



325 SE Nye Ave

Pendleton, OR 97801

Hospitality Investment Opportunity

Offering Memorandum



MATTHEWS™

Exclusively Listed By



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Property Overview



325 SE Nye Ave
Pendleton, OR 97801



The Opportunity

3-Year Average: \$1,136,100 Room Revenue

Discounted Offer to Market | No New Supply Pipeline

Property Details

Property Name	Motel 6 Pendleton, OR
Total Keys	92
Address	325 SE Nye Ave
City, St, Zip	Pendleton, OR 97801
Year Built / Year Remodeled	1980
Building Size	±25,230 SF
Lot Size	±2.00 AC
Daily Traffic Counts	±43,000 VPD
5-Mile Population	19,620
5-Mile Household Income	\$92,554

Motel 6 Pendleton

Hotel Location Type	Interstate
Market Name	Oregon Area USA
Submarket Name	Oregon East Area
Class	Economy
Corridor	Exterior
Stories	Two (2)
Amenities	Exterior Pool, Wifi



Investment Highlights

Property Highlights

- **Three Consecutive Years of Revenue Exceeding \$1 Million:** The property has generated between \$1.08M and \$1.23M in annual room revenue over the past three years, demonstrating a stable and proven demand base in the Pendleton market regardless of ownership structure.
- **Proven Owner-Operator Upside:** Currently operated as part of a 40-property portfolio under absentee management, the property presents a clear and credible path for a hands-on owner-operator to optimize labor structure, reduce OTA commission dependency, and grow NOI toward the 2026 proforma of \$408,643 without capital investment.
- **Nationally Recognized Economy Flag:** Motel 6 is one of the most recognized economy lodging brands in the United States, providing instant brand awareness, a proven national reservation infrastructure, and OTA priority placement that drives consistent transient demand.
- **AI-Powered Front Desk Technology:** The ownership has implemented AAvgo, an AI-powered property management and front desk platform, reducing labor dependency, streamlining guest services, and positioning the property for efficient owner-operator management from day one.
- **Zero New Supply Pressure:** There are currently zero hotels under construction in the Oregon East Area economy segment, meaning no new competitive supply is entering the market to pressure occupancy or rates.



Capital Improvements & Amenities



Capital Improvements

- New Water Heaters
- Individual PTAC Units
- Refreshed Mechanics
- Upgraded Technology

Amenities

- Courtyard Pool
- Vending/Ice Machines
- Room Entertainment
- Restaurants Nearby



Property Photos





Pendleton Airport
±4.8 Miles Away



Blue Mountain Community College
±1,407 Students
±212 Employees

Pendleton Roundup Grandstand
Stadium



Downtown Historic District
A vibrant, authentic district that feels like stepping back into the Old West, with preserved 19th-century architecture, artisan shops, and rich historic storytelling.



±7.5 Miles Away



± 43,000 VPD



±6.2 Miles Away



Sharis



Subject Property





SE Nye Ave

Property Overview

Oregon East Economy Submarket Data

12-Month ADR \$88.46

12-Month Occupancy 51%

12-Month RevPAR \$45.37

Hotel Transactions

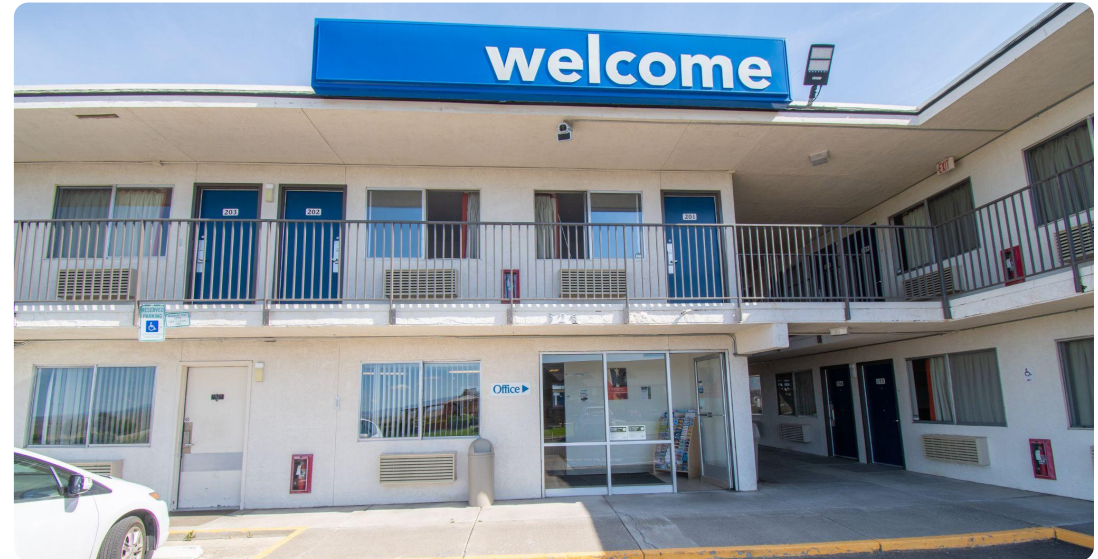
Average Price Per Key \$57.4K

12 Mo Transactions 2

Number of Hotels Submarket 113

Average Rooms Per Hotel 40

Under Construction Hotels 0



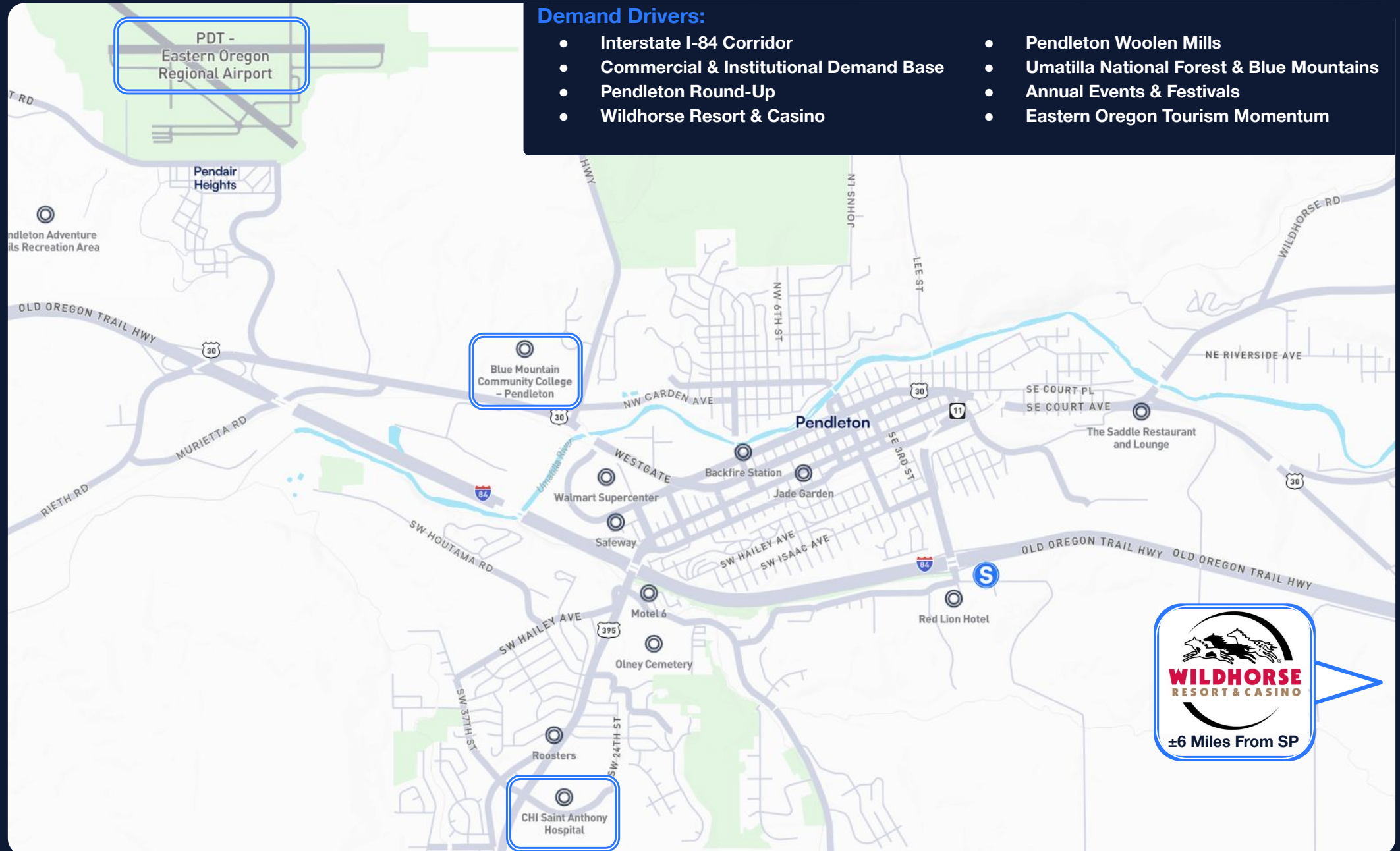
Market Overview



325 SE Nye Ave
Pendleton, OR 97801

Demand Drivers:

- Interstate I-84 Corridor
- Commercial & Institutional Demand Base
- Pendleton Round-Up
- Wildhorse Resort & Casino
- Pendleton Woolen Mills
- Umatilla National Forest & Blue Mountains
- Annual Events & Festivals
- Eastern Oregon Tourism Momentum



Pendleton, OR



Market Demographics

17,000
Total Population

\$66,500
Median HH Income

6,250
of Households

56.5%
Homeownership Rate

8,900
Employed Population

24.7%
% Bachelor's Degree

37
Median Age

\$287,000
Median Property Value

Local Market Overview

Pendleton serves as a primary commercial and cultural center for Eastern Oregon, supported by regional agriculture, transportation infrastructure, tourism, healthcare services, and manufacturing activity. Located along Interstate 84 between Portland and Boise, the city benefits from strong regional connectivity and serves as an employment hub for Umatilla County and surrounding rural communities. The local economy is anchored by wheat production, food processing, logistics operations, tribal enterprises, healthcare, and government services. Pendleton's historic downtown district, nationally recognized rodeo heritage, and outdoor recreation amenities continue to support tourism activity and hospitality demand throughout the year.

The market maintains a stable cost structure relative to larger Pacific Northwest metros, providing affordability advantages for both residents and businesses. Regional employers benefit from access to interstate transportation corridors, rail connectivity, and proximity to industrial growth occurring throughout northeastern Oregon and southeastern Washington. Continued investment in infrastructure, airport improvements, and industrial development has strengthened the city's position as a service and distribution node within the Columbia Plateau region. Pendleton's combination of lower operating costs, established civic institutions, and regional accessibility supports long-term economic stability across multiple sectors.

Population	3-Mile	5-Mile	10-Mile
Five-Year Projection	17,861	19,900	21,587
Current Year Estimate	17,600	19,620	21,294
Growth Current Year-Five-Year	1.48%	1.43%	1.38%
Households	3-Mile	5-Mile	10-Mile
Five-Year Projection	7,242	7,997	8,634
Current Year Estimate	7,059	7,799	8,430
2020 Census	6,840	7,557	8,183
Growth Current Year-Five-Year	2.60%	2.54%	2.41%
Growth 2020-Current Year	3.20%	3.20%	3.02%
Income	3-Mile	5-Mile	10-Mile
Average Household Income	\$91,735	\$92,554	\$93,400



Economy

Pendleton's economy is supported by a broad mix of agriculture, transportation, healthcare, manufacturing, tourism, and tribal enterprise activity that collectively position the city as one of Eastern Oregon's primary regional economic centers. Agriculture remains a foundational industry, with the surrounding Columbia Plateau region recognized for large-scale wheat production, cattle operations, and food processing facilities that support both local employment and export activity throughout the Pacific Northwest. Interstate 84 serves as a major transportation corridor connecting Portland, Boise, and the Inland Northwest, allowing Pendleton to function as an important logistics and distribution hub for freight movement across the region. The city's industrial sector has continued to expand near key highway and airport corridors, supported by aviation-related infrastructure improvements at Eastern Oregon Regional Airport and ongoing investment in warehousing and light industrial facilities. Healthcare and public-sector employment also provide long-term economic stability, with St. Anthony Hospital, educational institutions, and local government agencies serving as major employers. In addition, Wildhorse Resort & Casino and tribal enterprise operations contribute significantly to regional employment, tourism spending, and hospitality demand. Pendleton's relatively low operating costs, available industrial land, and central location within Eastern Oregon continue to attract businesses seeking affordability, accessibility, and long-term operational efficiency compared to larger Pacific Northwest metropolitan markets.

Wildhorse Resort & Casino



Attractions

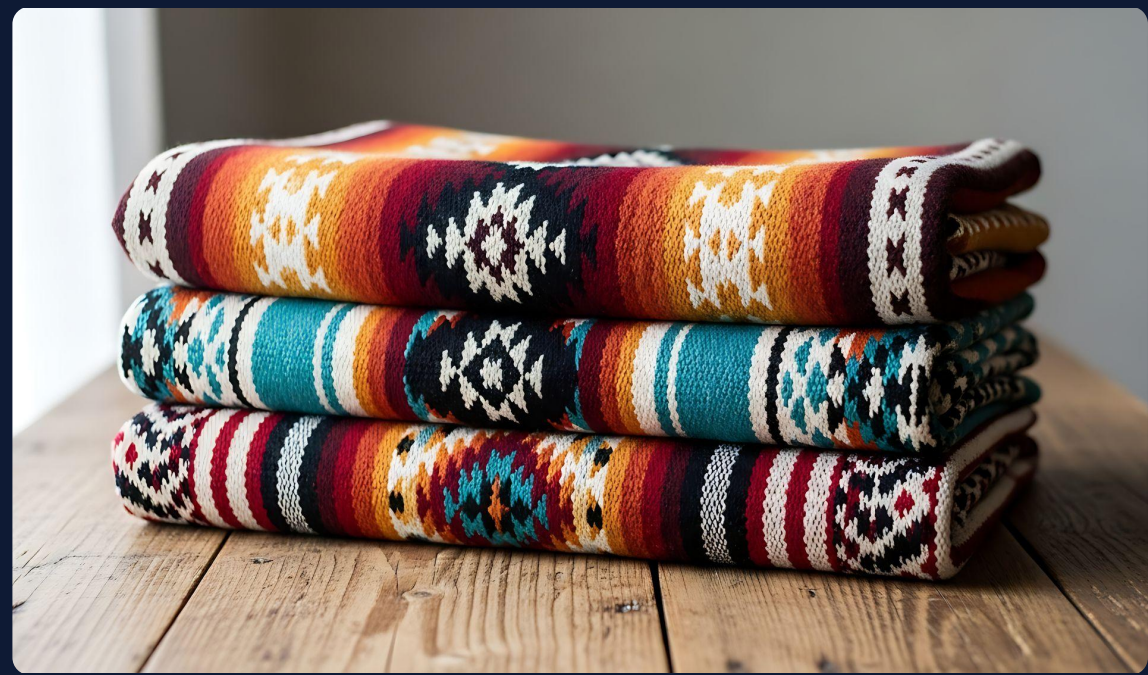
Pendleton is nationally recognized for its western heritage, historic identity, and tourism attractions that draw visitors from across the Pacific Northwest and beyond throughout the year. The city is best known for hosting the Pendleton Round-Up, one of the nation's most historic and widely attended rodeo events, which generates substantial tourism, hospitality, and retail activity annually while reinforcing the community's strong western culture and traditions. Pendleton's historic downtown district features preserved brick architecture, locally owned restaurants, boutique retailers, breweries, museums, and public art installations that contribute to the city's unique character and pedestrian-friendly environment. The Pendleton Woolen Mills brand remains an iconic part of the community's identity, attracting visitors interested in the region's longstanding textile and craftsmanship history. Outdoor recreation is another major attraction, with nearby access to the Blue Mountains offering hiking, fishing, hunting, camping, skiing, and scenic recreational opportunities that support year-round tourism activity. Wildhorse Resort & Casino serves as one of the area's largest entertainment destinations, offering gaming, golf, hotel accommodations, dining venues, and event space that attract regional visitors and conventions. Combined with its cultural festivals, historic preservation efforts, and access to Eastern Oregon's natural landscape, Pendleton continues to maintain a strong reputation as both a tourism destination and a regional cultural center.

Pendleton's National Footprint

Western Heritage Overview

Pendleton is nationally recognized for its western heritage, preserved historic character, and tourism attractions that draw visitors from across the Pacific Northwest and beyond throughout the year. The city's identity is deeply tied to the American West, most notably through the Pendleton Round-Up, one of the nation's most historic and widely attended rodeo events that has operated for more than a century and attracts hundreds of thousands of attendees annually. This longstanding tradition has helped establish Pendleton as a prominent cultural destination known for rodeo competitions, parades, western art, Native American heritage, and regional festivals.

The city's historic downtown district further reinforces its identity through preserved brick storefronts, locally owned businesses, museums, breweries, and public gathering spaces that showcase the area's architectural and cultural history. Pendleton is also home to the internationally recognized Pendleton Woolen Mills brand, which remains closely associated with the community's heritage and craftsmanship traditions. Beyond its cultural attractions, the city benefits from access to outdoor recreation opportunities throughout the Blue Mountains and surrounding Eastern Oregon landscape, supporting hiking, fishing, hunting, camping, and scenic tourism activity. Combined with entertainment destinations such as Wildhorse Resort & Casino and a strong calendar of annual events, Pendleton continues to maintain a reputation as one of Oregon's most distinctive tourism and heritage destinations.



Valuation Overview



325 SE Nye Ave
Pendleton, OR 97801



Financial Summary

\$4,500,000

List Price

\$48,900

Price Per Key

9.08%

Owner/User Cap Rate

7.75%

2025 Cap Rate

4.05x

2025 RRM

\$178.36

Price Per SF



Operating Overview

2025 Operating Overview

Number of Rooms	92
Available Rooms	33,580
RevPAR	\$33.11
Room Revenue	\$1,111,955

2026 Proforma

Number of Rooms	92
Available Rooms	33,580
Room Revenue	\$1,167,553

SBA 7(a) Loan

Offering Name	Motel 6 Pendleton, OR
City, ST	Pendleton, OR 97801
Low Price + PIP	\$4,500,000
Cap Rate	9.08%
Down Payment	\$900,000
New Loan	\$3,600,000
Interest Rate	7.75%
Amortization	25 Years
Term	25 Years
Loan to Value	80%
Debt Service Coverage Ratio	1.25x
2025 EBITDA ("Owner/User NOI")	\$408,643
Loan Payments	\$326,302
Buyer's Year 1 Net Cash Flow	\$82,341
Buyer's Year 1 Principal Reduction	\$49,019
Buyer's Year 1 Total Return	\$131,360

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