

# Best Western Angus Inn Offering Memorandum



 2920 10th St, Great Bend, KS 67530

 Asking Price: \$6,000,000

 Room Count: 90 Keys

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# OFFERING SUMMARY

**Price**                      **\$6MM**

**Rooms**                    **90**

**Built**                      **1977**

This offering memorandum presents a conservative projection for the hotel's performance.

The projections for the first two years are based on an occupancy rate of 57%-58% and an ADR of \$113 - \$116.

This conservative approach provides a realistic and achievable benchmark for the hotel's initial success.

Projections based on 2025 STR and 2024 Tax Return



# INVESTMENT HIGHLIGHTS

This 90-room Best Western Angus Inn offers a stable investment with strong brand recognition and a multifaceted revenue stream.

The 2-story, interior/exterior-corridor property sits on 1.33 acres and features an indoor pool and spa, meeting room facilities, dry cleaning and laundry service, and an arcade game room.

Located at 2920 10th St in Great Bend, KS, the hotel benefits from its position at the crossroads of major highways, drawing tourists, business travelers, hunters, and outdoor enthusiasts. Great Bend's proximity to Cheyenne Bottoms and the Wetlands and Wildlife National Scenic Byway ensures steady occupancy across multiple guest segments, making this an attractive opportunity for hospitality investors seeking a proven asset in the heartland of America.

## Investment Potential:

This situation presents a compelling opportunity for a new owner, particularly one with fresh ideas and enthusiasm.

The property is ideally suited for a young couple seeking an owner-operated management model, thereby reducing payroll and operating expenses.

By implementing strategic marketing initiatives, a new owner can significantly increase revenue and profitability.

## Key Takeaways:

- **Low down payment - 20%**
- Main business is comprised of nature tourists, migratory bird hunters, Cargill and Tyson Foods contractors, and regional event attendees.
- The hotel is approximately 84 miles from Dodge City, 114 miles from Wichita, and 252 miles from Kansas City.
- Ideal for an owner-operated management model to minimize expenses.
- Strategic marketing can unlock substantial revenue growth.



# PROPERTY INFORMATION

Address	2920 10th St Great Bend, KS 67530
Building	2 stories - Interior/Exterior corridor
Built	1977
Land Area	1.33 Acres
Hotel Type	Franchise Membership
Management	Owner-operated

## Hotel Features

Full Breakfast	Exercise Facility
Free Parking	Pool
24-hour front desk	High Speed Wi-Fi
Business Center	Interior/Exterior Corridors
Electric Car Charging	Ice/Vending Machines
Banquet Facilities	Truck/RV Parking



# FINANCIAL SUMMARY\*

	2023	2024	2025	1st Year Projections	2nd Year Projections
Total Revenue (before tax)	\$2,105,755	\$1,802,667	\$2,024,873	\$2,126,938	\$2,233,285
Occupancy	64%	54%	56%	57%	58%
Average Occupancy Comp Set	67%	64%	65%	-	-
ADR	\$94	\$102	\$110	\$113	\$116
Average ADR Comp Set	\$113	\$114	\$108	-	-
RevPAR	\$60	\$55	\$61	\$64	\$67

\*2023 - 2025 data is from STR reports and Tax Returns. The 1st and 2nd year financial projections presented in this memorandum are based on a comprehensive analysis of industry benchmarks, market trends, and established hospitality practices. While the implementation of the proposed marketing strategies is expected to contribute significantly to achieving these projections, including targeted occupancy and Average Daily Rate (ADR), such results cannot be guaranteed.



# MAP & LOCATION

Located at 2920 10th St in Great Bend, KS, the hotel benefits from its position at the crossroads of major highways, drawing tourists, business travelers, hunters, and outdoor enthusiasts. Great Bend's proximity to Cheyenne Bottoms and the Wetlands and Wildlife National Scenic Byway ensures steady occupancy across multiple guest segments, making this an attractive opportunity for hospitality investors seeking a proven asset in the heartland of America.

The hotel is approximately 84 miles from Dodge City, 114 miles from Wichita, and 252 miles from Kansas City.



# MARKET OVERVIEW



Great Bend, Kansas, a resilient and industry-driven community, presents a unique opportunity for hotel investment. Located in Barton County, this property enjoys a strategic position in central Kansas, serving as the county seat and regional commercial hub, with convenient access along US-56 and US-281 connecting travelers throughout south-central Kansas, approximately 90 miles west of Wichita.

Great Bend serves as a vital regional hub for agriculture, oil and gas, manufacturing, and healthcare, attracting a steady flow of contractors and corporate travelers. Main business is comprised of oil field workers and energy sector contractors, regional agricultural operations, employers such as Superior Essex and Great Bend Regional Hospital, and institutions including Barton Community College and Barton County government services.

Demographically, Great Bend benefits from a stable industrial base and regular visitation from surrounding communities, creating dependable year-round occupancy. Its position as the commercial center of central Kansas combined with limited hotel competition in the immediate area strengthens the market position of quality accommodations. The area also draws leisure visitors to Cheyenne Bottoms, the largest inland marsh in the United States and a nationally recognized destination for birding, waterfowl hunting, and wildlife recreation.

This strategic location positions the hotel to capture both business and leisure travelers, including corporate guests, oil field and agricultural contractors, government workers, and outdoor recreation enthusiasts visiting the region.

Great Bend offers a stable and proven hospitality market, making this Best Western Angus Inn investment an attractive and compelling opportunity.

# ATTRACTIONS AND EMPLOYERS

Attractions	Distance to Hotel	Employers	Distance to Hotel
Great Bend Expo Complex	0.2 miles	Barton County Courthouse	1.5 miles
Kansas Travel Information Center	0.3 miles	Great Bend 428 School District	2.0 miles
Veterans Memorial Park	1.0 miles	Central Kansas Medical Center	2.5 miles
Brit Spaugh Zoo & Raptor Center	1.5 miles	KU Health System	3.0 miles
Wetlands Waterpark	1.5 miles	Superior Essex (Wire Manufacturing)	4.0 miles
Barton County Historical Museum	2.0 miles	Barton Community College	5t.0 miles
Kansas Oil & Gas Museum	2.2 miles	Merit Energy (Oil & Gas)	Various
Kansas Wetlands Education Center	5.0 miles	Duke Drilling Co.	Various
Cheyenne Bottoms Wildlife Area	6.0 miles	Regional Agricultural Operations	Various
Quivira National Wildlife Refuge	35 miles		
Salina, Kansas	75 miles		
Wichita, Kansas	90 miles		

# PROJECTIONS\*

**2025**  
Actual Revenue  
Estimated Expenses

**1st Year**  
Projections

**2nd Year**  
Projections

**Gross Sales (Before Tax)** **\$2,024,873** **\$2,126,938** **\$2,233,285**

## **EXPENSES:**

Accounting and Legal	\$2,877	\$7,200	\$7,416
Credit Card Fee (3.09%)	\$62,488	\$65,722	\$72,089
Franchise Fee	\$234,493	\$246,299	\$253,688
Dues and Subscriptions	\$4,320	\$4,440	\$4,573
Insurance	\$77,600	\$80,004	\$82,404
Miscellaneous	\$3,492	\$3,600	\$3,708
Payroll	\$385,045	\$387,036	\$398,647
Payroll Taxes	\$33,883	\$34,059	\$35,081
Pest Control and Trash	\$5,820	\$6,000	\$6,180
Property Taxes and Licenses	\$84,390	\$87,000	\$89,610
Repairs and Maintenance	\$12,546	\$12,000	\$12,360
Selling Expenses (Commission)	\$9,689	\$9,996	\$10,296
Supplies (Includes Breakfast Supplies)	\$167,616	\$172,800	\$177,984
Telephone and Internet	\$25,818	\$26,616	\$27,414
Utilities	\$135,793	\$139,992	\$144,192
<b>Total Operating Expenses</b>	<b>\$1,245,870</b>	<b>\$1,282,755</b>	<b>\$1,325,643</b>
<b>Net Operating Income</b>	<b>\$779,003</b>	<b>\$844,183</b>	<b>\$907,642</b>
<b>Debt Service (Estimated)**</b>	<b>\$444,156</b>	<b>\$426,000</b>	<b>\$426,000</b>
<b>Net Profit</b>	<b>\$334,847</b>	<b>\$418,183</b>	<b>\$481,642</b>
<b>Debt Service Coverage Ratio</b>	<b>1.75</b>	<b>1.98</b>	<b>2.13</b>

\*The financial projections presented in this memorandum are based on a comprehensive analysis of industry benchmarks, market trends, and established hospitality practices. While the implementation of the proposed marketing strategies is expected to contribute significantly to achieving these projections, including targeted occupancy and Average Daily Rate (ADR), such results cannot be guaranteed. \*\*Debt service calculations are based on a \$6,000,000 purchase price, a 20% down payment and closing costs. The loan is amortized over 25 years at an interest rate of WSJ Prime rate + 1%. The total loan amount is estimated to be \$4,700,000.

# PROJECTIONS BREAKDOWN\*

## **The opening year forecasts project a solid foundation for the hotel's success:**

Anticipating a 57% occupancy rate with an average daily rate (ADR) of \$113. This is followed by a projected slight increase to 58% occupancy rate in year two, alongside a slightly increased ADR of \$116.

## **To achieve occupancy rates comparable to the Comp Set, here are some suggestions:**

- **Accommodate Weekly Workers and Group Bookings:** Previously, the property may not have catered to these segments. Including them in your marketing strategy can significantly increase bookings.
- **Implement a Strategic Advertising Campaign:** Consider employing billboards along the Interstate highway to showcase your weekly and most competitive daily rates. Additionally, signage on the property itself highlighting weekly rates would provide valuable exposure to potential guests.
- **By incorporating these suggestions, you can broaden your reach and attract new customer segments, potentially bringing occupancy rates closer to Comp Set targets.**

## **Own Your Dream Hotel:**

- Secure your future in hospitality with a minimal upfront investment.
- For a limited time, a down payment of just 20% unlocks ownership
- This attractive financing structure reduces the traditional loan amount to a manageable ~\$4,700,000.

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