



PRESENT BY TEAM GOKAT



fairfield homes, inc.



GATEWAY PROJECT

INNOVATIVE SOLUTION FOR PROFIT AND VALUE
TOWARD THE COMMUNITY AND COMPANY



Our Idea: *Community first, with tourism upside*

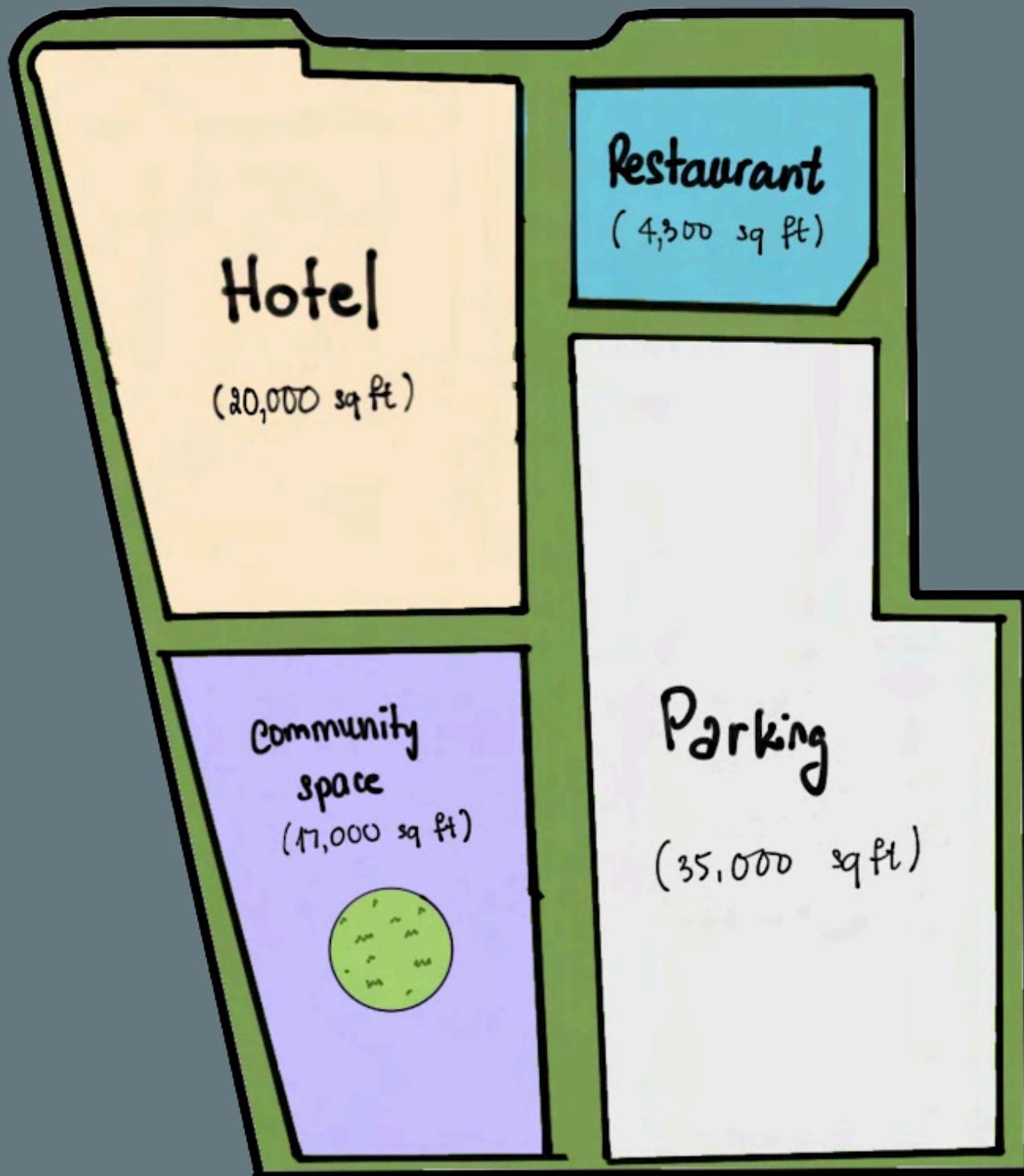
*"Made for
Lancaster, for ALL
to come and stay"*





DEC

Our Idea



Community + Destination Hub (17,000 sq. ft.)

- **Purpose:** Draw visitors + support residents
- **Features:**
 - Tourist friendly businesses (brewery, chocolatier, artisan shops)
 - Outdoor lawn for vendors, street performers, outdoor movies
 - Seasonal events to make people stay
- **Benefits:** Enriches local life, supports small businesses, extends tourist stays





Restaurant (4,300 sq. ft.)

- Full-service restaurant + outside patio
- Why it matters:
 - Full-service is not common downtown
 - Creates new jobs ~ 50
 - Revenue potential ~ \$1.5 million annually
 - Walkable to hotel + commercial hub

Parking lot (200 spaces, 2 floors)

- Accommodates new hotel guests and restaurant customers
- Capacity for staff
- Accessibility to commercial hub



Apartments: Not profitable

Why?

- Low ROI
- Inefficient land use downtown
- High risk, low impact





Census Tract 320, Fairfield County, OH

TRACT

YEAR

2023

RACE

ALL

MEDIAN HOUSEHOLD INCOME \$47,168

MARGIN OF ERROR

± \$5,581

BOUTIQUE HOTEL

Destination
property, not
just “another
stay”



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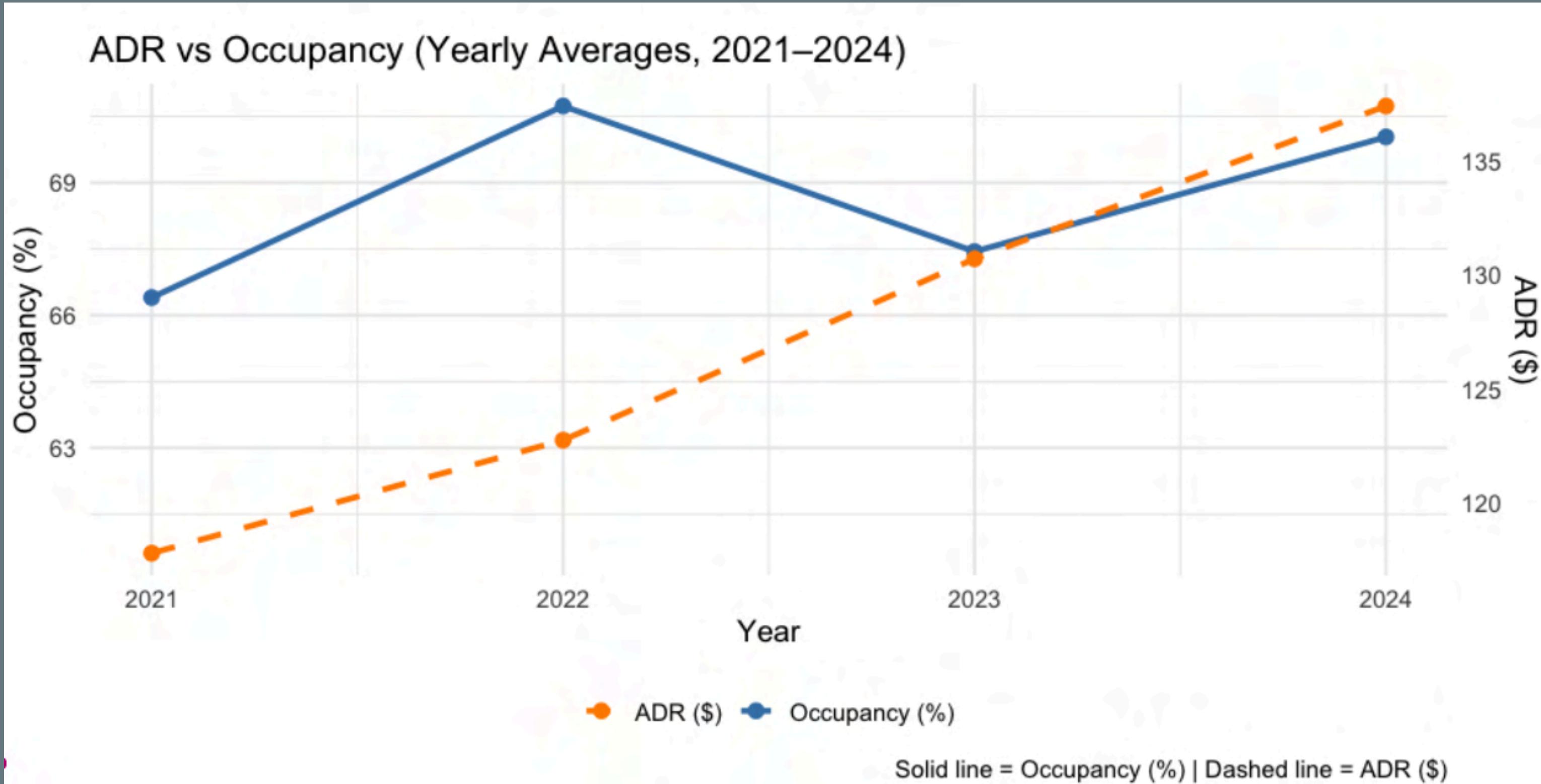
90 rooms

- Due to high demand and expected increase
- Visitor spending: \$426M (2023) vs \$343M (2021)
- Avg. Daily Rate: \$153 per night due to boutique positioning

Why this works?

- Captures unmet demand (sports, weddings, business work)
- New rooms, proximity to commercial hub, boutique amenities





Why It Matters

- Meets high hotel demand
- Generates strong, diverse revenue
- Boosts community & local economy
- Financing:
 - Lower capital cost
 - Higher operation revenue
 - Stronger city benefit





WE BUILD
Community

Thank You!

Questions?