

ONE **DAYTONA**





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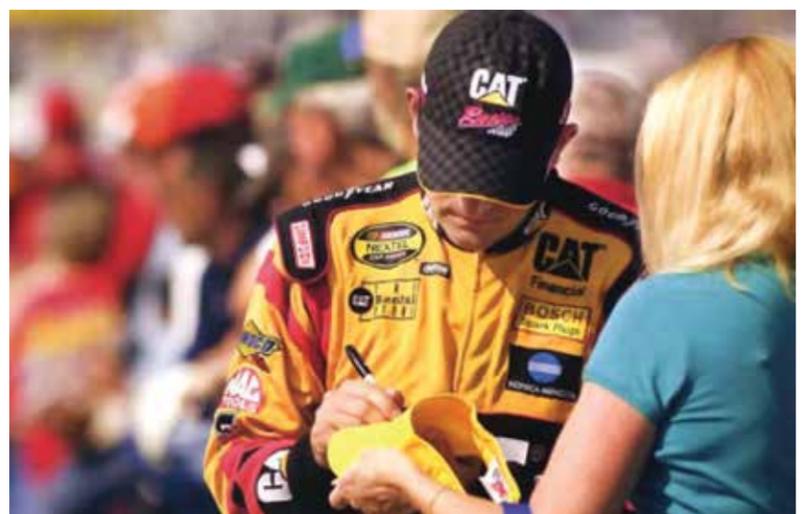
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ONE **DAYTONA**

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SALSA **SHANER HOTELS** **PRIMEHOSPITALITYGROUP** **ISC**



ONE **DAYTONA**



DAYTONA BEACH

At the intersection of Florida's east coast I-95 and Orlando's I-4 Corridor

Ideally situated on the Atlantic coast just east of Orlando, Daytona Beach is one of the world's most exciting and celebrated sun, sports and entertainment destinations. Served by three international airports that bring the world to its doorstep, Daytona Beach ranks with Florida's most iconic destinations.

Known for its racing, beaches and unique lifestyles, Daytona Beach offers numerous sports, recreation, relaxation, educational, arts and entertainment venues.

Next door or within minutes of:

- World Famous Beaches
- Daytona Beach Speedway
- Volusia Mall
- Historic Parks and Recreation
- LPGA International

Daytona Beach - At the intersection of Florida's east coast I-95 and Orlando's I-4 corridor marks the unique convergence of sport, beach, entertainment and thrilling fun! Truly, there is no place that captures such a diverse and loyal audience as Daytona Beach with its exclusive enclaves, marinas, boardwalk, residential high rises, yachts and the Atlantic Ocean.

It is a world surrounded by tropical waterways, lakes and prestigious golf courses; where guest experience a whole new world of luxury amenities and options with hotels, restaurants, shops and entertainment including the world famous Daytona beaches and Daytona Speedway.



DAYTONA RISING.

A NEW DAYTONA SPEEDWAY - A LEGENDARY DESTINATION.

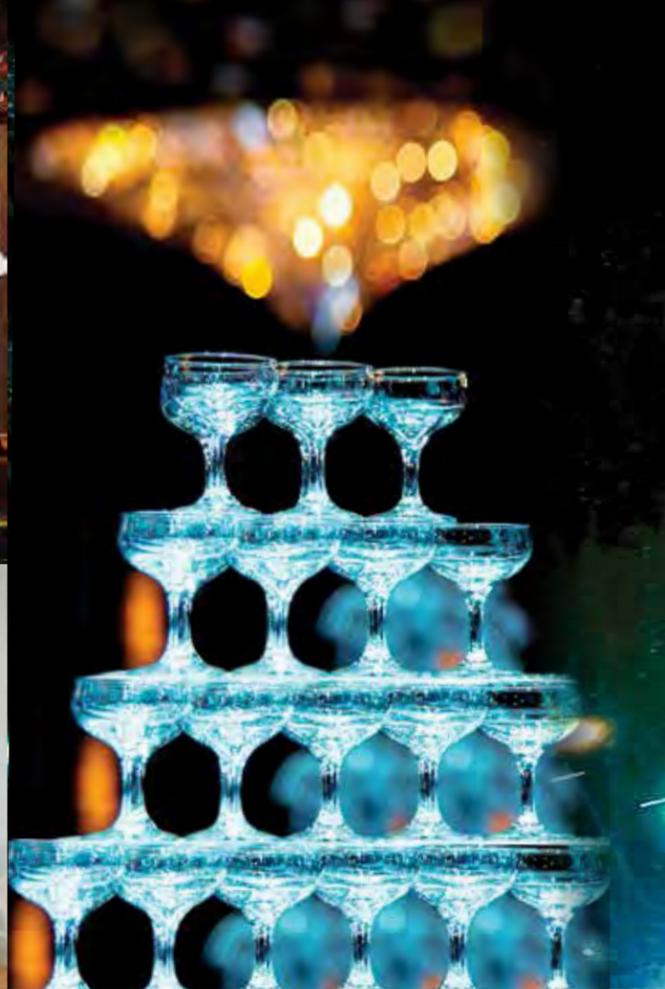
Daytona Rising is a reimagining of an American icon - Daytona International Speedway that will enhance and expand the legendary speedway's presence in Florida's booming economy.

The project officially broke ground in early July, 2013 and is expected to be completed in time for the 2016 Rolex 24 at Daytona and DAYTONA 500.

- A \$400 million expansion to Daytona Speedway
- Five expanded and redesigned entrances, or "injectors," will lead fans to a series of escalators and elevators, transporting them to three different concourse levels along the nearly mile-long front stretch.
- Approximately 101,000 wider and more comfortable seats
- Twice as many rest rooms and three times as many concession stands.
- Over 60 luxury suites with track side views and a completely revamped hospitality experience for corporate guests.

This is the home of "The Great American Race." Where records are broken and heroes are made. Where the glory and spectacle of racing finds its truest expression. Now this playground of speed, sun and ocean is about to be reborn - with the transformation of its world-famous Speedway...and a new retail and entertainment landmark next door at One Daytona.





ONE **DAYTONA** A New Shopping, Dining, Entertainment & Luxury Accommodations Destination

Next to Daytona Rising - Daytona Speedway, a new world-class attraction rises where the roar of the race merges with the pulse of entertainment, nightlife, shopping, leisure and lifestyle. It's an experience all its own, inviting you to linger and make Daytona's legacy your own.

- ONE Daytona is at the crossroads of I-95 and I-4, the doorstep of the third-largest consumer region in the US with 17 million people.
- More than 200 world-class shops and restaurants, a 70,000 SF Bass Pro Shop Outpost store, a 12-screen Cobb Theatre, premium residential lofts and hotel accommodations.
- Eight million visitors flock to Daytona's famed sports attractions and sun-soaked oceanfront annually spending \$3.3 billion.
- Daytona is home to a year-round population of 600,000, including 34,000 students and the world headquarters of NASCAR, the LPGA and Hawaiian Tropic.
- Daytona is under an hour from Orlando, America's most visited destination with 56 million annual visitors.

Victory Circle is Daytona's town center and the link between ONE Daytona and the new Speedway, Daytona Rising. It's the epicenter of activity and welcomes visitors to experience a new side of Daytona.

The Blvd. A main promenade invites guests to an environment with something for everyone. Pedestrian

paths guide visitors through this magnificent thoroughfare to the "Daytona Theatre" and on their way to and from the 300 events a year at Daytona International Speedway.

The Village Market is an everyday gathering place for neighbors and guests. A street-front grocery store, inviting landscaping and covered walkway create an oasis within the wider complex.

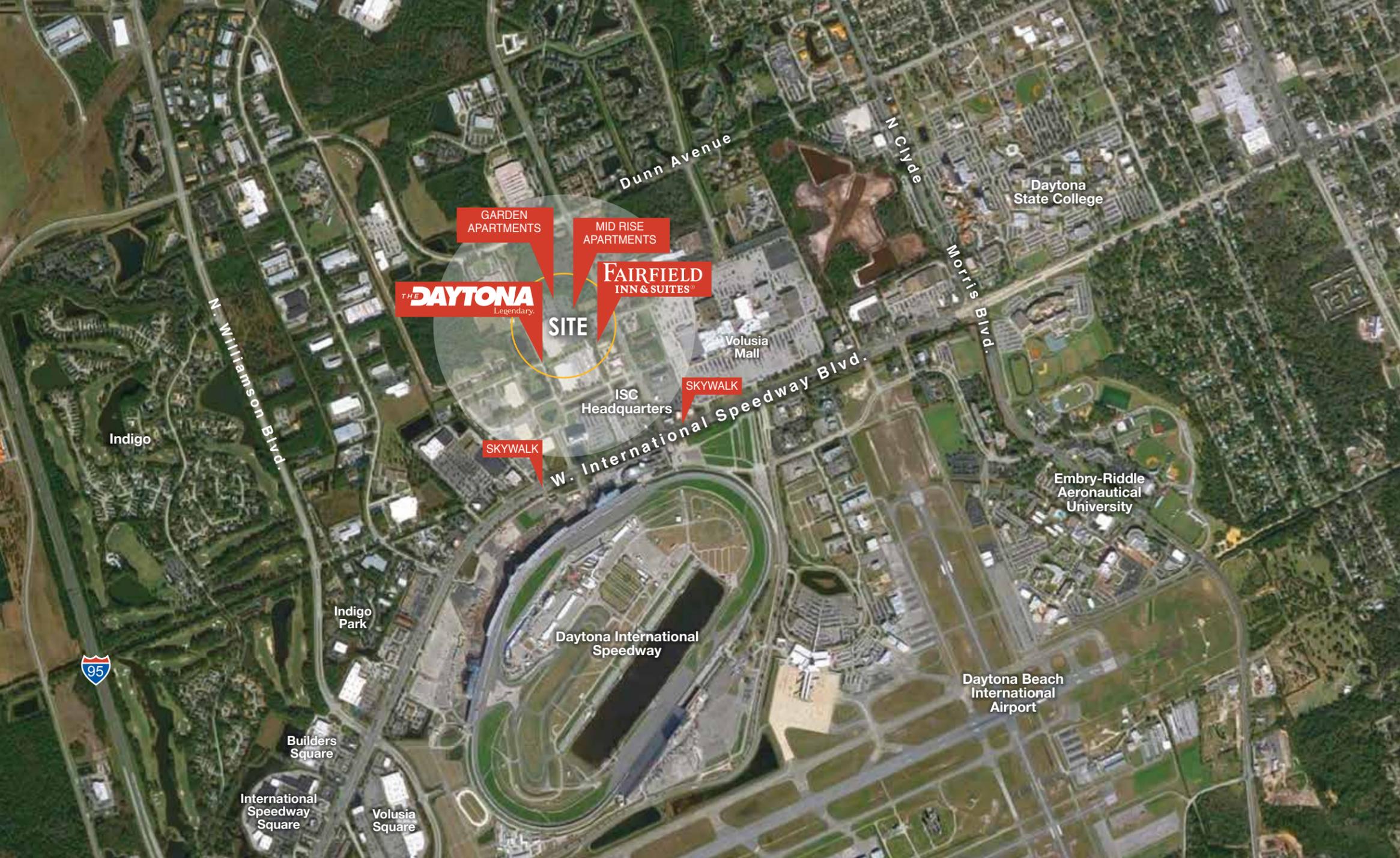
The DAYTONA Autograph Collection Hotel by Prime Hospitality Group, located on Victory Circle offers stunning architecture, jumbotron exterior video displays, a signature bar, restaurant and conference/banquet accommodations.

Fairfield Inn & Suites Daytona Beach by Prime Hospitality Group is the new select-service choice for professionals, seasoned travelers and family guests. Located just off Victory Circle, this hotel offers all the convenient amenities expected in such an exciting location.

Mid rise and Garden Apartments by Prime Hospitality Group offer the ONE Daytona lifestyle year-round. Within the ONE Daytona complex, residents can walk to shopping, dining and entertainment in this one-of-a-kind, exciting track side village.



ARTIST'S RENDERING SUBJECT TO CHANGE.



ONE DAYTONA occupies a unique position as the east coast, sports, entertainment, travel and business anchor on the famous Florida I-4 Corridor. Long known as the heart of Florida, Daytona Beach on I-4 and I-95 is central to Florida's affluent business, entertainment, hospitality and residential neighborhoods. But that's only the beginning of the story! Daytona Beach is the playground, not only to millions of average American, but also to the titans of business, celebrities and a list of Who's Who that make the area simply extraordinary!

- Historic, iconic location at the intersection of I-4 and I-95. Central to North/Central Florida.
- Adjacent to the world-famous Daytona International Speedway
- Traffic counts of more than 75,500 (I-95), 56,000 (I-4) and 35,500 (International Speedway Blvd.)
- Minutes to Daytona Beach International Airport, major roadways, rail and bus
- Minutes to the Intracoastal waterway and Daytona beaches
- Ample complimentary parking and access-controlled, garage parking
- On site retail, restaurants, entertainment, office space, professional services and banking
- Unprecedented access to South Florida's most notable retailers, services, dining and entertainment.

THE DAYTONA

AUTOGRAPH
COLLECTION®



ARTIST'S RENDERING SUBJECT TO CHANGE.



The DAYTONA will be iconic! A full service hotel like no other offering the location, services, amenities and excitement expected at the center of the World of Racing. Located in the heart of One Daytona, Daytona Beach, opposite the speedway, this new 6-story facility is designed to deliver new levels of first class luxury with premium, entertainment and business services and amenities.

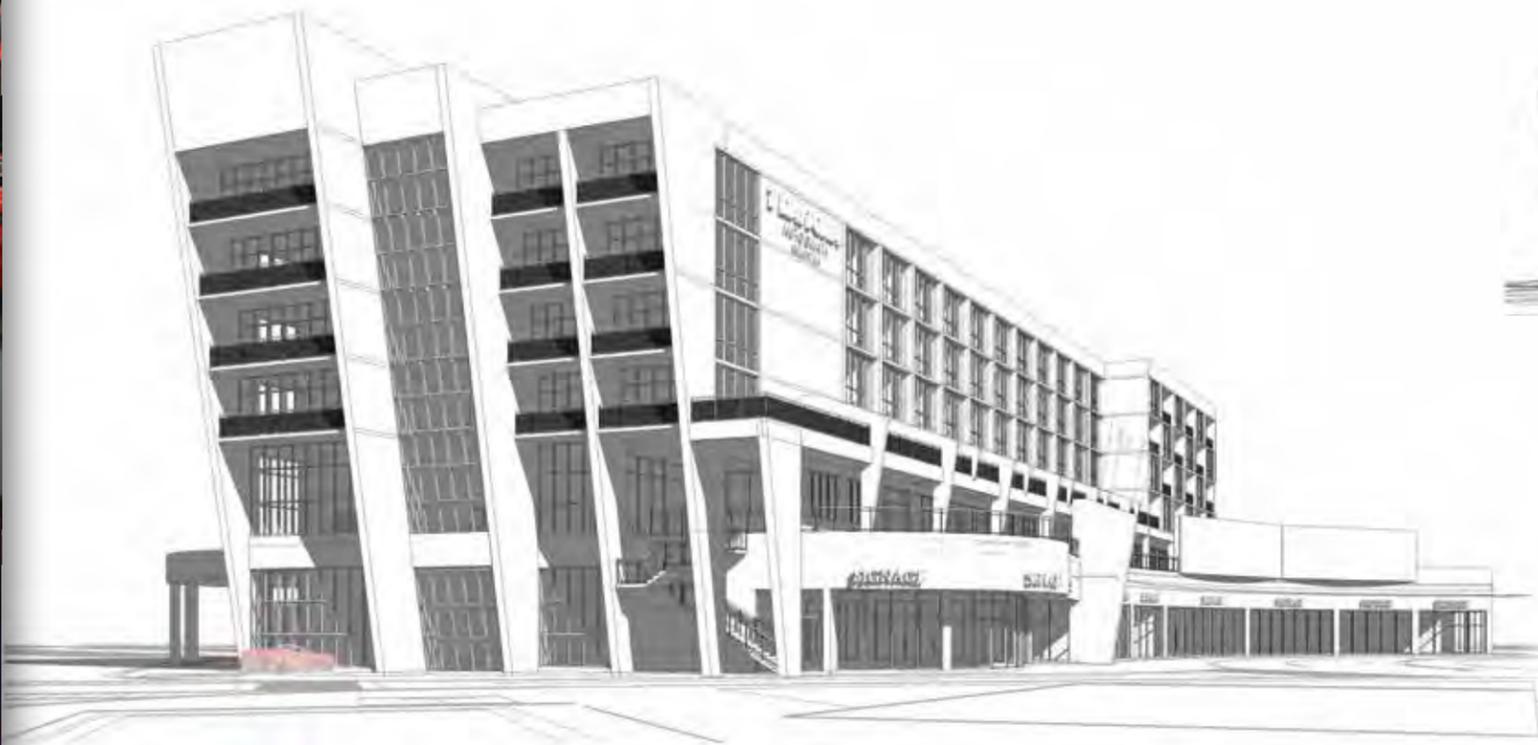
- Convenient "Immediate Access" to the Daytona International Speedway
- High visibility from I-95 and International Speedway Boulevard

- 6-story, 144 luxury rooms and suites
- Unique 2nd floor lobby, auto lift and 1,000 SF auto display area
- Second floor indoor/outdoor restaurant, bar and 7,325 SF terrace overlooking Victory Circle
- 2,582 SF indoor meeting facilities with 7,325 outdoor terrace
- Recreational amenities including 1,244 SF fitness center, pool and 1,185 SF pool deck, cabanas and fire pit
- Jumbo, outdoor display screens facing Victory Circle
- Lobby Market featuring racing merchandise, food and sundries
- 22,489 SF of ground floor retail space



View of Main Entrance

THE DAYTONA



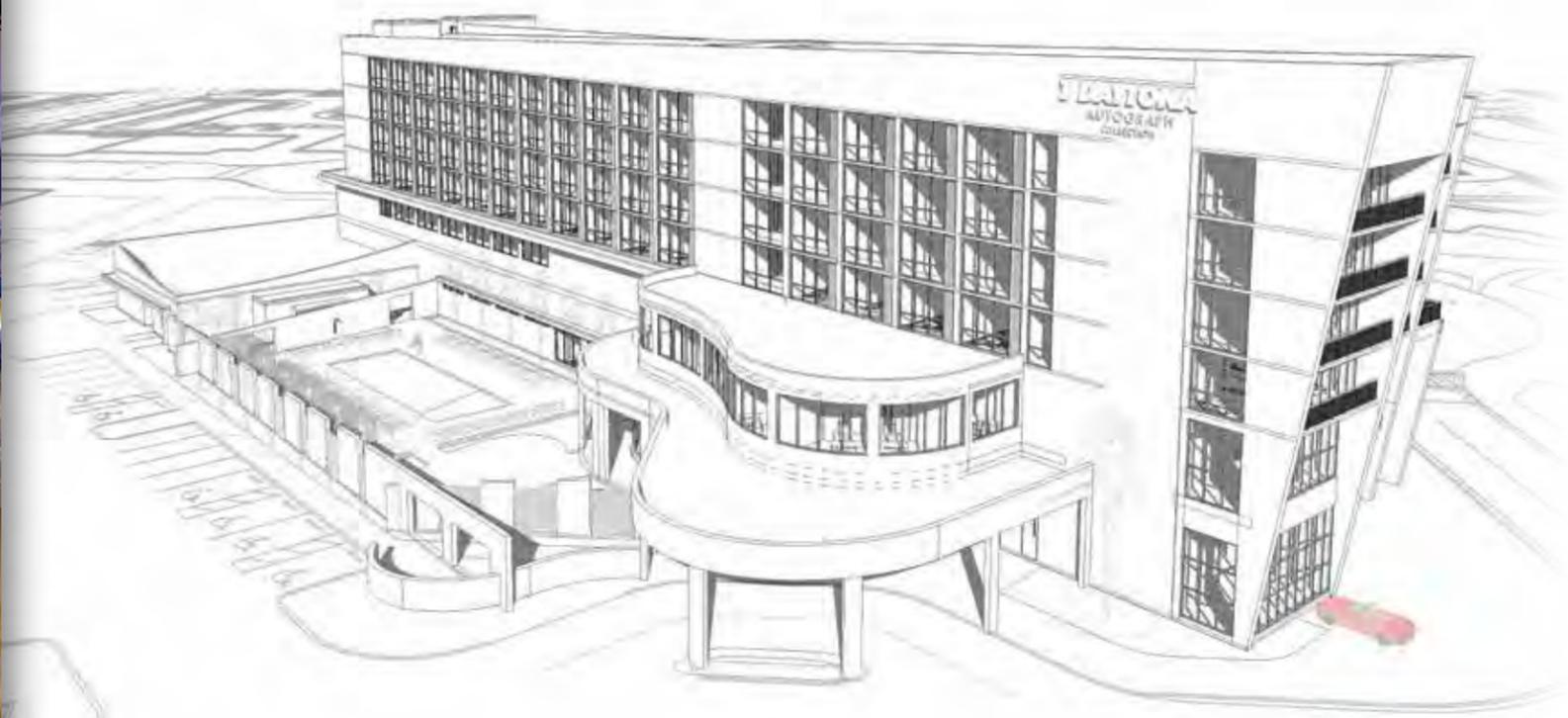
View of Main Entrance and Victory Circle



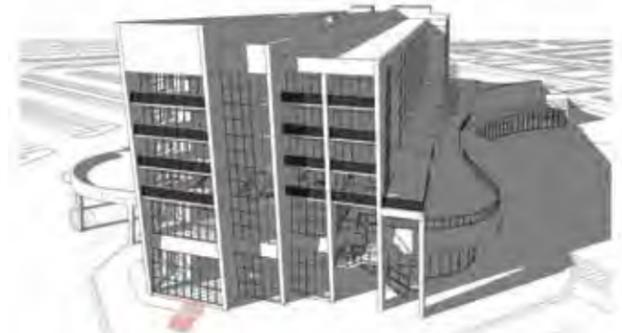
Perspective - South Elevation from Victory Circle



Perspective - East Elevation



Aerial Perspective - East Elevation



Aerial Perspective - South Elevation



Perspective - South Elevation

Disclosure: Renderings and photos shown are an artist's conception depicting possible similar inspirational products, designs and amenities.



FAIRFIELD
INN & SUITES®
Marriott
DAYTONA BEACH



One DAYTONA FAIRFIELD INN & SUITES by Marriott offers the business and family guests a specialty, select service hotel in the heart of Daytona racing. The Fairfield Inn & Suites is an attractive alternative to other area, select-service hotels with the offering of additional amenities, proximity to the speedway and inclusion in the One DAYTONA complex.

- Convenient "Immediate Access" to the Daytona International Speedway
- High visibility from International Speedway Boulevard

- 4-story, 105 rooms and suites
- Flexible, expanded 1,100 SF indoor meeting facilities with 450 SF private dining/meeting facility
- Outdoor pool with large 3,740 SF pool deck
- Marriott Fairfield's expanded lobby with entertainment, social and work areas
- Fairfield's Business Center, WiFi and electronic amenities to help guests stay connected and productive
- On-site fitness center offering cardiovascular equipment, free weights, treadmills and elliptical equipment

FAIRFIELD INN & SUITES



View of Main Entrance



Perspective - East Elevation



Perspective - West Elevation



Perspective - South Elevation

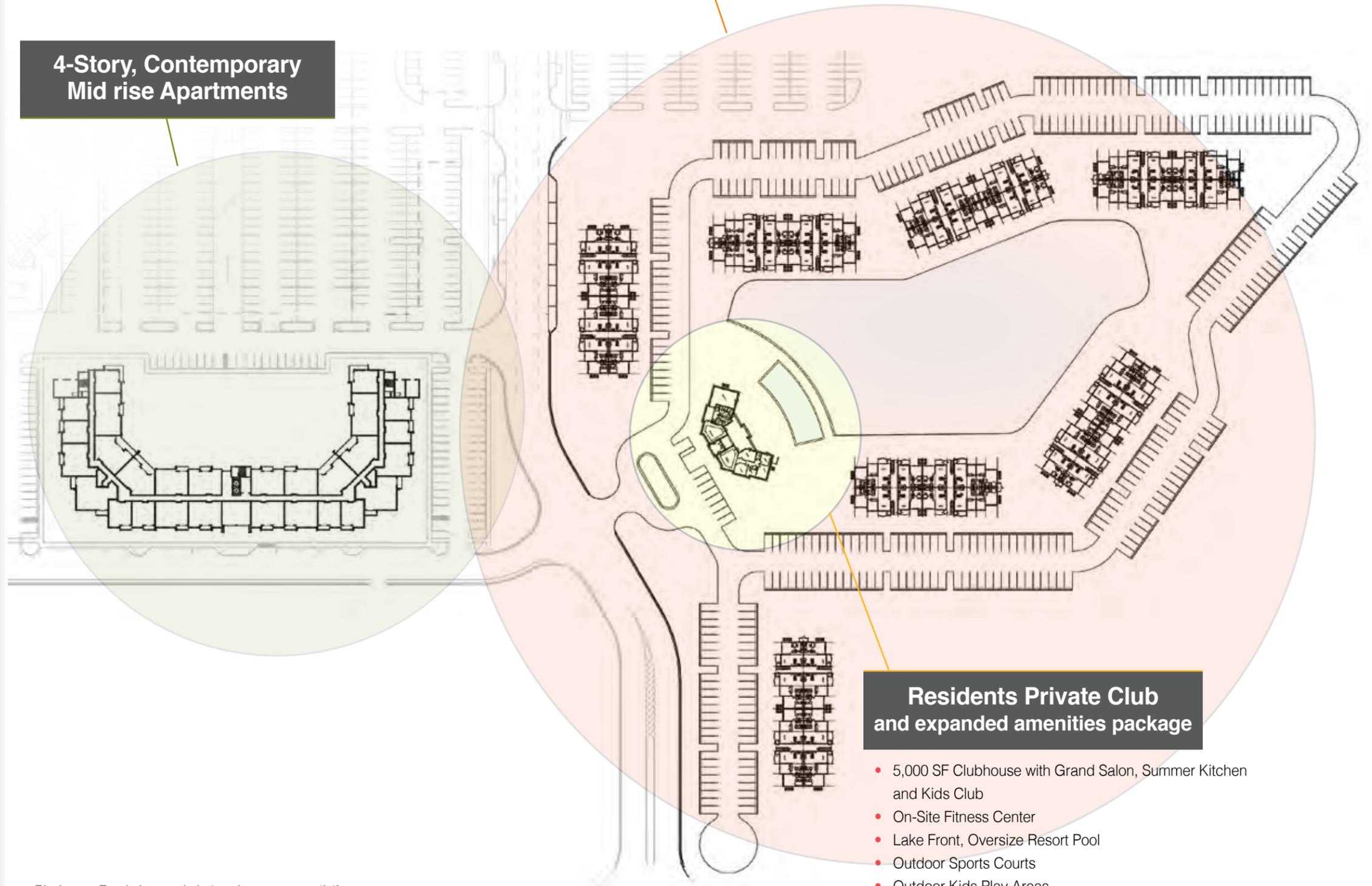
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**4-Story, Contemporary
Mid rise Apartments**



**3-Story, Contemporary
Garden Apartments**



**Residents Private Club
and expanded amenities package**

- 5,000 SF Clubhouse with Grand Salon, Summer Kitchen and Kids Club
- On-Site Fitness Center
- Lake Front, Oversize Resort Pool
- Outdoor Sports Courts
- Outdoor Kids Play Areas
- Outdoor BBQ and Picnic Areas

Disclosure: Renderings and photos shown are an artist's conception depicting possible similar inspirational products, designs and amenities.

MID RISE APARTMENTS

Contemporary, 4-Story

- 114 Apartment Homes
- 1, 2 and 3 Bedrooms
- Each with Patio or Balcony
- Lobby with Elevator Access
- Large Green-Space Courtyard
- Ample Surface and Garage Parking



View of Main Entrance



Perspective - Mid Rise
East Elevation



Perspective - Mid Rise
West Elevation

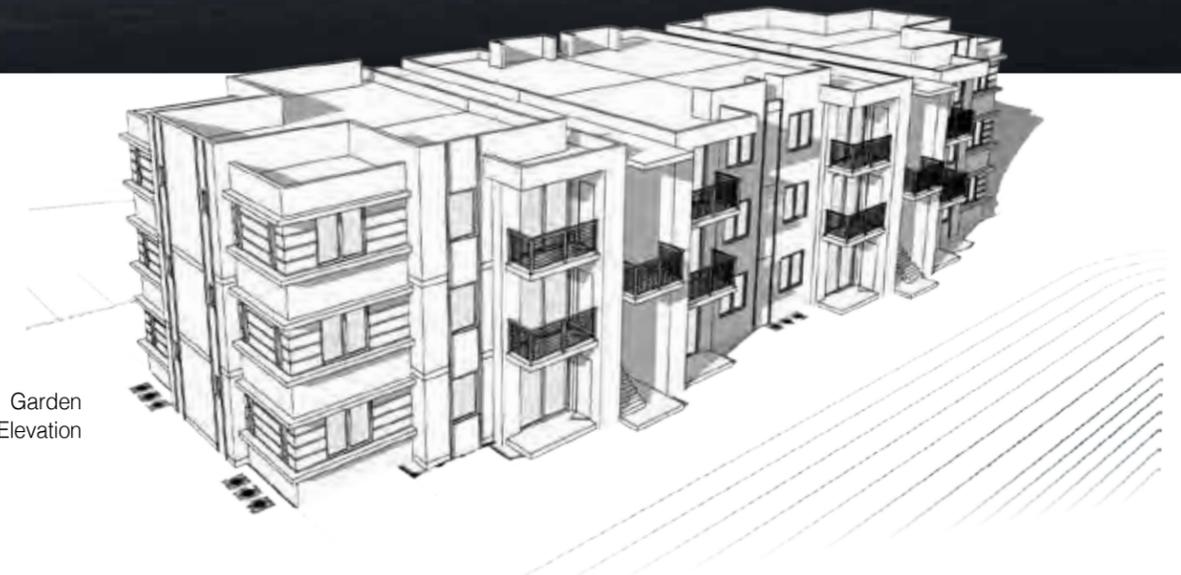
GARDEN APARTMENTS

Contemporary, 3-Story

- 168 Apartment Homes
- 1, 2 and 3 Bedrooms
- Each with Patio or Balcony
- Available Lake front
- 3-Story Walk Up
- Ample Surface Parking



Perspective - Garden Parking Elevation



Perspective - Garden Lakeside Elevation



O V E R V I E W



PROJECT IMPACT

One Daytona will employ more than 3,100 workers and create an additional 1,200 permanent jobs that will produce annual wages in excess of \$120 million and have a total annual economic impact of \$369 million.

At full build-out, the project host up to 1.4 million square feet of retail, dining, and entertainment area, 660 hotel rooms, 2,500 theater seats, 1,350 residential units, an additional 567,000 square feet of office space, and up to 500,000 square feet of research and development space.

“Daytona Beach is an international destination for sun, fun and speed for more than 8 million tourists each year!”

BUSINESS ADVANTAGES

The Daytona Beach region is experiencing ground breaking growth. A definite advantage for personal and business relocation — the area is home to six universities and colleges, state of the art hospitals, a nationally recognized K-12 system, a nationally accredited museum, an international airport, and two major interstate highways.

Along with the Daytona Regional Chamber of Commerce, Daytona Beach enlists a diverse group of professional business resources to help promote the area’s advantages — the CEO Business Alliance, City Economic Development Partners, Team Volusia, and Volusia County Department of Economic Development.

AREA OVERVIEW

Few places evoke such an iconic appeal as Daytona Beach in Volusia County, Florida. Long known for a variety of entertainment and relaxation venues, Daytona Beach is a year-round host to national and international guests. Over 8,000,000 tourists visit Daytona Beach each year turning the sun-soaked beach side town into a top international destination.

Located in Volusia County, Florida, 51 miles (82.1 km) northeast of Orlando, Daytona is a principal city of the Fun Coast region of Florida and plays host to international motorsports, aviation, aerospace, technology, manufacturing, golf and entertainment.

Historically known for its beaches, Daytona Beach an international mecca for more than 50 years.

MARKET OVERVIEW

Daytona Beach is not only one of the largest tourist destination it’s also headquarters to year-round motorsports, R & D, manufacturing, insurance, education and technology corporations that contribute to the area’s exceptional economic and quality of life status.

Aviation and Aerospace

Home to the world’s oldest, largest and most prestigious aviation and aerospace university - Embry-Riddle Aeronautical University, and in close proximity to Cape Canaveral, Daytona Beach is home to highly-skilled educators, engineers and technicians.

Headquarters and R & D

Florida’s favorable tax code is a positive for headquarters/R&D operations with no corporate franchise tax, no state personal income tax, no taxes on inventories and no taxes on foreign income tax makes Volusia County an appealing business environment.

NASCAR - The most prominent sanctioning body in stock car racing, governing multiple auto racing sports events including over 1,200 races at 100 tracks in more than 30 states, Canada, and Mexico.

International Speedway Corporation - A leading promoter of motorsports entertainment activity in the nation operating 13 of the nation’s premier NASCAR race tracks.

Brown and Brown - The seventh largest independent insurance intermediary organization in both the U.S. and the world (based on the July 2010 ranking by Business Insurance magazine).

Ladies Professional Golf Association - Dedicated to the worldwide promotion and advancement of women’s golf.

Teledyne/Ocean Design - Delivers high-reliability engineered solutions for subsea and topside monitoring, sensing and interconnect applications to operators and service providers in the oil and gas exploration and production industry.

DaVita Inc. - A FORTUNE 500 company and leading provider of kidney care in the United States.

Battelle Institute - Florida Materials Research Facility conducts materials testing and evaluation of materials for a wide range of products.

Manufacturing

Over 400 manufacturers call Volusia County home. From boat manufacturing, simulator development, or high tech medical devices, the region offers a vibrant manufacturing community. With over 65 miles of interstate highway, Volusia County has outstanding transportation infrastructure. A well trained labor force comfortable with the skills needed for an advanced manufacturing environment is ready to work and our colleges and universities offer the customized training to ensure that manufacturing in Volusia County keeps up with rapidly changing technology.

Healthcare

Volusia County is home to a large number of high quality facilities and specialists with seven hospitals that combine nearly 2,000 beds.

Florida Hospital Volusia/Flagler - is a nonprofit system with five hospitals in Volusia and Flagler counties and is the largest hospital system in the area, with nearly 800 beds and 4,700 employees, and caring for nearly 650,000 patients every year.

Halifax Health - Ranked among the top five percent of all hospitals in the nation for clinical outcomes. Halifax Health offers a tertiary hospital in Daytona Beach, a community hospital in Port Orange, psychiatric services, four cancer treatment centers, the area’s largest hospice, Florida’s largest emergency department and the area’s only Level II Trauma Center.

Education

With a current enrollment of 62,000 students, the Volusia County School District is the county’s largest employer. There are 5 colleges and universities, 45 elementary schools, 12 middle schools, 9 high schools, 2 combination schools (K-8 / 6-12), 13 alternative/special centers, and 8 charter schools in Volusia County. What’s most impressive — our student to teacher ratio is 11:1, which is 32.7% less than Florida and 28.5% less than National ratios.



Shopping

The Pavilion at Port Orange is a retail, dining, and entertainment destination that features a weekend Green Market, and Daytona Beach’s Volusia Mall is anchored by Macy’s and Dillard’s, as well as dozens of specialty stores.

Beach Street in downtown Daytona Beach is a destination in itself, with several blocks of restaurants and shops, including a historical museum and an 80-year old chocolate factory, all facing a beautiful waterfront park. Across the river, the Ocean Walk Shoppes offer shopping and dining right behind the historic band shell, steps from the Atlantic Ocean.

Daytona Beach Demographics*

Current Population	63,011
Median Household Income	\$27,726
Median Home Value	\$121,100
Home Ownership Rate	47.0%

Major Corporations and Employers

NASCAR	Ladies Professional Golf Assoc.
Brown & Brown	Ocean Walk Shoppes
Halifax Health	Daytona State College
Halifax Media Group	University of Central Florida
Volusia County School District	Bethune-Cookman University
International Speedway Corp.	Embry-Riddle Aeronautical University
Gambro-Renal Products	
Volusia Mall	

TRANSPORTATION

Airports

Passenger airline services are located at Daytona Beach International Airport (DAB), which is centrally located adjacent to Daytona International Speedway. Larger Orlando International Airport and Jacksonville International Airports are approximately one and one half hours away.

Buses

Daytona Beach is served by Greyhound Bus Lines, and VoTran, the local bus service provided by Volusia County. Additionally, D.O.T.S.(Daytona Orlando Transit Services LLC) has daily shuttles to and from the Orlando International Airport (MCO) every 90 minutes.

Roadways

Daytona Beach is directly accessible to I-95 and I-4 connecting Daytona Beach with Orlando and Tampa. U.S. 1 also passes through Daytona Beach as well as the scenic North/South route of A1A along the beach.

Rail

Daytona Beach is served by Amtrak by way of a Thruway Motorcoach connection between the beach side and Amtrak’s DeLand Station.

QUALITY OF LIFE

At first glance, the Daytona Beach area is a typical Central Florida east coast community with a barrier island, wide white sandy beaches, and an inland town and residential area. What individualizes the quality of life in Daytona Beach — woven within the motorsports, a beach you can still drive on, and the Daytona International Speedway is a rich diversity of arts, culture, and heritage.

Summer temperatures, while reaching 90 degrees and above during late morning and early afternoon hours, tend to drop into the 80’s later in the day because of the sea breezes and frequent afternoon showers. Winters are mild with just the right amount of cold-air. Long periods of rain and cloudiness are rare. While hurricanes have been known to occur — because of Daytona’s latitude, they are rarely considered to be much of a threat.

Once a major benefit to the area — the cost of living, home values in particular, have seen a dramatic increase. Even with its recently adjusted average median home price of \$86,700 and an average appreciation last year of 12.30%, the area continues to be comparatively more affordable than the majority of Florida locations. In fact, compared to the rest of the country — the cost of living in Daytona Beach is 15% lower than the national average, and unemployment is a mere 6.10%.



The DAYTONA Comp Set	LOCATION	DATE OPENED	NO. OF ROOMS
The Shores Resort and Spa	Daytona Beach	1974	212
Plaza Resort & Spa	Daytona Beach Shores	1911	322
Perry’s Ocean Edge Resort	Daytona Beach	1940	213
Hilton Daytona Beach Resort Ocean Walk	Daytona Beach	1988	744
Plaza Ocean Club	Daytona Beach	1983	206
Holiday In Resort Daytona Beach Oceanfront	Daytona Beach	1973	187

Fairfield Inn & Suites Daytona Comp Set	LOCATION	DATE OPENED	NO. OF ROOMS
Residence Inn Daytona Beach Speedway Airport	Daytona Beach	2006	122
Homewood Suites Daytona Beach Speedway Airport	Daytona Beach	2006	94
Courtyard Daytona Beach Speedway Airport	Daytona Beach	2003	122
Hampton Inn Daytona Speedway Airport	Daytona Beach	1985	122
Hilton Garden Inn Daytona Beach	Daytona Beach	2001	115

Sources: City of Daytona Business Directory, LoopNet, US Census.gov, Wikipedia 12/29/15; US Census 2014 estimate, 2010 reporting; International Council of Shopping Centers by CBRE - 2013 REPORT; Volusia Economic Development Corporation; Real Estate Research Consultants; 1150 WBDB NewsDaytonaBeach.com; FDOT Florida Traffic Online
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