houston, Baton Rouge, New Orleans, Gulfport, Mobile, Tallahassee and Jacksonville.

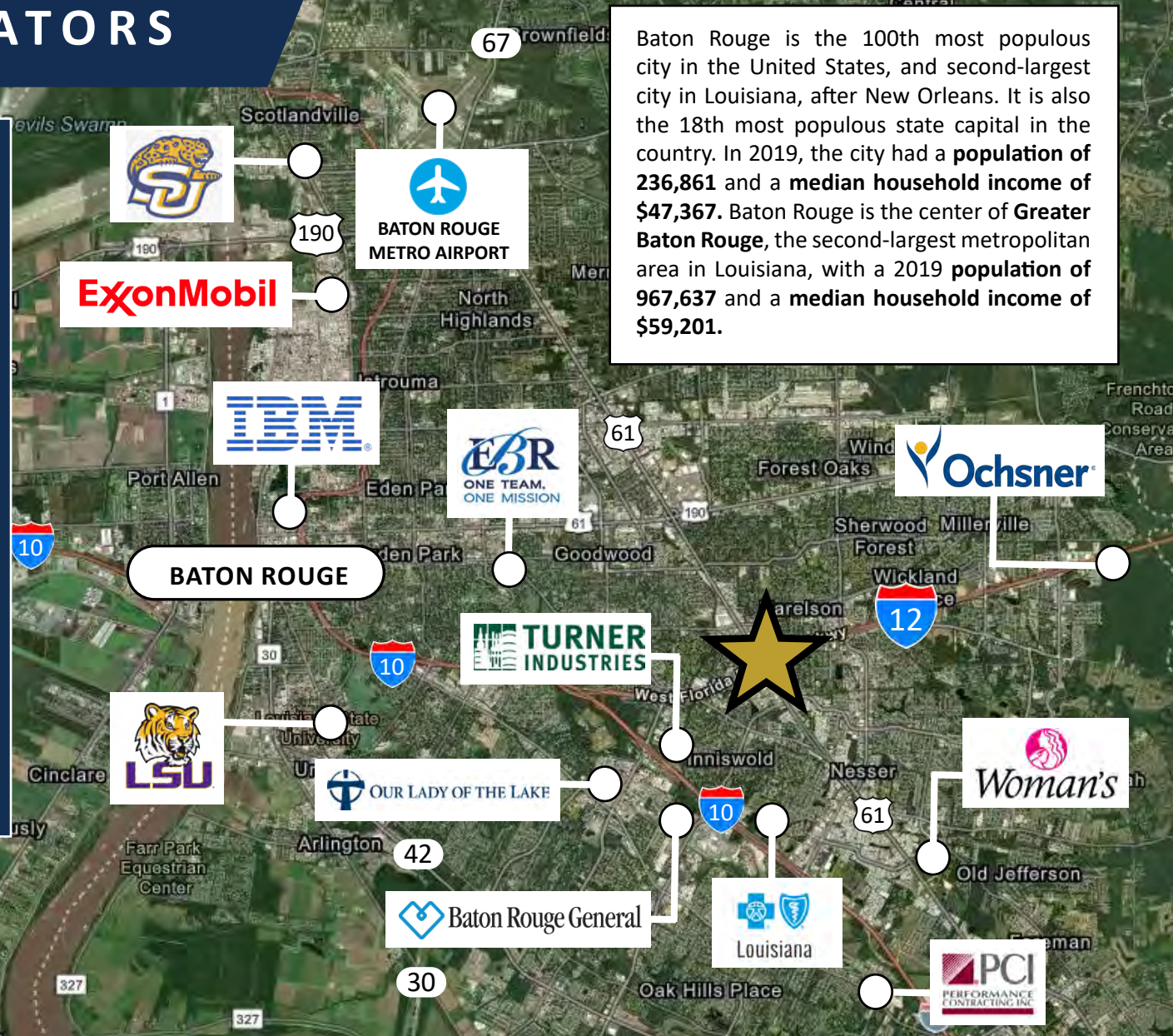
From Baton Rouge, Interstate-10 runs  $\pm$  55 miles west to Lafayette and  $\pm$  80 miles southeast to New Orleans. For approximately 87 miles, **Interstate-12** branches off from I-10 at Baton Rouge acting as bypass around New Orleans and reconnects with I-10 and I-59 in Slidell, LA. The major intersection of I-10 and I-12, known as the 10/12 split, is 2 miles from the Property, highly visible to travelers using the I-12 bypass.

**I-110** is an auxiliary spur of I-10, passing through the Downtown and the Mid-City neighborhoods, before ending just north of the City.



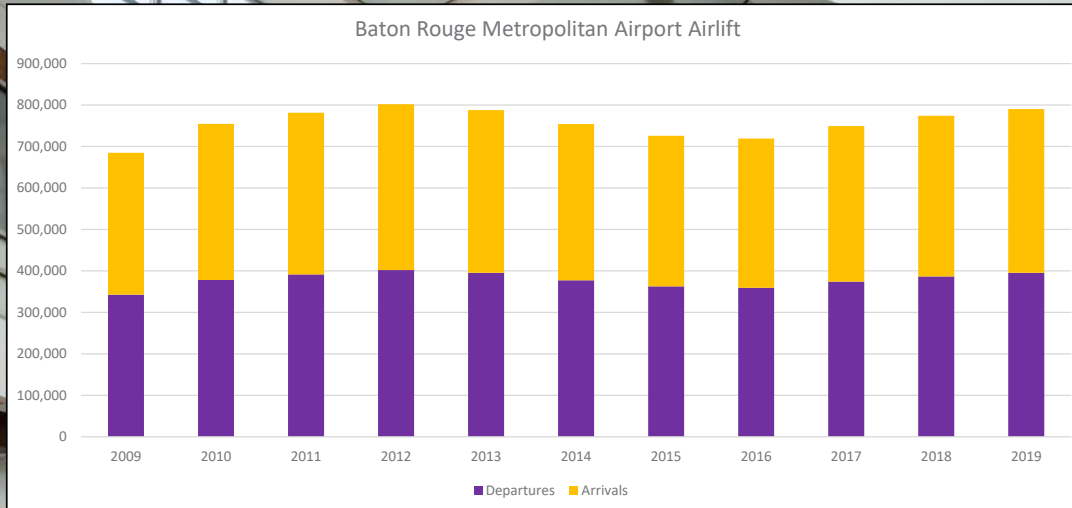
# DEMAND GENERATORS

TOP EMPLOYERS	# EMPLOYEES
Turner Industries Group, LLC	10,121
East Baton Rouge Parish Schools	7,100
Our Lady of the Lake Regional Medical Center	6,194
LSU System	5,000
Baton Rouge General	3,500
The Newtron Group, LLC	2,960
ExxonMobil Corporation	2,800
Performance Contractors, Inc.	2,600
Blue Cross & Blue Shield of Louisiana	2,375
Ochsner Medical Center Baton Rouge	2,000





# DEMAND GENERATORS



YEAR	DEPARTURES	ARRIVALS
2009	342,757	341,878
2010	378,008	376,575
2011	391,655	389,659
2012	401,925	399,861
2013	395,521	392,336
2014	377,365	376,735
2015	362,638	363,219
2016	359,245	359,945
2017	374,291	374,865
2018	386,657	387,329
2019	395,451	394,616

**The Baton Rouge Metropolitan Airport (BTR)** is 5 miles north of downtown Baton Rouge and occupies  $\pm 1,800$  acres of land at an elevation of 70' above sea level. Just 10 miles from the Hotels, the airport employs 4,500 and has a \$1.1B economic impact on Baton Rouge. Major carriers include Delta, American Airlines, and United. Most inbound and outbound flights are from Atlanta, Dallas/Fort Worth, Houston, and Charlotte.



# DEMAND GENERATORS



Three major rail lines, **Kansas City Southern**, **Union Pacific**, and **Canadian National** provide railroad freight service to Baton Rouge. A long-envisioned passenger rail line that would provide a new link to New Orleans is still in the early stages but has gained recent momentum, including support from the public along the proposed path and the backing of Gov. John Bel Edwards. The project would cost an estimated \$260M, and proponents of the rail line say it would have the potential to help build an economic “super region,” that could compete with metro areas like Dallas and Atlanta.

The proposed pathway includes a Downtown Station in the Mid City neighborhood, five miles northwest of the Hotels and a Suburban Station in the Health District, just two miles southwest of the Hotels.



Source: The Advocate



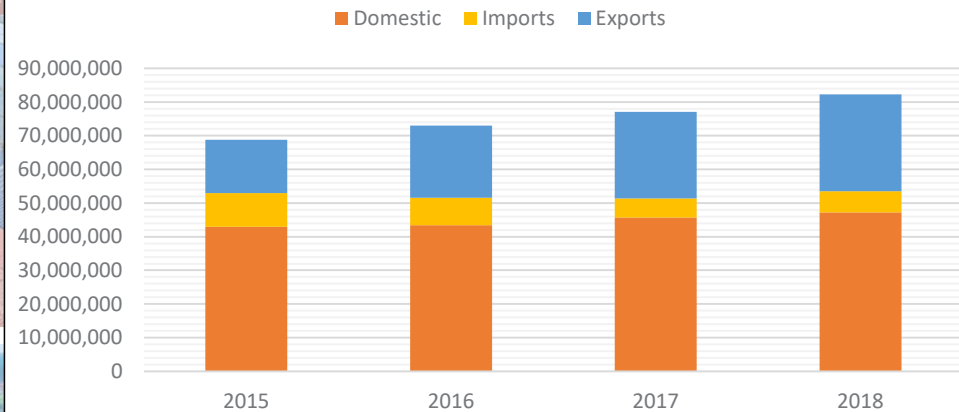
# DEMAND GENERATORS

**The Port of Greater Baton Rouge**, is located just on the other side of the Mississippi River from Downtown Baton Rouge, ± 230 miles from the Gulf of Mexico, and at the junction of the **Gulf Intracoastal Waterway**.

Just 7 miles from the Hotels, it is ranked as 8th in the nation and 65th in the world in annual total tonnage, with 82 million tons in 2018.

The port handles a variety of bulk and break-bulk cargoes for both domestic and international markets. This includes asphalt, barite, aggregates, limestone, carbon black, coal, coffee, grain, forest products, biomass products, plastics, liquid bulk chemicals, molasses, oats, ores, pipe, steel, and sugar.

Cargo Throughput (Total Tonnage)



Year	Domestic	Foreign	Imports	Exports	Total Tonnage
2015	42,895,758	25,886,216	9,970,896	15,915,320	68,781,974
2016	43,439,533	29,559,028	8,150,521	21,408,507	72,998,561
2017	45,671,599	31,341,443	5,722,948	25,618,495	77,013,042
2018	47,150,094	35,084,717	6,284,412	28,800,305	82,234,811



# DEMAND GENERATORS



State and local government account for much of the room night demand in the market. With 331 state associations in Louisiana, each with their own agenda, lobbyist and law firms are numerous in Baton Rouge. There also 31 state agencies and the entire state legislator must meet once a year by law. There are 144 voting members, 39 in the State Senate and 105 in the House of Representatives, each with a numerous staff.

The Baton Rouge economy specializes in the **technology, government, healthcare, research, industrial, manufacturing, and petrochemical sectors**. Many insurance adjusters are based in the City, conveniently situated along I-10 and I-12, making it a good staging ground for disasters along the Gulf Coast.

**IBM** chose Downtown Baton Rouge as one of its six **Client Innovation Centers** in North America. Located just seven miles northeast of the Hotels, IBM has two additional offices two miles southeast of the Assets and right off of I-10. Also in close proximity is a **FedEx Distribution Center**, 1 mile southeast, and a **Costco Wholesaler**, less than one mile on the other side of I-12.





# DEMAND GENERATORS



The City's location along the Mississippi River and **The Port of Greater Baton Rouge's** ease of access to the **Gulf of Mexico**, has resulted in the establishment of **over 110 petrochemical facilities**. Several major petrochemical-related engineering companies have established offices in the market. ExxonMobil has one of the largest petrochemical campuses in the world 7 miles from the Property, including 5 facilities in and around the area that employ 6,800 people with an annual payroll of \$491 million. Baton Rouge is the only place in the world where every chemical product in ExxonMobil's portfolio is manufactured. Baton Rouge refineries and chemical manufacturers process more than \$206 billion annually.



Baton Rouge plants are currently exporting products to international markets, potentially securing Louisiana's position as the nation's top exporter for years to come.

The manufacturing industry has boomed in Baton Rouge over the last several years with large influxes of capital and expansions. In 2016, **Garner Economics ranked Baton Rouge #6** in "10 U.S. Metro Areas with the Highest Level of Manufacturing Productivity."

As manufacturing operations potentially return to the U.S. from China, due to the current international state-of-affairs, geopolitical experts and opportunistic investors, are viewing markets with strong manufacturing sectors as having a high potential for growth.



# DEMAND GENERATORS



**Louisiana State University**, founded in 1853, enrolls  $\pm 30,000$  students each year and employs **6,150 full-time** and **9,650 part-time** workers. During the 2017 fiscal year, LSU contributed a **\$5.1B economic output in Louisiana**, **\$1.9B in statewide earnings**, and an estimated **41,006 direct and indirect annualized jobs**. Supported by LSU's operations in 2017, these jobs accounted for 2.6% of all statewide employment in the state.

Designated as a land-grant, sea-grant, and space-grant institution, LSU is also noted for its extensive research facilities. The university has  $\pm 800$  sponsored research projects, funded by agencies such as the National Institutes of Health, the National Science Foundation, the National Endowment for the Humanities, and the National Aeronautics and Space Administration. As noted in the **Louisiana Chamber of Commerce's White Paper**, universities that conduct research, like LSU, play powerful roles in advancing state economies.

LSU's main campus is located 6 miles west of the Hotels. Consisting of  $\pm 250$  buildings, it was constructed in the style of Italian Renaissance architect, Andrea Palladio and dedicated in 1923. The campus's Historic District occupies a 650-acre plateau on the banks of the Mississippi River.





# DEMAND GENERATORS



LSU fields teams in **21 varsity sports** (9 men's and 12 women's), and is a member of the **NCAA (National Collegiate Athletic Association)** and the **SEC (Southeastern Conference)**.

LSU has won 48 team national championships, most recently the **2020 College Football Playoff National Championship**. The LSU Tigers football team competes in **Tiger Stadium**, or “Death Valley,” with a **capacity of 102,321**, making it the **third largest stadium in the SEC**, the **fifth largest stadium in the NCAA** and the **sixth largest stadium in the world**.





# DEMAND GENERATORS



**Southern University** also contributes to Baton Rouge's economy in a variety of ways. As the largest HBCU university in the state, meaning it is a historic, public African American university. Southern was nationally ranked #34 of the 88, 4-year HBCU institutions throughout the country, according to the U.S. News and World Report. Located in the northern portion of the City, approximately 9 miles from the Hotels, Southern consists of **± 1,900 employees** and **6,361 undergraduate students**.

The **Southern Jaguars** compete in the NCAA D-I Southwestern Athletic Conference (**SWAC**). The Southern University marching band, better known as the **Human Jukebox**, has been featured in numerous television commercials, music videos and invited to participate in the annual **Rose Parade** in Pasadena, California, **Presidential Inauguration Ceremonies** and **6 Super Bowl Halftime presentations**.

There also a number of higher educational institutions, specializing in the field of medicine in Baton Rouge: **Franciscan Missionaries of Our Lady University** (FranU), a private Catholic University with **± 1,700 students**, **Tulane University's School of Medicine**, and **Southeastern Louisiana University School of Nursing**. These schools are in the **Health District of Baton Rouge** just 2 miles from the Properties.





# DEMAND GENERATORS

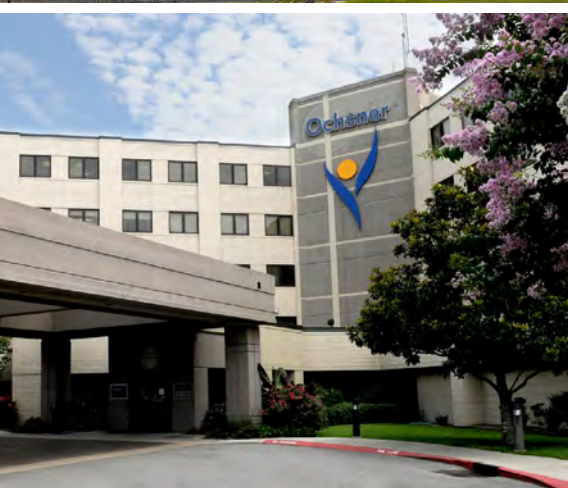


There are a number of major healthcare facilities in the Baton Rouge Health District: **Baton Rouge General**, **Our Lady of the Lake Regional Medical Center**, and **Women's Hospital**.



Baton Rouge General has 588 beds between 2 campuses: 201-beds at the Medical Center, Bluebonnet Campus and 387-beds at the private, Mid City Campus, a non-profit, long-term care, community-owned hospital.

**Our Lady of the Lake Regional Medical Center (OLOLRMC)** is a general medical and surgical facility located 4 miles from the Hotels. The hospital is accredited by the **Joint Commission** and serves as a teaching hospital to FranU, Louisiana State University, Tulane University and Southern University, alongside Baton Rouge General.



OLOLRMC is the dominant institution in healthcare in the Greater Baton Rouge area and the largest private medical center in Louisiana, with over 800 beds. **Women's Hospital**, also 2 miles from the Property, has 168 beds, 84 NICU beds, and 2,112 employees and specializes in women's health.

Five miles east of the Property is **Ochsner Health's** 150-bed medical center, which also has 13 additional health centers throughout Greater Baton Rouge. This includes the **Ochsner Medical Complex**, just 4 miles from the Hotels.



# DEMAND GENERATORS



Baton Rouge is home to the **Louisiana Army National Guard, 769th Engineer Battalion** and the **Weapons Company of the 3rd Battalion, 23rd Marine Regiment (3/23)**, a reserve infantry battalion in the **United States Marine Corps**. The **Armed Forces Reserve Center**, 6 miles southwest of the Hotels, is the headquarters for 3 units of the 769th of ± 450 military personal.

The Army National Guard is contracted with the Holiday Inn and has been responsible for a significant amount of room night demand throughout Q2 2020.





# DEMAND GENERATORS



**Raising Cane's River Center** is an entertainment complex in Downtown Baton Rouge. Formerly just named the River Center, Raising Cane's Chicken Fingers purchased the naming rights in 2016 and has transformed the complex and as a result the area. Raising Cane's River Center includes a **10,000-seat arena**, a **1,900-seat Performing Arts Theatre**, a **Grand Ballroom** and **Exhibition Hall** with over **200,000 SF**, and a **library**.

The Raising Cane's River Center Exhibition Hall offers **70,000 SF** of unobstructed floor space, meeting rooms, concession, and kitchen facilities. The Exhibition Hall can be combined with the area to create more than **100,000 SF** of continuous exhibit space. The venue hosts **over 500 events per year** and is home of the **Baton Rouge Symphony Orchestra**, **Baton Rouge Ballet**, and the **Broadway in Baton Rouge**.



# DEMAND GENERATORS

In addition to event venues, there are many historical sites, museums, and attractions proximate to the Hotels. The **Old Louisiana State Capitol Museum**, also known as the State House, is a historic government building that once housed the Louisiana State Legislature from the mid-19th century. The current capitol tower building was constructed in 1929-32. It is both a **National Historic Landmark** and on the **National Register of Historic Places**.



Seven miles from the Hotels is the National Historic Landmark and event venue, **USS Kidd Veterans Museum**. The USS Kidd (DD-661), a Fletcher-class destroyer, was the first ship of the United States Navy to be named after Rear Admiral Isaac C. Kidd, who died on the bridge of his flagship USS Arizona during the 1941 Japanese attack on Pearl Harbor.

Other museum and event venues include the **LSU Rural Life Museum and Windrush Gardens**, **LSU Museum of Art**, and **LSU Museum of Natural Sciences**.



# DEMAND GENERATORS



Hollywood Casino, a 27,000 SF casino with over 1,100 slot machines and L' Auberge Casino, an expansive 74,000 SF casino with nearly 1,400 slot machines and over 50 table games are both located on the Mississippi and 7 miles from the Hotels. More family-oriented attractions near the Hotels include Celebration Station, Skate Galaxy, the BREC Bluebonnet Swamp Nature Center, the BREC Baton Rouge Zoo, and All-Star Lanes. Blue Bayou Waterpark and Dixie Landin' are adjacent amusement parks and situated 6 miles southeast of the Hotels. Blue Bayou is a water park and Dixie Landin' is a more traditional amusement park with thrill rides. Blue Bayou has 20 attractions including a lazy river and Dixie Landin' currently has 27 attractions.



The Mall of Louisiana, 2 miles from the Property, is the largest mall in Louisiana, contains the third largest indoor carousel in the world, and is the only regional mall in Baton Rouge. The mall includes 160 upscale, specialty stores and a 16-screen AMC Theater adjacent to 8 full-service restaurants.





# DEMAND GENERATORS

Baton Rouge is a popular tourist destination, offering year round activities, parades and festivities, like the annual Mardi Gras celebration. Each year, thousands from across the globe join in and experience the exciting activities hosted in the Red Stick.



Festival of Lights  
Red Stick Revelry  
Louisiana Marathon Finish Fest  
Mardi Gras Festival



Ebb & Flow  
Zapp's International Beer Festival  
Blues Festival  
3rd Street Songwriter's Festival  
Louisiana Earth Day



Soul Food Festival  
Jambalaya Festival  
Pride Fest



Hot Air Balloon Festival  
Greater Baton Rouge State Fair  
Angola Prison Rodeo  
Fifollet Halloween Festival



# BROKER PROFILE



**COLE SPAIN**

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404-876-1640 x132

Cole Spain specializes in assisting clients in the disposition and acquisition of hotels and resorts in North America and the Caribbean, as well as providing debt and equity placement solutions. Leveraging off Bull Realty's technology, digital resources and marketing tools, he counsels his clients with the highest levels of professionalism and integrity. He plays a key role in all stages of the deal cycle, including: new business development, underwriting, sourcing buyers, facilitating/negotiating offers, transaction management and closing. Cole maintains close relationships with institutional investors, private equity, high net-worth individuals and regional owner/operators to present acquisition opportunities directly to the appropriate buyers.

Cole graduated Cum Laude from Ole Miss with a Bachelor's in Business Administration in both Real Estate and Managerial Finance. He also holds an Advanced Certification in Real Estate and Hotel Investment through Cornell University's School of Hotel Administration covering valuation, deal structure, capital markets, strategy, risk management, and asset management. He is also a Certified Commercial Investment Manager (CCIM) candidate and continues his education through their many programs. His prior experience includes multi-tenant retail and single-tenant net lease investment properties, as well office tenant representation and hospitality lending, and includes positions with Randall Commercial Group, Savills Studley and Access Point Financial.

His personal interests include spending time with family and friends, attending Ole Miss and Atlanta Falcons football games, PGA Tour events and attempting to play golf himself.



Bull Realty is a commercial real estate sales, leasing, and advisory firm headquartered in Atlanta. The firm was founded in 1998 on two primary missions: to provide a company of advisors known for integrity and to provide the best disposition marketing in the nation. Still guided by these philosophies, the firm's services have expanded to include disposition, acquisition, project leasing, tenant representation and consulting services. To add additional value and efficiency for clients, advisors focus on specific sectors and services in the office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, automotive, hospitality and single tenant net lease sectors.

The firm produces America's Commercial Real Estate Show, a national video show and podcast enjoyed by millions of people around the country. Industry analysts, leading market participants and the firm's founder Michael Bull share market intelligence, forecasts and success strategies. The show has aired every week since 2010 on Apple Podcast, all major podcast sites, YouTube and [www.CREshow.com](http://www.CREshow.com).



# CONFIDENTIALITY AGREEMENT

This Confidentiality Agreement ("Agreement") is made and agreed to for the benefit of the undersigned party ("Receiving Party"), the owner of the subject properties and undersigned agent for the owner Bull Realty Incorporated ("Broker").

Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

## I. Confidential Information:

Receiving Party will receive confidential information regarding properties referred to as: 9970-9990 Airline Highway, **Baton Rouge, LA 70816**. Receiving party agrees to not disclose with any person that the properties may be available for sale or lease, or that discussions or negotiations are taking place concerning a possible purchase or lease of the properties, nor any terms, conditions, or other facts with respect to the properties, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term "person" used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing and shall

exclude directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party. Receiving party agrees to not contact the property owner, the management, the tenants, the lender, the vendors, the insurers, the employees or the customers of any business at the site.

This agreement will expire on the earlier of: (a) the date the materials are no longer confidential information within the meaning of this Agreement; or (b) two years from the date hereof.

## II. Acting as a Principal:

Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Bull Realty Inc. is representing the Seller in this transaction and will be compensated by the Seller per separate agreement. Receiving Party reserves the right to involve any agent, broker, attorney or other advisor in the transaction to represent the Receiving Party provided said party is paid by the Receiving Party and said party has agreed in writing to this agreement.

This Agreement shall be governed and construed in accordance with the laws of Louisiana.

Accepted and agreed to this \_\_\_\_\_ day \_\_\_\_\_ of , 20\_\_\_\_.

Receiving Party \_\_\_\_\_

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

**Cole Spain**  
**V.P. Hospitality Group**  
**Cole@BullRealty.com**  
**404-876-1640 x132**

**Broker of Record**  
**Michael Bull**  
**Bull Realty, Inc.**  
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**Bull Realty, Inc.**  
**50 Glenlake Parkway, Suite 600**  
**Atlanta, GA 30328**  
**Fax: 404-876-7073**







TO SCHEDULE A VISIT OR  
TO REVIEW THE FINANCIALS CONTACT:

COLE SPAIN

V.P. Hospitality Group  
Cole@BullRealty.com  
404-876-1640 x132

**Please do not visit site without an appointment.  
Please do not disturb management or tenants.**

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