

Projected City TOT Revenue
Projection of Incremental City Revenues from FIFA Team Base Camp
Alameda, CA

Projected City TOT Revenue					
	Harbor Bay Hotels	Other Hotels	Short Term Rentals	Totals	Note
Room Nights Available in Alameda	1,771	2,557	3,105	7,432	0
Room Nights Used by Team, Media, Visitors	1,771	1,906	1,190	4,867	0
Occupancy Rate					
Baseline Occupancy Level	77%	77%	58%		
Projected Occupancy with Team Base Camp	100%	94%	74%		
Nightly Rate Assumption ⁽¹⁾	\$180	\$140	\$300		
Potential Net Room Revenue Increment	\$319,000	\$267,000	\$357,000	\$943,000	=Projected Room Nights x Nightly Rate
Projected TOT Revenue Increment	14% TOT Rate \$45,000	\$37,000	\$50,000	\$132,000	

(1) Assume premium over \$127 hotel and \$186 STR existing avg daily rates per STR and Rabbu.com

Projected Hotel Room Demand in Alameda
Projection of Incremental City Revenues from FIFA Team Base Camp
Alameda, CA

Projected Hotel Room Demand in Alameda							
	No. of Rooms ⁽¹⁾	Estimated No. Nights ⁽¹⁾	Total No. of Room Nights	Alameda Capture Assumption	Alameda Room Nights		
					Total	Hotels	Short Term Rentals
Team Delegation	80	28	2,240	100%	2,240	2,240	0
Family and Friends	150	14	2,100	50%	1,050	525	525
Media	75	14	<u>1,050</u>	<u>33%</u>	<u>347</u>	<u>173</u>	<u>173</u>
Subtotal			5,390	67%	3,637	2,938	698
Non-local fans	6,153	4	24,610	5%	1,231	738	492
Total			<u>30,000</u>	16%	4,867	3,677	1,190

Note
Assumes team delegation stays in Alameda

balance of FIFA estimated 30,000 room nights

⁽¹⁾ Estimated based on figures cited by Oakland Roots and Soul.

Estimated Maximum Potential TOT if Reach 100% Hotel and Short Term Rental Occupancy
Projection of Incremental City Revenues from FIFA Team Base Camp
Alameda, CA

Estimated Maximum Potential TOT if Reach 100% Hotel and Short Term Rental Occupancy					
	Total	Harbor Bay Hotels	Other Hotels	Short Term Rentals (whole home)	Note
Hotel Room and Short-term Rentals	936	275	397	264	Source: STR and City of Alameda
2024 Occupancy		77%	77%	58%	Source: STR and Rabbu.com
Potential occupancy increment (% available)		23%	23%	42%	=100%-2024 occupancy
Available Rooms/Short Term Rentals	265	63	91	111	=potential occupancy increment x room supply
Available Room Nights 28 days	7,432	1,771	2,557	3,105	# days cited by Oakland Roots/Soul x avail rooms
Nightly Rate Assumption		\$180	\$140	\$300	Assumes premium over \$127 hotel and \$186 STR avg daily rates per STR and Rabbu.com
Potential Room Revenue Increment	\$1,608,000	\$319,000	\$358,000	\$931,000	
Max Potential TOT	14% TOT Rate \$225,000	\$45,000	\$50,000	\$130,000	If reach 100% Occupancy

Historic Hotel Performance Metrics for June and July
Projection of Incremental City Revenues from FIFA Team Base Camp
Alameda, CA

TOT Revenues, June to July of prior three years					
Year	TOT Rate in effect	June	July	June-July Total	%Growth vs. Prior Year
2022	10%	\$250,116	\$268,451	\$518,567	
2023	14%	\$310,847	\$322,698	\$633,545	22%
2024	14%	\$297,180	\$327,673	\$624,853	-1%

Source: City of Alameda

Hotel Occupancy, June to July of prior three years				
Year	June	July	June-July Average	%Growth vs. Prior Year
2022	79%	81%	80%	
2023	69%	72%	71%	-12%
2024	75%	79%	77%	9%

Source: STR data for nine tracked hotels in Alameda with 672 total rooms

Average Room Rate, June to July of prior three years				
Year	June	July	June-July Average	%Growth vs. Prior Year
2022	\$134	\$135	\$134	
2023	\$137	\$136	\$136	2%
2024	\$123	\$130	\$127	-7%

Source: STR data for nine tracked hotels in Alameda with 672 total rooms

Revenue Per Available Room, June to July of prior three years				
Year	June	July	June-July Average	%Growth vs. Prior Year
2022	\$106	\$109	\$108	
2023	\$95	\$98	\$97	-10%
2024	\$93	\$103	\$98	2%

Source: STR data for nine tracked hotels in Alameda with 672 total rooms

Alameda Hotels
Projection of Incremental City Revenues from FIFA Team Base Camp
Alameda, CA

Hotel	Hotel Class	Year Opened	Number of Keys
Extended Stay America Oakland - Alameda Airport	Midscale Class	1999	87
Hampton by Hilton Inn & Suites Oakland Airport-Alameda	Upper Midscale Class	2008	105
Home2 Suites by Hilton Alameda Oakland Airport	Upper Midscale Class	2019	<u>83</u>
Subtotal Harbor Bay			275
Marina Village Inn	Economy Class	1985	51
Rodeway Inn Alameda	Economy Class	1965	50
Coral Reef Inn & Suites	Midscale Class	1968	93
Extended Stay America Premier Suites Oakland - Alameda	Midscale Class	2000	121
Hawthorn Suites by Wyndham Oakland/Alameda	Midscale Class	2003	50
Neptune Palace Hotel	Economy Class	n/a	<u>32</u>
Subtotal Balance of City			397
Total			<hr/> 672

Source: STR

Sales Tax Estimate**Projection of Incremental City Revenues from FIFA Team Base Camp
Alameda, CA**

Sales Tax Estimate						
	Room Nights in Alameda	Party Size	Number of Visitor Days	Illustrative Average Per Capita Taxable Spending in Alameda ⁽²⁾	Illustrative Total Spend	Estimated 1.5% City Sales Tax
	0					
Team Delegation	2,240	1	2,240	\$100	\$224,000	\$3,000
Family and Friends	1,050	2	2,100	\$60	\$126,000	\$2,000
Media	347	1.25	433	\$60	\$25,988	\$0
Other overnight visitors	1,231	2.5	3,076	\$30	\$92,288	\$1,000
Day visitors to Alameda ⁽¹⁾	n/a	n/a	70,000	\$15	\$1,050,000	\$16,000
Sales Tax Estimate						\$22,000

(1) Number of visitors based on mid-point of FIFA estimate.

(2) KMA assumptions. Team delegation sales figures likely require significant catering sourced in Alameda to be achieved.

Existing Sales Tax Generation
Projection of Incremental City Revenues from FIFA Team Base Camp
Alameda, CA

<u>Retail Area</u>	<u>Q2 2024 Total City Sales Taxes</u>	<u>Monthly City Sales Taxes</u>
South Shore Center	\$111,388	\$37,129
Park Street	\$487,627	\$162,542
Harbor Bay Landing	<u>\$24,833</u>	<u>\$8,278</u>
Total	\$623,848	\$207,949
Illustrative Increases in Existing Monthly Revenue		
3% Increase		\$6,000
5% Increase		\$10,000
10% Increase		\$21,000

Source: Existing sales tax totals per HDL