

A sailboat with a large white sail is sailing on the ocean. The sun is setting in the background, creating a vibrant orange and red glow on the horizon. The sky transitions from a deep blue at the top to a lighter blue near the horizon. The water is a deep blue with some whitecaps.

AUTOGRAPH COLLECTION®

S A R A S O T A

The Information contained herein, including, without limitation, all photographs, maps and artwork, as well as any other information (whether written, electronic or verbal) furnished by Prime Hospitality Group (PHG) or their affiliates, or any of their respective officers, directors, shareholders, owners, employees, contractors or agents (collectively, the "Information") is confidential, and is furnished solely for the purpose of a review by parties interested in the property, and is not to be used for any other purpose or made available to any other person without the express written consent of PHG. The Information is based in part upon Information supplied by PHG or their affiliates and in part upon financial Information obtained by PHG from sources that they deem reasonably reliable. Summaries of any documents are not intended to be comprehensive or all-inclusive, but rather only outline some of the provisions contained therein and are qualified in their entirety by the actual document to which they relate.

While PHG has no reason to believe that the Information provided herein, or in any other marketing or due diligence materials provided, contains any material inaccuracies, PHG nor their affiliates, nor any of their respective officers, directors, shareholders, owners, employees, contractors or agents make any representations or warranties, expressed or implied, as to the accuracy or completeness of the Information, including, without limitation, Information as to engineering or environmental matters or as to the future performance of the Property. Interested parties should make their own projections and form their own conclusions without reliance upon the material contained herein and should conduct their own due diligence, including engineering and environmental inspections, to determine the condition of the Property and the existence of any potentially hazardous material located at the property or used in the construction or maintenance of the building(s) at the site.

An interested party's sole and exclusive rights with respect to any prospective transaction, the property, or the Information shall be limited to those expressly provided in an executed Agreement and shall be subject to the terms thereof. In no event shall interested parties have any other claims against PHG or any of their affiliates or any of their respective officers, directors, shareholders, owners, employees or agents, for any damages, liability, or causes of action relating to this informational process or the marketing or sale of the Property.

Interested parties are not to construe the contents of this prospective opportunity or any prior or subsequent communications from PHG or their affiliates or any of their respective officers, directors, owners, employees or agents as legal, tax or other advice. Prior to submitting an agreement, interested parties should consult with their own legal counsel, as well as tax and other advisors, to determine the consequences of any agreement in the Property and arrive at an independent evaluation of such investment.

AUTOGRAPH

COLLECTION®

S A R A S O T A

030216



501 Golden Isles Drive, Suite 206-C, Hallandale Beach, FL 33009
www.salsaipg.com • Phone: (954) 889-8295



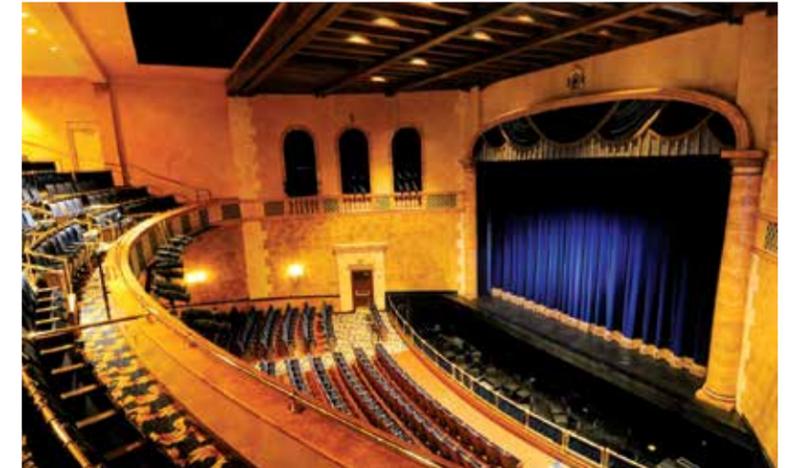
ASOTA

THE LOCATION

Theatre Company, Florida Studio Theatre, Island Players, Lemon Bay Playhouse and Theatre Works. Music fills the air with the Florida West Coast Symphony, Key Chorale, Gloria Musicae, the Jazz Club of Sarasota, Sarasota Ballet of Florida, Sarasota Blues Society, Sarasota Opera Association, or the Sarasota Concert Band.

ACCESSIBLE

Sarasota offers easy access to Interstate 75. Tampa and the Tampa Bay Buccaneers, Florida Aquarium, Dali Museum and other attractions are within a short drive of the city center. Within an hour's drive is Florida's I-4 corridor and access to Disney World and the Orlando area attractions.



NATURALLY ATTRACTIVE

Sarasota is home to the finest beaches in the world and a wide variety of premier restaurants, shopping, the arts, tennis, water skiing, shell collecting, exotic tropical plants, universities, golf and boating.

major market in the state. With over 600,000 people, the Sarasota/Manatee/Charlotte area has grown 4 times faster than the national average and boasts per capita retail sales that are 20% above the national average.

CULTURALLY ACTIVE

Located an hour south of Tampa on Florida's Gulf Coast, Sarasota offers natural beauty, cultural excellence and recreation on par with the world's most sought-after destinations. Hosting numerous educational museums, operas, ballets, plays, golf tournaments and boat races it's understandable that Sarasota is renowned as the Florida's cultural capital.



SUNSET CIRCUS, SYMPHONY OR BOTH?

Sarasota's beauty extends from the Gulf of Mexico's white sand beaches to brilliant waterfront neighborhoods.

Home to notable architecture spanning the century, Sarasota is a showplace of winter vacation getaways where residents of every background come to enjoy the mild climate and activities that make Sarasota an attractive destination.

Sarasota is King of "Art" with offerings from circus posters, Rubens and Poussin to Sarasota's Foreign Film Festival, the Asolo



S A R A S O T A



BOATS ON SARASOTA BAY
SARASOTA, FLORIDA

THE BRAND

AUTOGRAPH COLLECTION®

Welcome to Autograph Collection®; an evolving ensemble of strikingly independent hotels. Exactly like nothing else, each destination has been selected for its quality, bold originality, rich character and uncommon details. Designed for the independent minded traveler seeking an escape from the predictable, this collection of one-of-a-kind hotels and resorts includes a 15-room boutique fishing lodge in Colorado, a 19th-century neoclassical palace in Prague and a 3,000-room luxury high rise on the Vegas Strip.

The ideal combination of benefits and flexibility has been a powerful growth engine for the Autograph Collection, attracting some of the world's most highly regarded hotels and making the Autograph Collection the lodging industry's fastest-growing upper upscale/luxury brand. For owners and developers alike, Autograph Collection Hotels offers the ideal combination of freedom and function, providing all the tangible benefits that a partnership with Marriott® can deliver while giving hotels unrivaled flexibility and the ability to preserve the distinctive personalities that make them unique.

SUPPORTED BY MARRIOTT

Autograph Collection guests receive all the benefits of Marriott Rewards, the award-winning guest-loyalty program that serves 40M+ members and offers more ways to



redeem points than any other guest-loyalty program.

ABOUT MARRIOTT

Marriott International, Inc., is a global leading lodging company with more than 4,200 properties in 79 countries and territories. Marriott International reported revenues of nearly \$14 billion in fiscal year 2014. Founded by J. Willard and Alice Marriott and guided by Marriott family leadership for nearly 90 years, the company is headquartered in Bethesda, Maryland, USA.



ABOUT MARRIOTT

Marriott Rewards awards travelers their choice of frequent flyer miles or points toward free vacations and merchandise when choosing any of more than 3,800 Marriott hotels in 71 countries worldwide. In addition to earning points or miles for dollars spent at participating hotel brands, members who stay with Marriott just 10 or more nights during a given year also receive special "Elite" benefits and services that make travel more convenient.



MARRIOTT REWARDS

Marriott Rewards has been named "Best Hotel Rewards Program" by the readers of U.S. News & World Report, About.com, Frommer's Budget Travel Magazine, Inside Flyer, Business Traveler, Global Traveler, Travel Savvy, Executive Travel and BusinessWeek magazines and received the highest ranking among frequent travel programs in the first annual SkyGuide "Best in Travel Awards," published by American Express Publishing. Marriott Rewards has received more Freddie Awards than any other loyalty program, including Hotel Program of the Year – The Americas for six years in a row.

BY MARRIOTT



ARTIST'S RENDERING THE NEW AUTOGRAPH COLLECTION
SARASOTA, FLORIDA



SARASOTA'S CHOICE

Selected by the City to enhance the development of Sarasota's cultural district, the hotel will be a luxury, boutique Hotel on 1.05 acres on the corner of Palm Avenue and Coconut Avenue in downtown Sarasota, Florida.

Comparable to an artist's canvas where moments are carefully curated, the Hotel will provide guests with a unique, authentic, hospitality lifestyle experience by creating an innovative, luxurious environment focused on Sarasota's arts, culinary, and cultural characteristics.

The Hotel will market itself consistent with Sarasota's trademarked mission to "Go Beyond the Beaches," promoting



the vast array of cultural, culinary, and arts-related events and attractions in Sarasota. The Hotel's arts-centric theme will be executed without sacrificing the ability to position the Hotel within the traditional markets, targeting Sarasota tourists, locals, and business groups.

CITY OF SARASOTA PARKING GARAGE

The Hotel will offer parking in a city parking garage adjacent to the Hotel. The parking garage is conveniently accessible to guests via a pedestrian bridge that will connect with the Hotel's second level,. About 300 parking spaces have been specifically reserved for the Hotel.

COCOANUT AND PALM AVENUES

Location is everything and Coconut Avenue and Palm Avenue has the location in the heart of downtown Sarasota's cultural and theater district. From here, the Hotel can provide a unique, authentic experience representative of Sarasota's rich, culture combined with luxury accommodations.

The seven-level Hotel will feature the following:

- 164 luxury guest suites including king and double queen, executive, hospitality, and presidential suites;



- Over 15,000 square feet of meeting space including a people, breakout rooms, a film screening room and ample pre-function space;
- Dining and entertainment on Palm Avenue, Coconut Avenue and the Hotel rooftop;
- Rooftop pool, bar and restaurant;

- Uniquely lobby with an evolving art gallery, "Artist in Residence" workshop featuring local and international artists creating new works of art, proscenium and stage for impromptu art and performances, barista, check-in, and concierge services
- Guest parking conveniently located adjacent to the Hotel.

THE HOTEL

The Hotel's tastefully appointed, private and public spaces will host a variety of exceptional services, and amenities.

The first level Lobby will offer various food and beverage options, including a restaurant with indoor and outdoor seating, a lobby bar and a coffee bar.

The Hotel's event space, includes a 7,500 SF ballroom, meeting rooms, a boardroom, a film screening room, executive concierge meeting service, and 3,500 SF of flexible pre-function space. The Hotel's fitness center, executive offices and back of house support are also located on this level.

The Hotel's second level hosts a full fitness center and various configurations of King, Double Queen and Executive Suites continuing to the seventh level which hosts the Grand Presidential Suite.

In addition to the breathtaking view of the Sarasota Bay and the city's skyline, the seventh level will feature a rooftop pool, sunning deck, private cabanas and a full bar and grill. At night the deck chairs are replaced with lounge style seating. This level also houses a kitchen, mechanical and solar panels.

PARKING

An agreement with the city provides the required parking for the hotel in the adjacent city-owned garage with an access bridge into the hotel.



ARTIST'S RENDERING THE PEDESTRIAN FRIENDLY CORNER ENTRY
AUTOGRAPH COLLECTION, SARASOTA, FLORIDA

AREA OVERVIEW

MARKET AREA

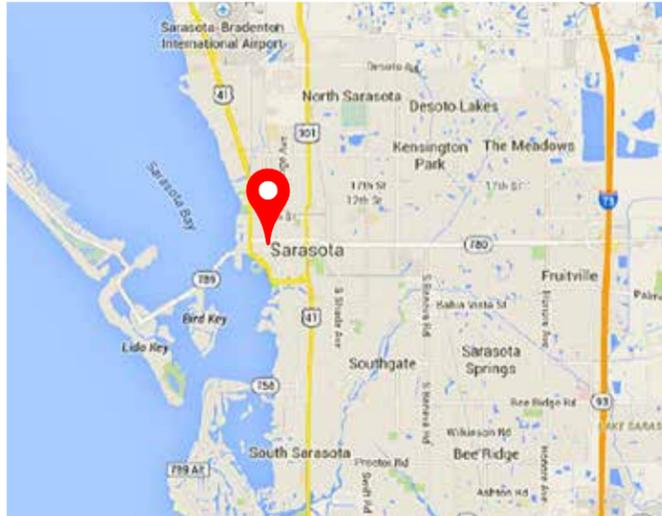
The market area population has grown at an average annual growth rate of 1.0% from 2010 through 2013, faster than the nation average. Following this trend, per-capita personal income is forecast to increase 1.5% per year from 2013 through 2020, which is greater than the forecast for the state of Florida and the country. Local wealth indexes are stable, registering 37.5% greater than the average for the US in 2013.

Food, beverage and retail area sales have 3.6+% average annual increase, which is stronger than the national average and forecast to be 1.9+5 through 2020.

PRIMARY COMPETITORS

The Hotel Indigo - Opened 2006 with 95 rooms, a three-meal Bistro, outdoor pool, whirlpool, fitness room, business center, market and 1,200 SF of meeting space.

Hyatt Regency Sarasota - A 13-story, full-service facility with 294 rooms. Opened in 1975 it features a restaurant, lounge, pool bar, 18,497 SF of meeting space, outdoor pool and whirlpool, fitness center, library, and gift shop. Renovated in 2007.



SECONDARY COMPETITORS

The Ritz-Carlton - close to the hotel, but positioned as a secondary competitor due to its ultra-luxury facilities and price point.

Holiday Inn, Lido Beach Resort, and Sandcastle Resort

Positioned as "beach hotels" on Lido Key as competition for leisure guests seeking a beach experience.

DEMAND GENERATORS

Sarasota Memorial Health Regional Medical Center recently underwent a \$250 million renovation with new power plant; nine-story tower; private delivery rooms; cardiology, orthopedic, and surgery centers; and an emergency clinic.

USF Sarasota-Manatee, Ringling College of Art & Design, Argosy University, New College of Florida and FSU Regional Medical Campus

Manufacturing companies; Tervis Tumbler Company, GT Industries and Sun Hydraulics

Quality Niche companies; IntegraClick; Boar's Head; JCI Jones Chemicals; Roper Industries; SunTrust Bank; Enzymedica; and Nathan Benderson Park

AREA ATTRACTIONS

- 35 miles of beaches on the Gulf of Mexico
- Van Wezel Performing Arts Hall
- Sarasota Opera House
- Florida Studio Theatre
- Banyon Theatre Co.

AREA OVERVIEW

- Downtown Sarasota and St. Armands Circle
- The John and Mable Ringling Museum of Art



- Players Theatre
- Westcoast Black Theatre Troup
- Lido, Longboat Key
- Mote Aquarium
- Sarasota Jungle Gardens
- Marie Selby Botanical Gardens
- Myakka River State Park
- Spanish Point

VISIBILITY

The property's prominent location and high-rise design offers excellent visibility and bay views.

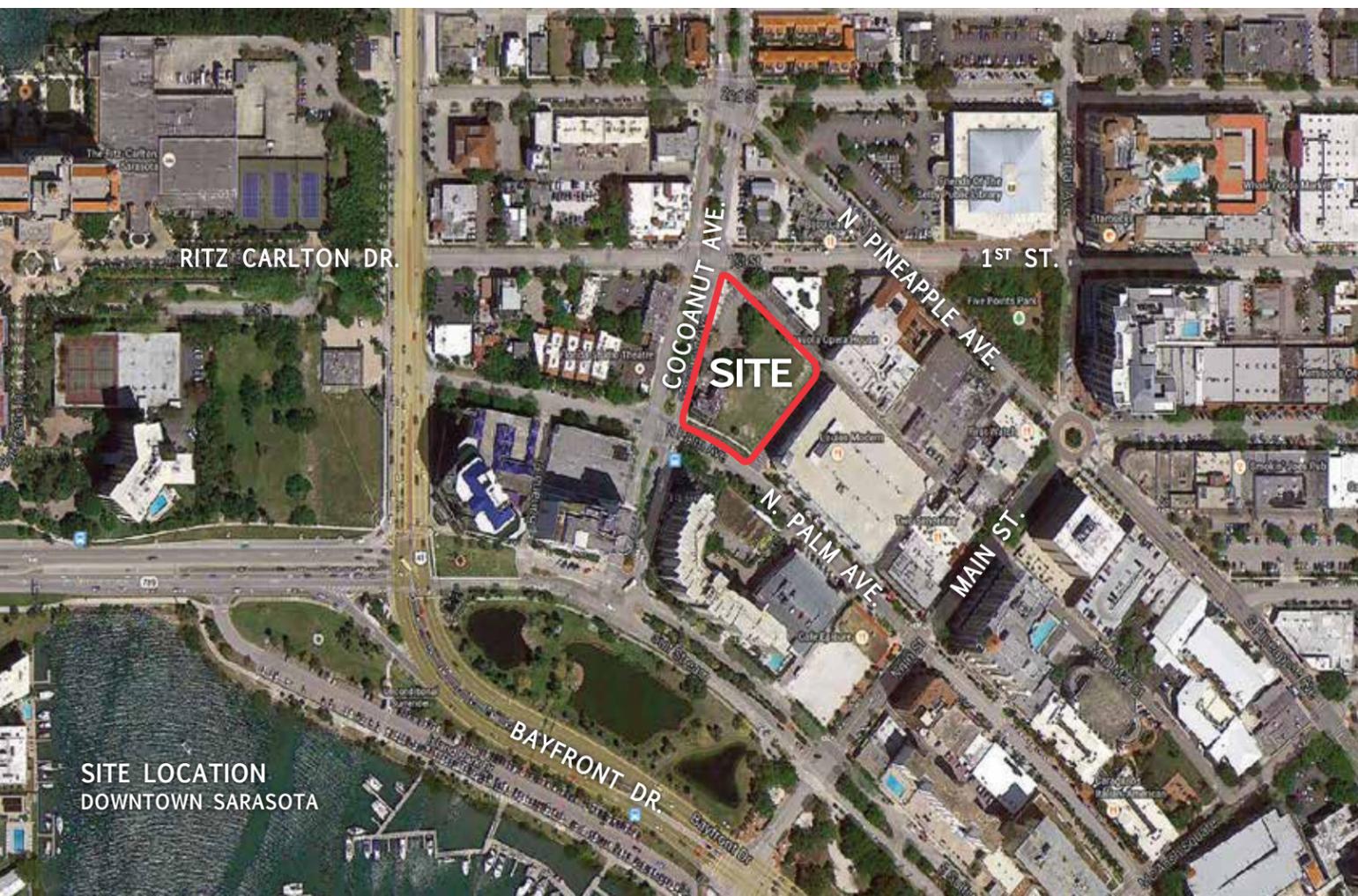


The surrounding area is 30% special-purpose, 10% hotel use, 20% residential use, 25% office/retail, 5% vacant, and 10% other.

TRANSPORTATION

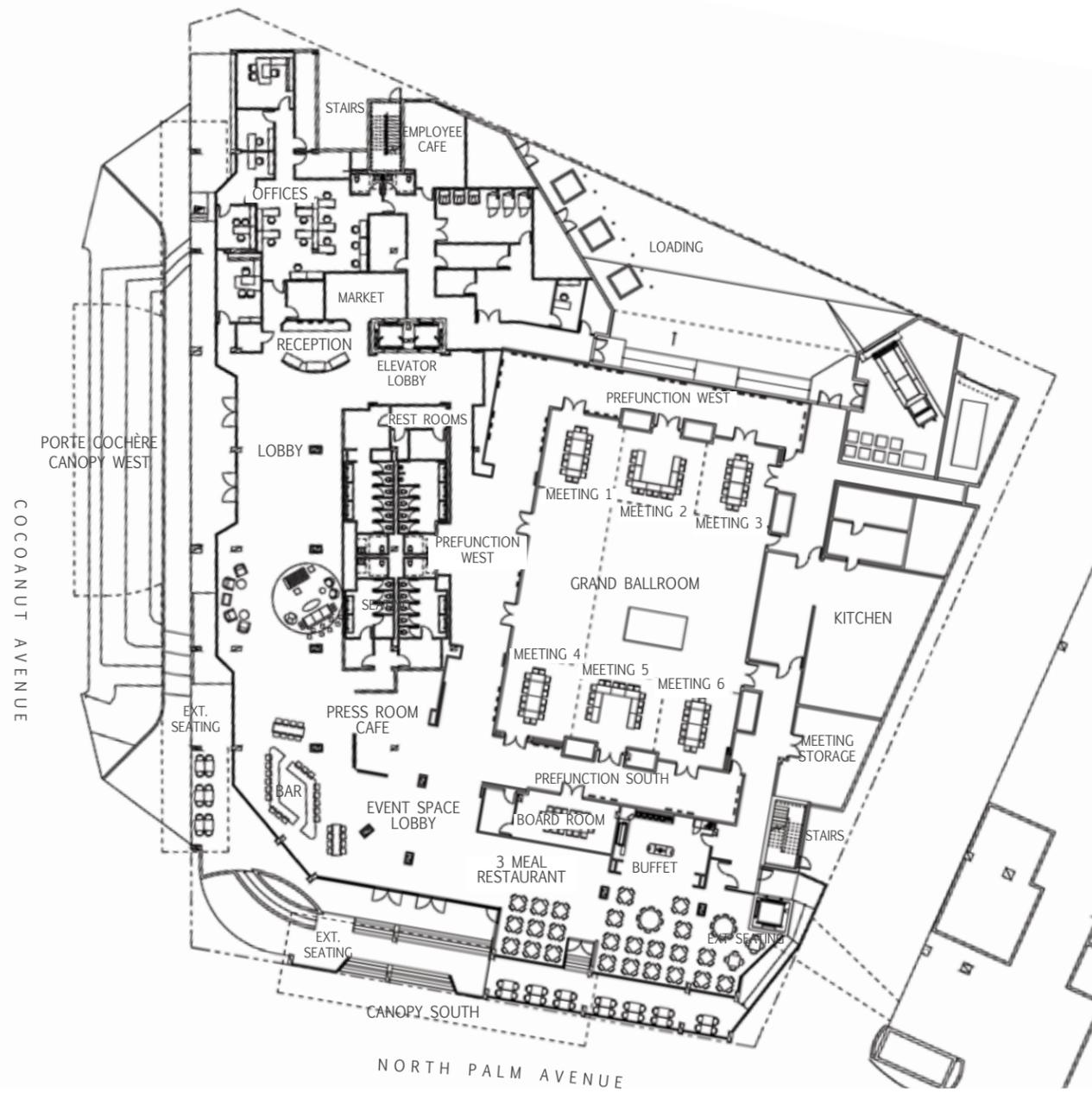
Sarasota is accessible to a variety of local, county, state, and interstate highways. Primary access to Interstate 75, connects Fort Myers, Miami, Tampa and Orlando's I-4 east/west Corridor. State Highway 70 stretches across Florida from Bradenton to Fort Pierce.

Airport service is available from the Sarasota/Bradenton International Airport, located approximately five miles from the subject site, or the Tampa International Airport, which is located 55 miles from the subject site.

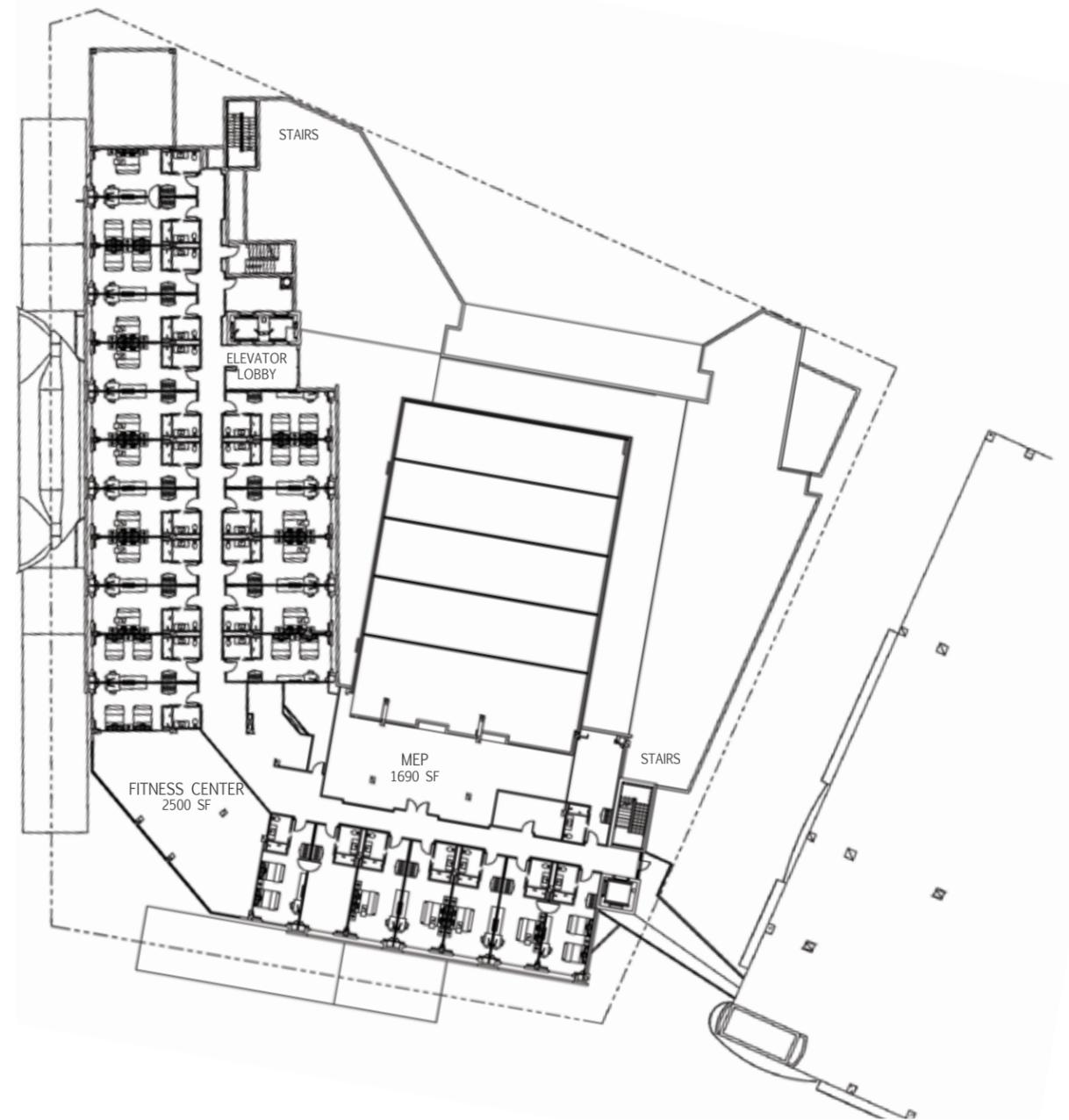


SITE LOCATION
DOWNTOWN SARASOTA

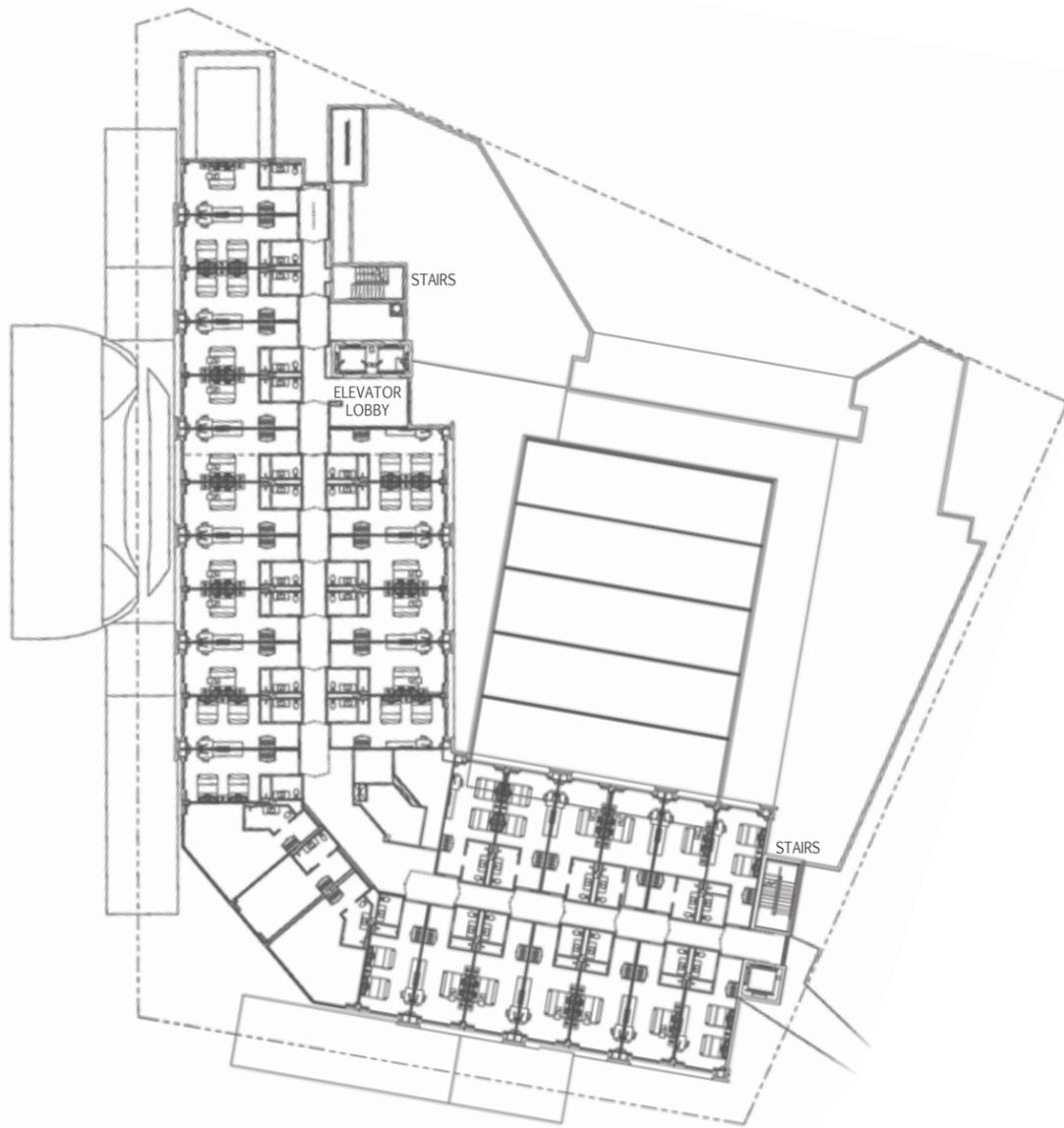
FIRST FLOOR PLAN



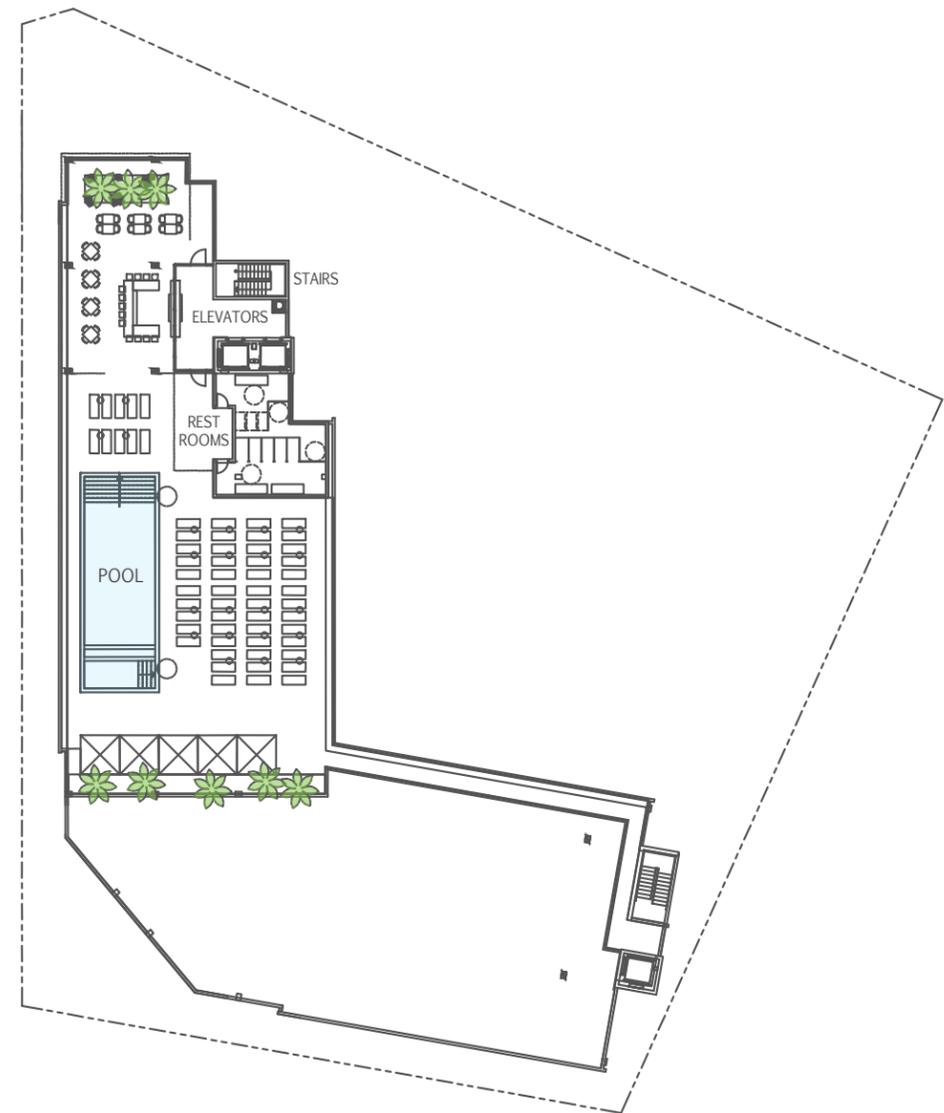
SECOND FLOOR PLAN



TYPICAL GUESTROOM FLOOR



ROOFTOP



AUTOGRAPH COLLECTION®



PRIME **HOSPITALITY** GROUP



501 Golden Isles Drive, Suite 206-C, Hallandale Beach, FL 33009
www.salsaipg.com • Phone: (954) 889-8295