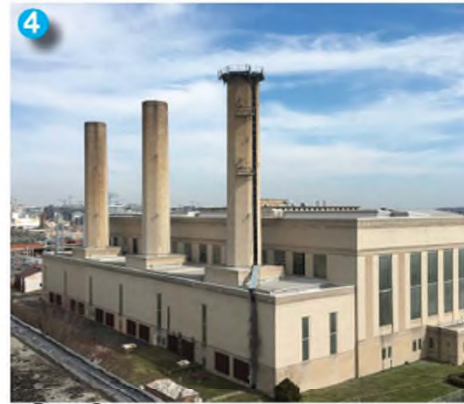


17-05B: Design Review Modification of Significance





Buzzard Point Vision Framework
DC Office of Planning



4. PEPCO SUBSTATION



2. AUDI DC UNITED STADIUM



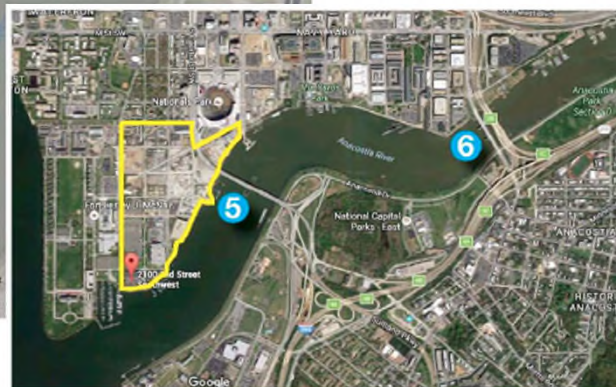
1. DOUGLAS DEVELOPMENT - 1900 HALF ST, SW



3. CAPITAL CITY - PENINSULA 88 / CONDO BUILDING



5. SOUTH CAPITOL ST. /
FREDERICK DOUGLASS MEMORIAL BRIDGE



6. 11TH STREET BRIDGE PARK



whyhotel

When you can have a place like home.

The WhyHotel Model

whyhotel

Apartment Based Short Stays in Multifamily Buildings

WhyHotel makes use of underutilized apartments during lease-up of multifamily buildings by furnishing units and renting them out to short-term guests.

For Riverpoint, WhyHotel unlocks early activation of the retail spaces and starts generating additional tax revenue for the District of Columbia.



HOSPITALITY OPERATIONS

HOW IT WORKS

WhyHotel is temporary in nature as it only exists during the lease-up phase.

WhyHotel handles all aspects of hospitality operations:

- o Furnishes all WhyHotel units with hospitality grade furniture
- o Hires and manages 24/7 onsite hospitality staff
- o Runs all day-to-day hospitality functions, including guest services, monitoring units, and daily housekeeping staff
- o Winds down hospitality operation as building stabilizes and hands back units to owner in rent ready condition for long term renters



WHYHOTEL FAQs

TRACK RECORD

Average length of stay is between 4 to 7 nights.

WhyHotel typically employs 15 to 25 employees per location. There is a focus on hiring employees from the community.

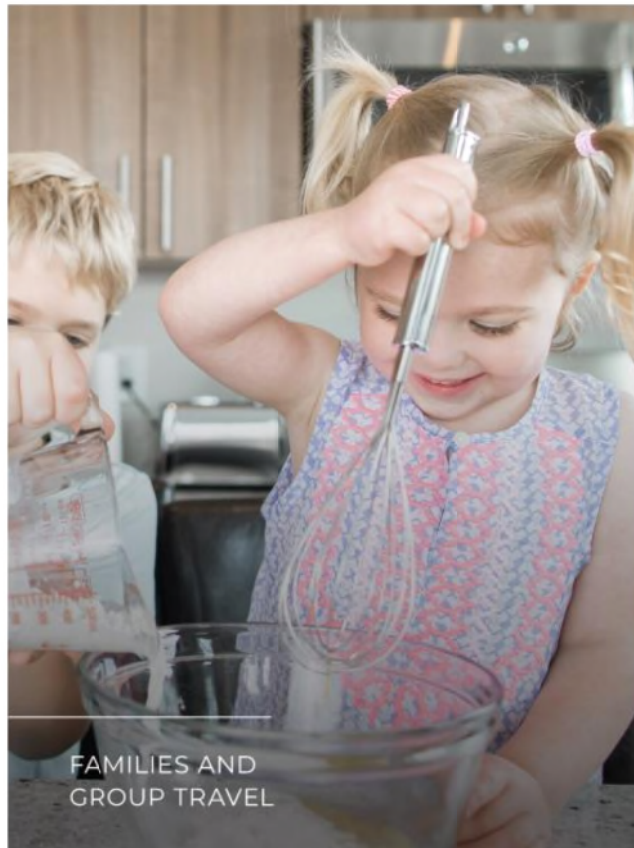
All applicable taxes and fees are collected and remitted to the local jurisdiction.

Guest parking is available on-premise.

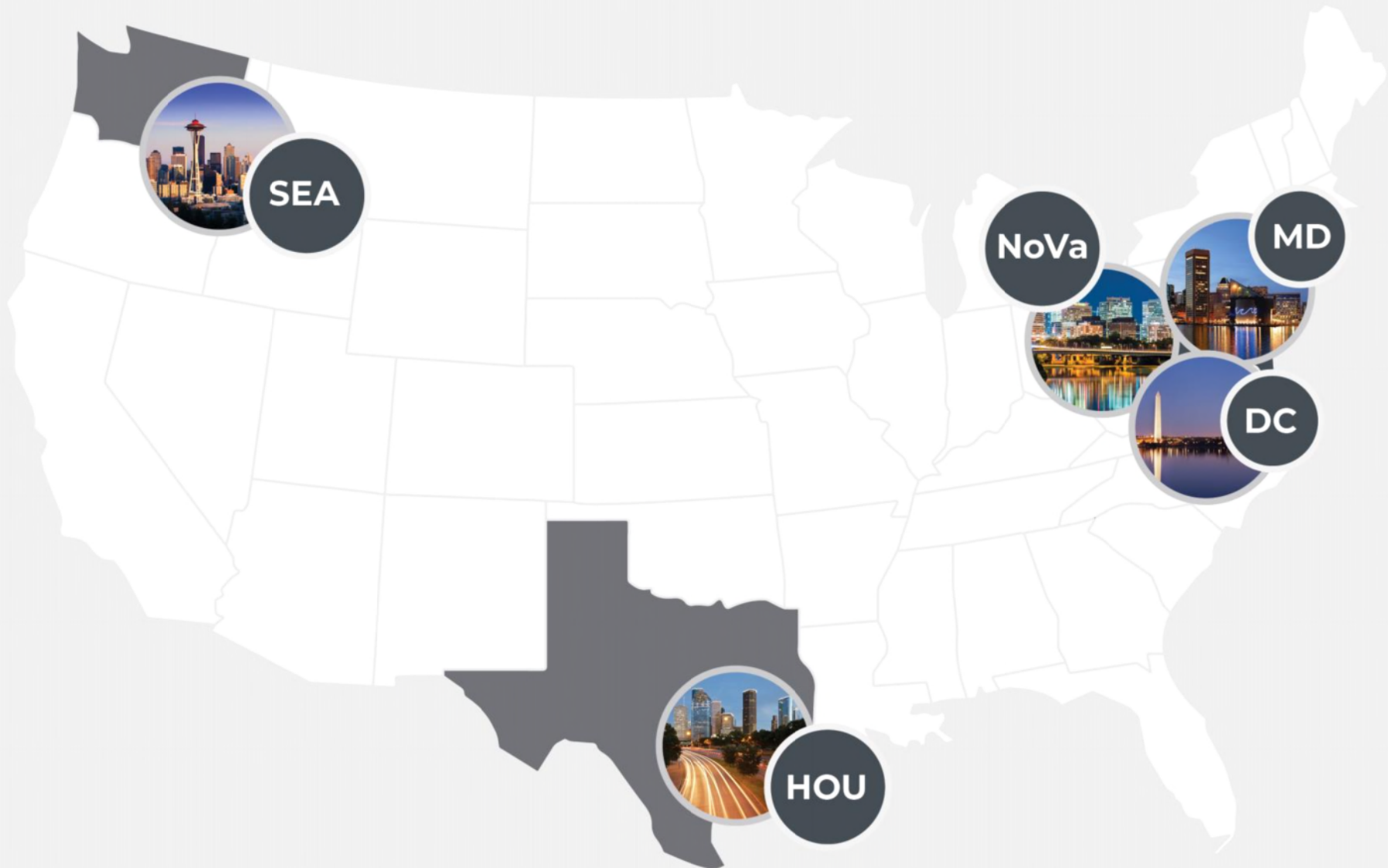
For WhyHotel's use, only 1 in 5 guests need onsite parking. Typically, guests utilize other transit options (i.e., ride-share, Metrorail, Metrobus).



Who We Target



Other WhyHotels



ARLINGTON | VA

THE BARTLETT

WhyHotel successfully opened a 50 unit inaugural pop-up at The Bartlett in Arlington County in 2017.

The product quickly became a staple for families and business travelers with over 4,000 room nights booked in the first 4 months.



WASHINGTON | DC

NOMA

NEIGHBORHOOD

WhyHotel successfully opened a 95 unit pop-up in Washington DC's NoMa neighborhood in October 2018.

The latest pop-up generated substantial bookings from nearby federal government agencies, business travel, Capitol Hill staffers, and international travelers.

As of June 2019, WhyHotel ceased operations and the building is fully-leased with long-term residents.



BALTIMORE | MD

DOWNTOWN INNER HARBOR

WhyHotel successfully opened a 158 unit pop-up in Baltimore's Downton/Inner Harbor district in June 2018.

The pop-up product is currently in operations and has generated considerable bookings from the local government agencies, hospitals, family getaways, and business travelers.



ARLINGTON | VA

BALLSTON QUARTER

WhyHotel successfully opened a 145 unit pop-up in Arlington County's Ballston Quarter neighborhood in April 2019.

The latest pop-up generates significant bookings from the State Department and DoD, business travel, group travel, and major corporate partnerships.



SEATTLE | WA

AVALON

BELLTOWN

WhyHotel launches its next pop-up in Seattle's Belltown neighborhood. The 50-unit hotel starts welcoming guests in September of 2019.

The pop-up is expected to attract significant bookings from family and leisure travel, as well as take advantage of Seattle's major corporate and technology footprint.



HOUSTON | TX

CAMDEN DOWNTOWN

WhyHotel is slated to open a 100-unit pop-up in Downtown Houston with Camden Property Trust in Q1 of 2020.

The upcoming pop-up will capture substantial bookings from corporate partnerships and conference business due to its proximity to the Houston Convention Center.



whyhotel

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