

# 1500 S CENTRAL AVE

Sidney, MT 59270

Hospitality  
Investment Opportunity

Offering Memorandum

  
**MICROTEL**<sup>®</sup>  
— INN & SUITES —  
BY WYNDHAM



**MATTHEWS**<sup>™</sup>

EXCLUSIVELY LISTED  
BY



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**MATTHEWS™**



# PROPERTY OVERVIEW

**Microtel by Wyndham**  
1500 S Central Ave | Sidney, MT 59270



# EXECUTIVE SUMMARY

**1500 S Central Ave**

Sidney, MT 59270

**76**

Number of Rooms

**2012**

Year Built

**±37,418 SF**

Building Size

## The Opportunity

Matthews™ is pleased to present the Microtel Inn & Suites by Wyndham Sidney, a 76-room, limited-service hospitality asset located at 1500 S Central Avenue in Sidney, Montana. The Microtel Inn & Suites by Wyndham Sidney is a 76-room, limited-service hotel built in 2012 and located right off South Central Avenue, one of the main commercial corridors in Sidney. It's a newer asset with a strong Wyndham flag that consistently pulls in both corporate and transient demand.

We've brought the price to \$1,750,000 (±\$23K/key), which is well below replacement cost and provides a compelling basis for entry. The hotel has also experienced strong revenue growth over the past two years and continues trending upward year-to-date as of March 19, 2026, demonstrating meaningful operational momentum. From an operational standpoint, it is a clean, straightforward Microtel with low overhead, efficient staffing supported by a full in-place team, and no major near-term capital expenditure requirements at this time.

Sidney is closely tied to the Williston Basin energy market, and while historically cyclical, recent stabilization and improvement are supporting lodging demand, particularly for newer, branded assets. The Property's strong brand affiliation, efficient operating model, and strategic location along a primary commercial corridor position it to benefit from sustained market fundamentals and long-term stability.



# INVESTMENT HIGHLIGHTS

## Property & Location Highlights

- Built in 2012, the property is a relatively newer hospitality asset with minimal anticipated near-term capital requirements.
- The hotel has demonstrated strong recent operating momentum, with significant revenue growth over the past two years and continued year-to-date growth in 2026.
- Efficient limited-service operating model supports a lower expense structure relative to full-service alternatives, enhancing cash flow durability.
- Located along Sidney's primary commercial corridor, the property benefits from strong visibility and convenient access to the area's key business and demand generators.
- Local lodging demand is supported by established oil and gas activity tied to the Williston Basin, as well as recurring regional business travel.
- The offering presents continued upside through additional ADR and occupancy growth as the market continues to stabilize and normalize.
- At a low going-in basis, the acquisition provides investors with in-place cash flow and a clear path to value enhancement over time.
- The combination of current income, limited near-term capital exposure, and operational upside makes this a straightforward, low-basis investment opportunity with an attractive risk-adjusted profile.



# AMENITIES

Free Breakfast

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Free Parking

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Free WiFi

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Banquet Facilities

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Meeting Room

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Indoor Pool & Hot Tub

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Fitness Center

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100% Smoke-Free



# TENANT OVERVIEW

Year Founded  
1989

Headquarters  
Parsippany, NJ

Ownership Status  
Subsidiary

Employees  
1,700+

Locations  
360+

Guest Segment  
Business & Leisure

Annual Revenue  
\$610 Million



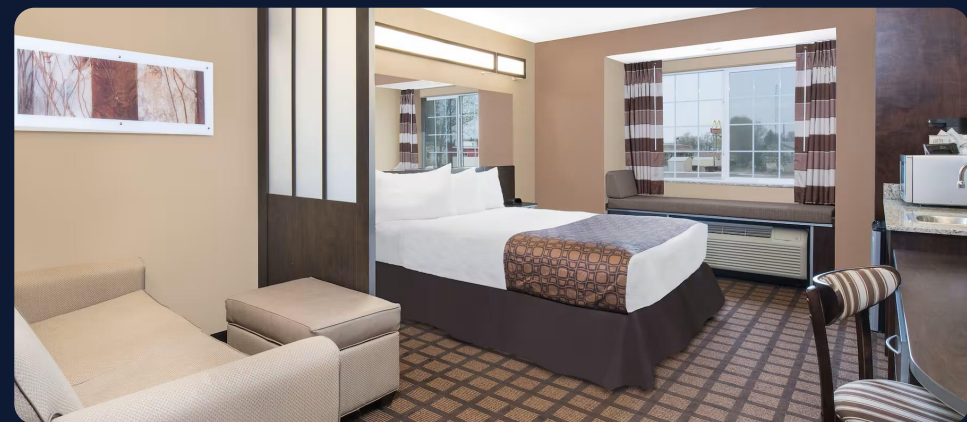
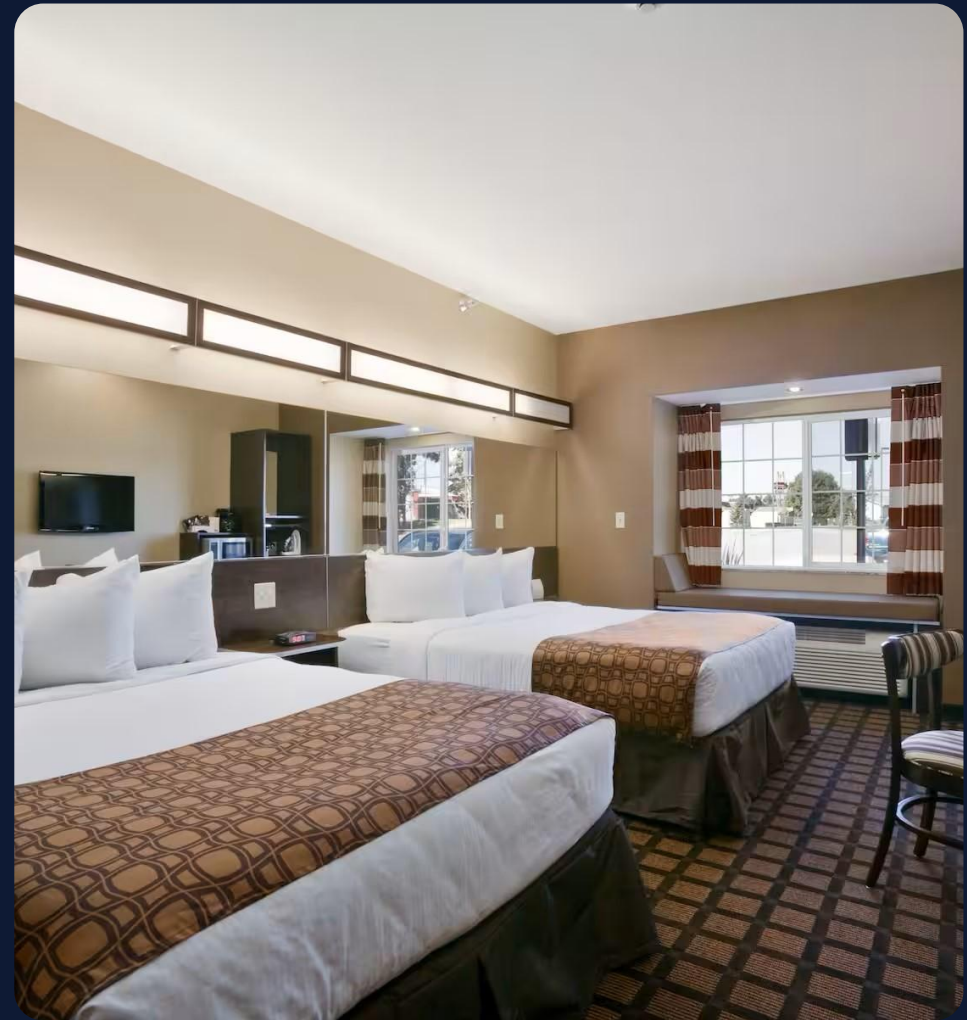
## Tenant Overview

Microtel Inn & Suites by Wyndham is a recognized hotel brand with hundreds of properties across the United States and international markets, offering efficient accommodations for business and leisure travelers. Founded in 1989 and headquartered in Parsippany, New Jersey, the brand has consistently focused on delivering affordable stays in high-demand travel corridors. As part of Wyndham Hotels & Resorts, it is supported by a global franchise platform, positioning it for continued operational consistency and measured growth. Under established standards, the brand emphasizes streamlined design, guest satisfaction, and property-level efficiency.

## Why Invest in Microtel Inn & Suites by Wyndham?

- Established National Presence with Efficient, Limited-Service Model: With hundreds of locations across the U.S. and internationally, Microtel Inn & Suites delivers consistent, cost-effective lodging focused on value-conscious travelers—driving reliable occupancy through a streamlined, limited-service offering.
- Backed by Wyndham’s Global Platform and Franchise Network: As part of Wyndham Hotels & Resorts, the brand benefits from strong reservation systems, loyalty programs, and experienced franchise support—allowing owners to leverage scale, brand recognition, and operational expertise.
- Strong Performance in Secondary and Highway-Oriented Markets: Microtel properties are typically located in suburban, airport-adjacent, and interstate corridors where demand is steady and competition is moderate—supporting durable cash flow and long-term asset stability.
- Lean Operating Model with Modern Guest Expectations: The brand’s focus on efficient design, lower staffing requirements, and updated amenities such as mobile booking and digital check-in positions it to meet evolving traveler preferences while maintaining attractive margins.

# ROOM PHOTOS





**Sidney Health Center**  
±25 Beds



**USDA** Agricultural Research Service

**Williston, ND**  
±46 Miles Away



**Richland County**  
Fairgrounds & Events

**Sidney Middle School**  
±285 Students

16

**Downtown Sidney**

**West Side Elementary**  
±311 Students

±9,000 VPD

**BSNF Railroad**

**Oil Fields**

**Sidney-Richland Airport**  
±1.7 Miles Away



**Sidney High School**  
±355 Students

**Subject Property**



**Franz Construction**



**White Rock Oil & Gas**

16



**Glendive, MT**  
±52 Miles Away



**Yellowstone River**  
±2 Miles Away

Google Earth

# MARKET OVERVIEW

**Microtel by Wyndham**  
1500 S Central Ave | Sidney, MT 59270



# SIDNEY, MT

**6,031**

Total Population

**\$62,538**

Median HH Income

**2,505**

# of Households

**57.6%**

Homeownership Rate

**3,418**

Employed Population

**22%**

% Bachelor's Degree

**37.3**

Median Age

**\$236,900**

Median Property Value

## Local Market Overview

Sidney serves as the commercial and service hub for Richland County in northeastern Montana, anchoring a trade area shaped by agriculture, energy, healthcare, and cross-border activity with western North Dakota. The city's population sits just above 6,000, with roughly 2,500 households, a median household income above \$62,000, and homeownership near 58%, supporting a stable year-round consumer base. The area benefits from its position along the Yellowstone Valley and the broader MonDak corridor.

For hospitality uses, Sidney offers a practical lodging profile built around business travel, contractor stays, regional healthcare visits, and government or service-related trips. Public listings show a concentrated limited-service hotel cluster along South Central Avenue and West Holly Street, placing most room inventory near the city's primary commercial corridor. That format aligns well with the market's demand drivers: energy field activity, agricultural support services, county administration, school events, and medical traffic linked to Sidney Health Center.

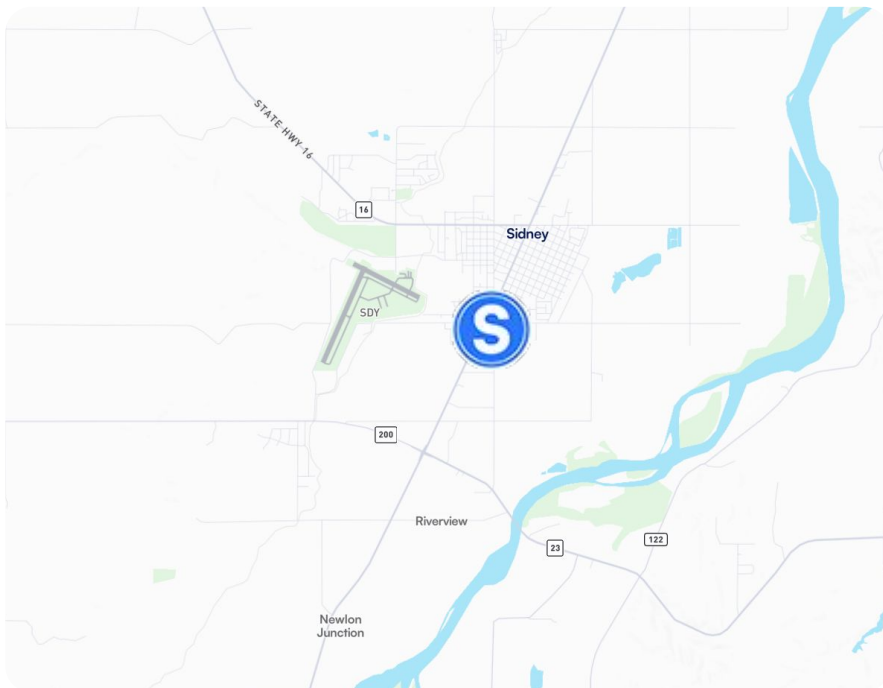
Population	3-Mile	5-Mile	10-Mile
Current Year Estimate	6,798	7,254	8,734
Households	3-Mile	5-Mile	10-Mile
Current Year Estimate	2,940	3,134	3,693
Income	3-Mile	5-Mile	10-Mile
Average Household Income	\$95,884	\$94,921	\$94,386



## Hospitality Demand Drivers

Sidney's hospitality demand is driven primarily by business-oriented travel tied to healthcare, oil and gas, agriculture, and regional services, positioning the market as a functional lodging hub rather than a leisure destination within the broader Williston Basin energy market, which supports an estimated workforce of over 100,000 employees. The city supports a consistent base of visitors including medical patients and families, contractors, government personnel, and service providers operating throughout Richland County and the surrounding MonDak region. Its proximity to Williston Basin oil and gas activity and role as a county seat reinforce steady weekday occupancy patterns supported by essential travel needs.

For hospitality assets, demand is concentrated along the primary commercial corridor, where limited-service hotels cater to short-term business stays and extended-stay guests. Lodging demand is further supported by Sidney Health Center, local schools, and regional employers that generate recurring visitation throughout the year. This demand profile is complemented by seasonal agricultural cycles and project-based oil and gas activity, creating periodic occupancy spikes while maintaining a dependable baseline of room nights tied to core economic functions.



## Economic Drivers

Sidney's economic foundation is anchored by a diverse mix of healthcare, agriculture, oil and gas production, and regional government services, supporting its role as the primary commercial center for Richland County. The city benefits from its strategic position near the North Dakota border within the broader Williston Basin, where energy development and agricultural production drive business activity and employment. This positioning allows Sidney to capture both local and cross-border economic flows tied to essential industries.

The local economy is further supported by stable public-sector employment, education services, and infrastructure tied to transportation, utilities, and regional distribution. Sidney Health Center, county operations, and agricultural cooperatives provide consistent employment, while oil and gas activity contributes to cyclical growth and investment across the area. This balanced economic profile, combining core services with resource-based industries, helps sustain long-term commercial activity and reinforces Sidney's importance as a regional employment and service hub.

# VALUATION OVERVIEW

**Microtel by Wyndham**  
1500 S Central Ave | Sidney, MT 59270



# FINANCIAL SUMMARY

**\$1,750,000**

List Price

**\$23,000**

Price Per Key



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By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

1. The Offering Memorandum and its contents are confidential;
2. You will hold it and treat it in the strictest of confidence; and
3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner.

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Owner and Matthews™ expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed and delivered.

If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offering Memorandum.

A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Owner or Matthews™ or any of their affiliates or any of their respective officers, directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date of this Offering Memorandum.