



1502 North Baldwin Ave
Marion, IN 46952

**Hospitality
Investment Opportunity**
Offering Memorandum



Exclusively Listed By



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Property Overview

Hampton Inn Marion

1502 North Baldwin Ave | Marion, IN 46952



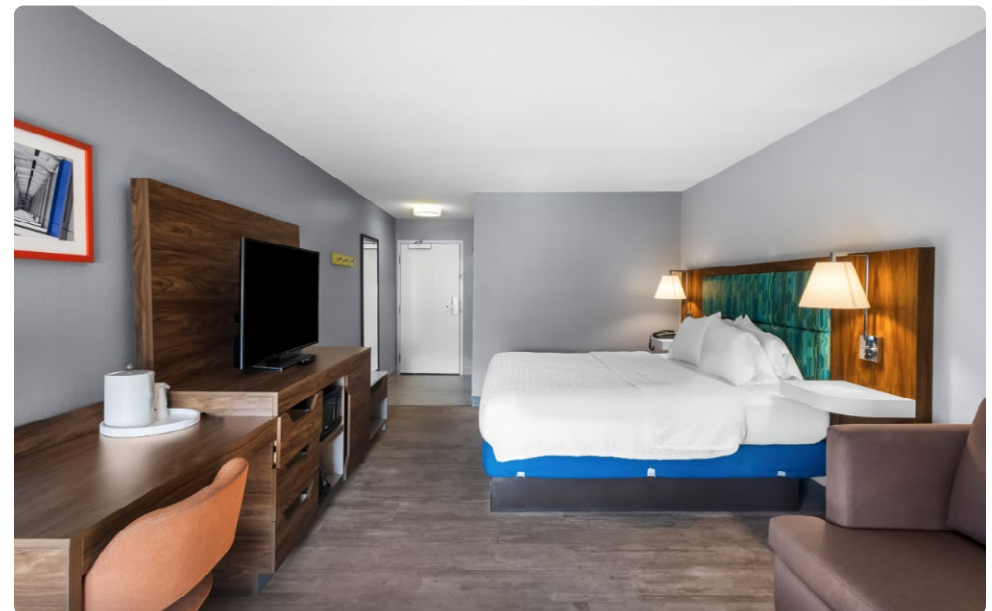
| Executive Overview

Luke Whittaker and Mitchell Glasson are pleased to present this exceptional opportunity to acquire the well-positioned **73-room Hampton Inn** in Marion, Indiana. Located along North Baldwin Avenue in Marion's primary commercial corridor, the property benefits from proximity to a steady base of corporate and institutional demand, including major employers such as **General Motors' Marion Metal Center**. The hotel also draws consistent university-related demand from **Indiana Wesleyan University**, which attracts visiting faculty, athletic teams, student families, conference attendees, and year-round campus activity. Additional demand is driven by Marion's convenient regional **connectivity between Indianapolis and Fort Wayne**. Marion continues to experience stable economic activity supported by a diverse employer base and ongoing regional investment. With limited upper-midscale competition in the immediate area, the Hampton Inn Marion offers investors an attractive opportunity to capture reliable demand and benefit from the long-term strength of a Hilton-backed, nationally recognized brand.



The Opportunity

Property Name	Hampton Inn Marion
Total Keys	73
Address	1502 North Baldwin Ave
City, ST	Marion, IN
Year Built/Renovated	1999/2024
Building Size (SF)	±44,296 SF
Lot Size (AC)	±2.24 AC
Daily Traffics (Hwy 9)	±23,000 VPD
Hotel Location Type	Small Metro/Town
Market Name	Indiana North
Submarket Name	Indiana North Area
Class	Upper Midscale
Corridor	Interior
Stories	Three (3)
Amenities	Fitness Center, Event Space, Pool
Demand Drivers	Interstate Travel, University, Manufacturing



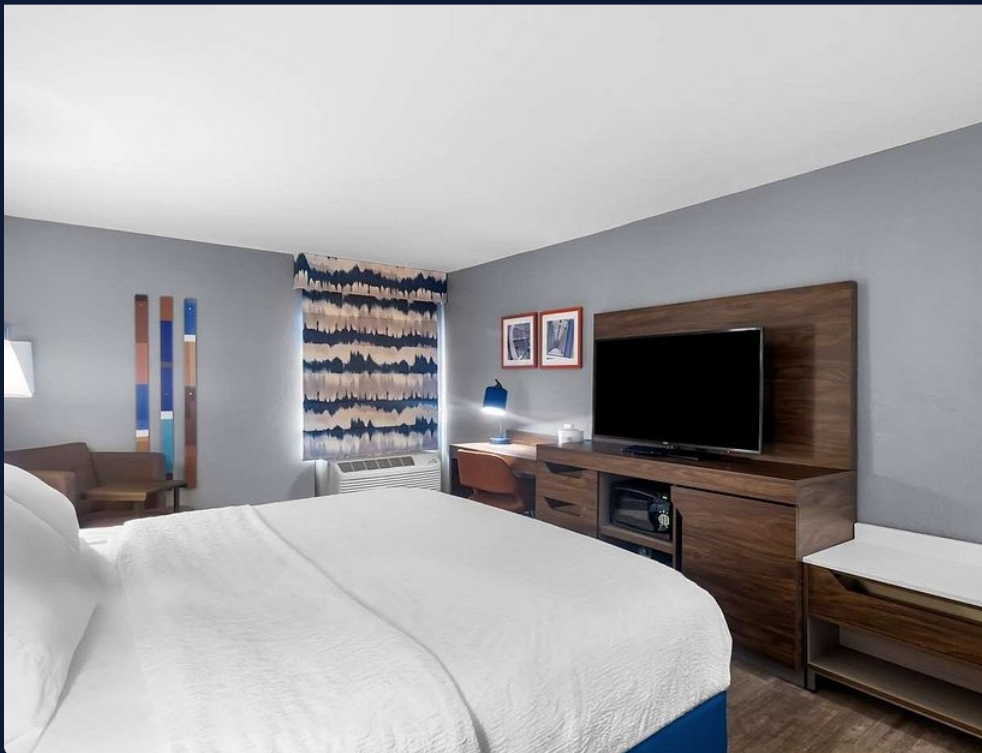
Investment Highlights

Property Highlights

- **Proximity to Multiple Demand Drivers** — Ideally positioned along Marion’s primary commercial corridor with convenient access to State Road 9 and regional routes connecting to Indianapolis and Fort Wayne. Additional demand is driven by nearby corporate employers—including GM’s Marion Metal Center—local healthcare facilities, retail and dining, community event venues, and recreational attractions throughout Grant County.
- **Established University Market** — Located just minutes from Indiana Wesleyan University, the hotel benefits from steady, year-round demand generated by university athletics, visiting faculty, student families, conferences, and campus events.
- **Cash-Flowing Business** — As an efficient limited-service Hampton by Hilton operation, the property delivers strong operating margins and predictable performance, allowing a new owner to capture attractive cash-on-cash returns backed by a top national brand.



Property Photos



Property Amenities

Dining

Free Hot Breakfast

Fitness and Recreation

Indoor Pool & Fitness Center

Business and Work

Meeting Rooms

Guest Services

EV Charging

Conveniences

Free Parking

Free WiFi

Connecting Rooms

Streaming Entertainment



Market Overview

Hampton Inn Marion

1502 North Baldwin Ave | Marion, IN 46952

±85 Miles to Downtown Indianapolis
±49 Miles to Downtown Fort Wayne



Marion, IN

Market Demographics



27,384

Total Population

\$43,349

Median HH Income

11,070

of Households

58.9%

Homeownership Rate

11,513

Employed Population

15%

% Bachelor's Degree

34.8

Median Age

\$83,200

Median Property Value

Local Market Overview

Marion, Indiana, the county seat of Grant County, is strategically located in east-central Indiana with direct access to major regional roadways, including Interstate 69 and State Roads 18 and 9. These transportation arteries connect the city efficiently to Indianapolis, Fort Wayne, and the broader Midwest, supporting robust drive-in demand for lodging. The city benefits from a blend of institutional, industrial, and recreational attractions that help sustain hospitality needs year-round.

Marion is home to Indiana Wesleyan University, one of the largest private universities in Indiana, which draws students, families, faculty, and event attendees from across the country. The city also features the Mississinewa Riverwalk, Matter Park botanical gardens, and historic downtown architecture, which attract both regional tourists and local visitors. Business travel is supported by the presence of General Motors Marion Metal Center and other manufacturing employers, as well as Marion Health, the city's leading healthcare provider. These dynamics create a dependable base of leisure and commercial lodging demand for midscale hotel assets.

Property Demographics

POPULATION	1-MILE	3-MILE	5-MILE
2025 Population	4,015	24,132	37,595
HOUSEHOLDS	1-MILE	3-MILE	5-MILE
2025 Households	1,855	10,424	15,248
INCOME	1-MILE	3-MILE	5-MILE
Avg Household Income	\$74,658	\$58,513	\$58,748

Economic Drivers

A core manufacturing and logistics base supports business travel and hospitality demand.

Located in east-central Indiana with regional highway access and a modest population base.

Economic Overview

Marion's economy is driven by manufacturing, healthcare, and education, with major employers including General Motors, Marion Health, and Indiana Wesleyan University. Located along the I-69 corridor, the city offers strong logistical advantages and a stable labor force. Ongoing industrial investment and workforce development initiatives support a resilient, diversified economic base ideal for value-focused operations.

Geographic Advantages

Located roughly equidistant (~85 miles) to Indianapolis and Fort Wayne, alongside I-69 corridor providing strong regional connectivity. The region is anchored by major employers such as General Motors Marion Metal (manufacturing), Marion Health (healthcare) and Indiana Wesleyan University (education).

Primary Industries

- Manufacturing
- Healthcare & Social Assistance
- Education & Service

Top Employers

- General Motors — Metal Fab (Marion)
- Marion Health
- Indiana Wesleyan University
- Hartson-Kennedy Cabinet Top Co.
- Walmart Supercenter

Recent Developments

- Major manufacturing investment expansions (e.g., Café Valley facility expansion)
Grant County Growth Council
- Downtown riverfront redevelopment & streetscape improvements (Mississinewa riverfront)
Grant County Growth Council
- Workforce pipeline programs linking K-12, technical college, university to local employers



Hospitality Demand Drivers

Higher Education

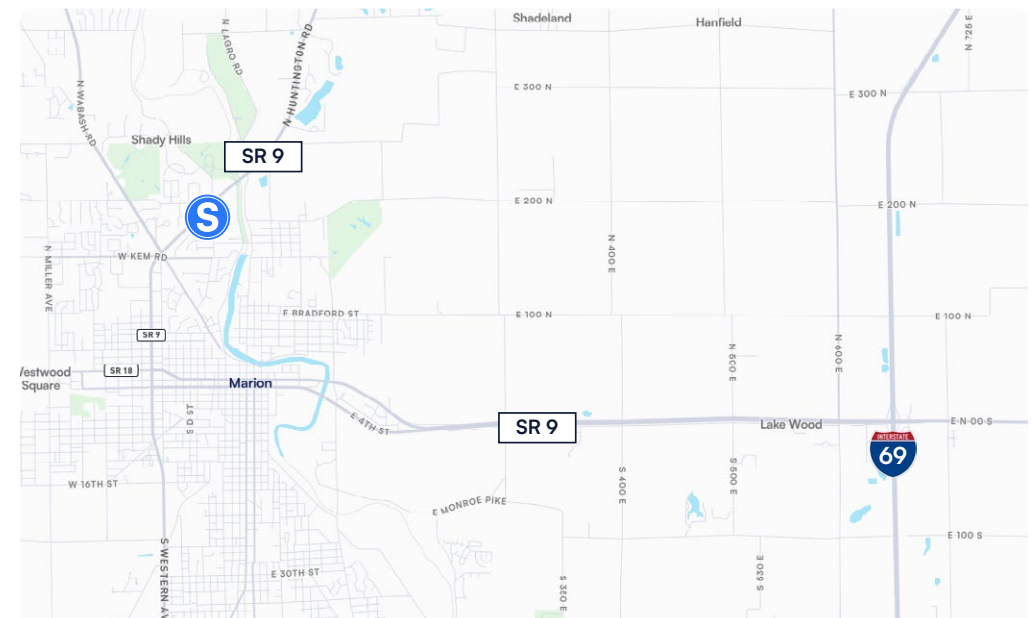
Indiana Wesleyan University (IWU) is located within a short drive (**under 10 minutes**) of the subject site and is the largest private university in Indiana, with a student population exceeding 10,000 (including online). The residential Marion campus serves thousands of undergraduates, hosting a wide variety of events throughout the academic year.

Strategic Value: This institutional proximity supports recurring academic lodging demand from prospective students and their families, athletic teams, visiting faculty, alumni, and event attendees. Seasonal patterns (e.g., orientation, move-in weekends, homecoming, and commencement) provide predictable base business. Additionally, the university frequently hosts regional conferences, athletic tournaments, and summer camps, offering opportunities for contracted room blocks and group partnerships.

Transportation & Connectivity

Well-Connected Regional Access for Business and Leisure Travelers

- **U.S. Route 35 / State Road 9** — Located directly along Marion's primary commercial corridor, the hotel offers immediate access to these key regional routes connecting travelers to Kokomo, Muncie, and northeastern Indiana.
- **Interstate 69** — Approximately 20 minutes from the property, I-69 provides direct connectivity to Indianapolis to the south and Fort Wayne to the north, facilitating both business and regional leisure travel.
- **Fort Wayne International Airport (FWA)** — Roughly 55 minutes away, FWA offers nonstop service to major national hubs, providing broader air access for both corporate and leisure guests.
- **Indianapolis International Airport (IND)** — Approximately 1 hour and 20 minutes from the property, IND is the state's largest airport with extensive domestic and international connectivity.



Local Industry



Corporate & Contract Stays: Hampton Inn in Marion, IN location, **just 2.8 miles (under 10 minutes) from the General Motors Marion Metal Center**, establishes it as the primary lodging choice for all GM-related business. This facility drives stable corporate demand through regular Supplier and Vendor Visits (for quality checks and contracts) and GM Corporate/Executive Visits (for operational reviews). Crucially, future demand is secured by GM's recent \$491 million investment to convert the plant for EV components (Chevrolet Silverado EV, Cadillac LYRIQ). This ongoing expansion generates high-value, long-term extended-stay demand from specialized construction crews, installation technicians, and future training/start-up teams.



Major Investment & EV Transition: The GM Marion Metal Center is undergoing a \$491 million transformation to manufacture stamped parts for future Electric Vehicles (EVs), including the Chevrolet Silverado EV and Cadillac LYRIQ. This multi-year project is a potent source of demand, creating a long-term, predictable stream of extended-stay revenue. This demand comes from specialized construction crews, technicians, and equipment vendors installing new press lines, followed by corporate and supplier teams arriving for necessary training, commissioning, and launch support for the new EV-focused operations.

 **Grissom Joint Air Reserve Base**
±32 Miles Away


 **Matter Park**
±0.6 Miles Away


 **Fort Wayne International Airport**
±45 Miles Away



Needler's
planet fitness
Roses
Ryler
Applebee's
Starbucks
Burger King
McDonald's
Wendy's
Taco Bell

Subject Property

 **Marion Health MHG Campus**
±250 Beds

 **Riverwalk**
±4.7 Miles Long

DOLLAR GENERAL
Distribution Center

18 ±6,000 VPD

±23,000 VPD

±11,000 VPD


Metal Center

Downtown Marion

Dunham's
OLLIE'S OUTLET
GIZMOS
Wendy's
Speedway
Wendy's
KFC

 **prysmian**

Midwest Cabinet Solutions

Walmart Supercenter
LOWE'S
Bob Evans
Steak 'n Shake
Runnings
VSC TRACTOR SUPPLY CO.
TACO BELL
Starbucks
Jersey Mike's

 **Marion High School**
±1,025 Students

Huhtamaki

 **Marion VA Medical Center**
±225 Beds

 **Indianapolis International Airport**
±92 Miles Away

HARBOR FREIGHT
meijer
HOBBY LOBBY
KOHL'S
PET SMART
SHOE CARNIVAL
TJ-maxx
McAlister's Deli
McDonald's

 **Indiana Wesleyan University**
±10,000 Students



Chicago, IL
±174 Miles



Fort Wayne, IN
±49 Miles



Indianapolis, IN
±85 Miles



Subject Property

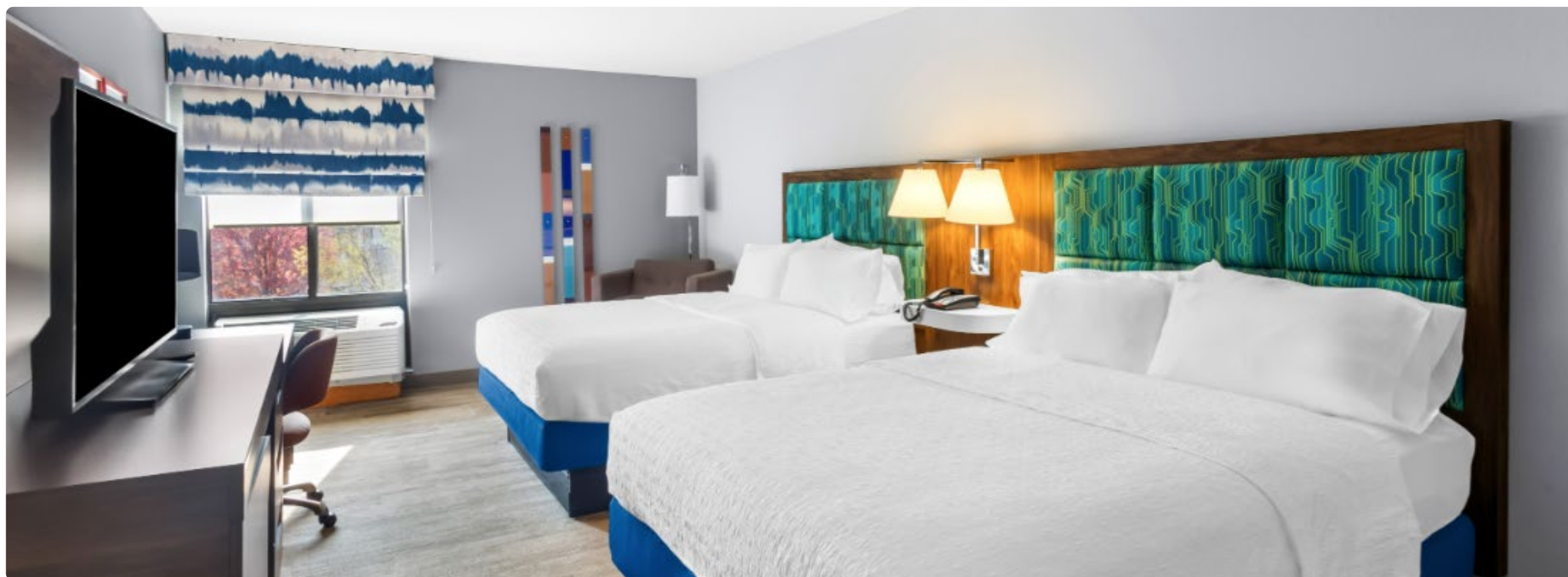


Financial Overview

2025	
Number of Rooms	73
Available Rooms	26,645
Occupancy	62.16%
ADR	\$127.34
RevPAR	\$79.15
Room Revenue	\$2,108,952

2024	
Number of Rooms	73
Available Rooms	26,645
Occupancy	63.80%
ADR	\$126.77
RevPAR	\$80.91
Room Revenue	\$2,155,847
Total Revenue	\$2,191,952

2023 - Renovation Year	
Number of Rooms	73
Available Rooms	26,645
Occupancy	58.40%
ADR	\$115.29
RevPAR	\$67.33
Room Revenue	\$1,794,008
Total Revenue	\$1,817,195



Financial Overview

\$7,250,000

List Price

±3.44

Room Revenue Multiple

\$99,000

Price Per Key



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