

Texas Hill Country Needs Your Restaurant!

Many High-Profile Brands Are Successful in Kerrville:



RESTAURANT Chains within 1.3 miles of IH-10 (see Aerial Map)

Cracker Barrel

IHOP

Dairy Queen

McDonalds

Schlotzsky's

Sonic

Taco Casa

Major Food Chains in Kerrville include those listed below, but none are as close to IH-10 as the Proposed Property:

- Chili's
- Church's Chicken
- CiCi's Pizza
- Denny's
- Domino's
- Fuddruckers
- Jack in the Box
- Kentucky Fried Chicken
- Little Caesar's
- Long John Silver's
- Pizza Hut
- Quiznos
- Starbucks
- Subway
- Taco Bell
- Wendy's
- Whataburger

KERRVILLE, TEXAS

It's ALL Right Here!

Proposed Property is Close to Popular Destinations!



Kerrville is home to Tivy High School, which has an enrollment of over 1,300 students.



Proximity to Shopping Destinations:

- Home Depot – 0.2 miles
- Lowe's – 0.4 miles
- Big Lots – 0.9 miles
- River Hills Mall – 2.0 miles

Over 20 stores, including:

- Bath & Body Works
- Bealls
- Belk
- GNC
- Hibbett Sports
- JC Penney
- Zales Jewelers

- Walmart Supercenter – 3.6 miles



Proximity to Lifestyle Destinations:

- Tivy Antler Stadium – 0.4 miles
- Schreiner Golf Course – 1.0 miles
- Kerrville Kroc Center – 1.4 miles
- Kerr Arts & Cultural Center – 1.9 miles
- Cailloux Theater – 1.9 miles
- Louise Hays Park – 2.0 miles
- Rio 10 Cinema – 3.2 miles
- Schreiner University – 3.4 miles



Proximity to Gas Stations:

- Valero – 200 yards
- Stripes – 0.4 miles
- Shell – 0.5 miles



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Lodging Within 0.5 Miles From Proposed Property:



HOTELS Within 1 Mile of IH-10 (see Aerial Map)

Rooms

Best Western	97
Big Texas Inn	95
Comfort Inn	55
Days Inn	40
Hampton Inn	60
Holiday Inn Express & Suites	64
La Quinta Inn	65
Motel 6	43
Super 8	98
YO Ranch Hotel & Conference Center	191

TOTAL Rooms within 1 mile of IH-10: 808

*All Statistics from the Kerrville Convention & Visitors Bureau.

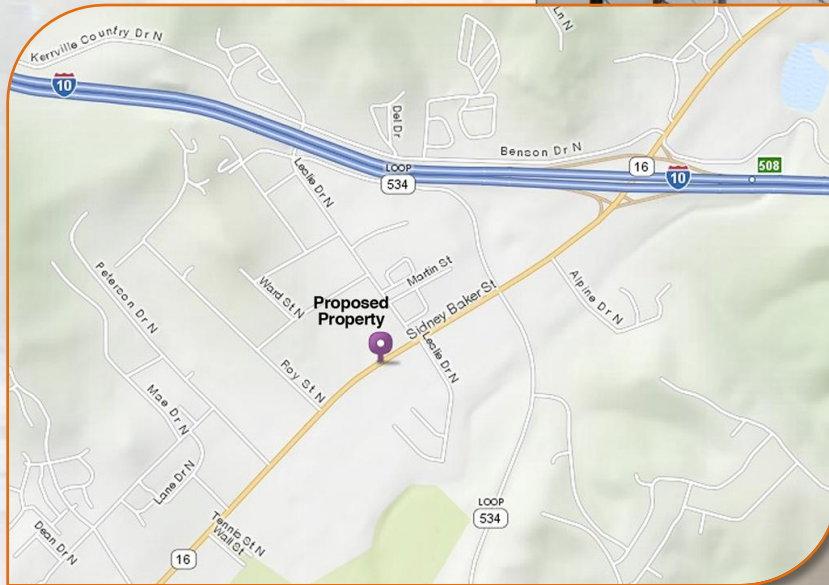
KERRVILLE, TEXAS

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The Prime Location for Your Business in Kerrville!

- **Approximately 1.1 Acres**
- **Only 0.6 miles from IH-10 and 1.7 miles from city center.**
- **Located on St. Hwy 16, one of Kerrville's busiest streets.**

Looking south from I-10



Traffic Counts:*

- **IH-10 West – 17,700**
- **IH-10 East – 14,300**
- **Hwy 16 – 18,000**
- **Sidney Baker – 21,000**
- **Loop 534S – 7,200**
- **Loop 534N – 2,400**

*Statistics from the Texas Dept. of Transportation, San Antonio District.

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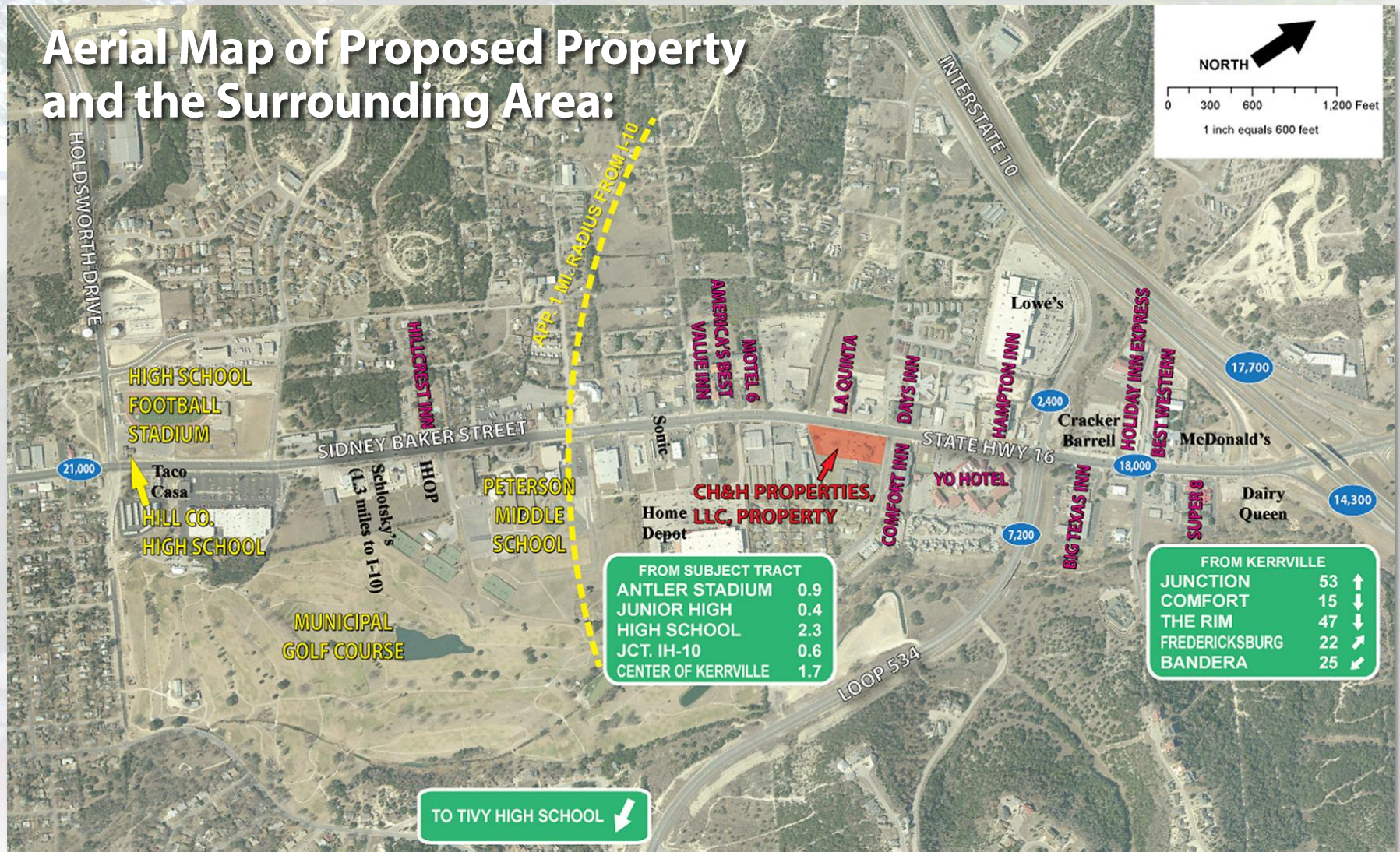
Abundant Parking & Effortless Ingress/Egress!



KERRVILLE, TEXAS

It's ALL Right Here!

Aerial Map of Proposed Property and the Surrounding Area:



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KERRVILLE, TEXAS

It's ALL Right Here!

The Center of Attention in Kerr County, Texas!

*Kerrville has grown steadily over the past decade. Today its population is over 22,000** but with the 25,000* residents of the surrounding communities visiting regularly, it seems even bigger! Many of the over 88,000* residents of the counties bordering Kerr County also visit Kerrville because it's a closer shopping destination than San Antonio.



"Kerrville's historic downtown is worth exploring for its shopping and dining."



– The New York Times, Great Homes & Destinations Section, Oct. 2009



*Statistics from the official United States Census 2010 website: <http://2010.census.gov/2010census/data>

KERRVILLE, TEXAS

It's ALL Right Here!

With everything it has to offer, it's no wonder...

Kerrville Attracts nearly 2 Million Visitors a Year!*

Kerrville's pleasant climate allows Special Events throughout the year:

- Kerrville Folk Festival
- Kerrville Wine & Music Festival
- Texas' Official State Arts & Crafts Fair
- Open-Air Markets, Parades & Rodeos

Kerrville's natural beauty provides for many outdoor activities:

- Youth Summer Camps & Retreats
- Tourism & Hunting Ranches, RV Parks
- Scenic Bicycle/Motorcycle Routes



Kerrville is home to Schreiner University, with an enrollment of over 1,100 students.



The Kerrville Folk Festival draws dozens of popular musicians and 30,000 fans annually.



Kerrville's Cultural attractions include:

- The Kerr Arts & Cultural Center
- The Museum of Western Art
- The Cailloux Performing Arts Center

The Kerrville area Guadalupe River draws thousands each year for:

- Boating, Rafting & Tubing
- Swimming & Fishing

**See the Kerrville Convention & Visitors Bureau 2010 Annual Report.*



The Economic Impact of Kerrville's Visitors:

Accommodations in the Kerrville area range from Hotels and Motels, Cottages, Lodges, Resorts, Bed & Breakfasts, Guest Ranches, Campgrounds and RV Parks.

Average City-Wide Average Daily Room Rate: \$57.71*

Average City-Wide Occupancy Rate: 59.7%*

Annual Overnight Visitors (2010 Annual Report)	Subtotals:
Hotel/Motel, Cabins & B&B's	\$778,083
Children's Summer Camps	\$24,416
Children's Camps (Off-Season Adults)	\$37,148
Schriener College Campus	\$1,743
RV Parks & Campgrounds	\$201,061
Visitors Who Did Not Stay in Paid Accommodations	\$364,857
Day Visitors (2007 Statistic)	\$500,376
Grand Total:	\$1,907,684

2010 Hotel/Motel Guest Expenditures in the City of Kerrville

Compiled and Prepared by Kerrville Convention & Visitors Bureau

ECONOMIC IMPACT

Conventions	\$ 11,011,792
Motorcoach	\$ 78,400
Special Events	\$ 2,199,780
Consumer	\$ 44,380,146
TOTAL	\$ 57,670,118
\$57,670,118 x 3 (Standard Conservative Economic Multiplier) = \$173,010,354	

CONVENTION

32,930	Room nights (taxable & non-taxable)
x 2.2	Delegates/room (industry standard)
72,446	Total convention delegates
x 152	Average expenditures/person/day
\$ 11,011,792	TOTAL CONVENTION REVENUE

MOTORCOACH

6	Motorcoaches overnighiting in Kerrville
+10	Additional nights
16	Motorcoach days
x 4,900	Motorcoach expenditures/day
\$ 78,400	TOTAL MOTORCOACH REVENUE
	373 ROOM NIGHTS

SPECIAL EVENTS

6,060	Special event room nights
x 3.3	Persons/room (industry standard)
19,998	Total special event overnight visitors
x 110	Average expenditures/person/day
\$ 2,199,780	TOTAL SPECIAL EVENT REVENUE

CONSUMER

187,258	Consumer taxable room nights
x 3	Persons/room
561,774	Visitors
x 79	Average expenditures/person/day
\$ 44,380,146	TOTAL CONSUMER VISITOR REVENUE

TOTAL ROOM NIGHTS 226,621

These figures represent only the city overnight hotel/motel guests and do not reflect our day visitors or those visitors staying in our RV parks, camping sites, children's camps or county accommodations.

*All Statistics from the Kerrville Convention & Visitors Bureau.