PEAK COLLECTIVE

REAL ESTATE

COMMERCIAL | INVESTMENT | DEVELOPMENT



PRIME DEVELOPMENT
OPPORTUNITY

Illustrative rendering of the proposed hotel

EPHRAIM CROSSING

EPHRAIM, UTAH

HOTEL PAD SITE AT EPHRAIM CROSSING

1.882 ACRES ON U.S. HIGHWAY 89 | CENTRAL UTAH'S EMERGING HEALTHCARE, EDUCATION + VISITOR HUB

THE DEVELOPMENT VISION

Contemporary hospitality, thoughtfully scaled.

Ephraim Crossing is a 312 acre master-planned community. The hotel opportunity is positioned to serve business travelers, college visitors, healthcare-related stays and recreation guests.

Ownership's current commercial focus is grocery-anchored retail and a town center, complemented by planned housing and a future Intermountain Health campus.

PLANNED GROWTH

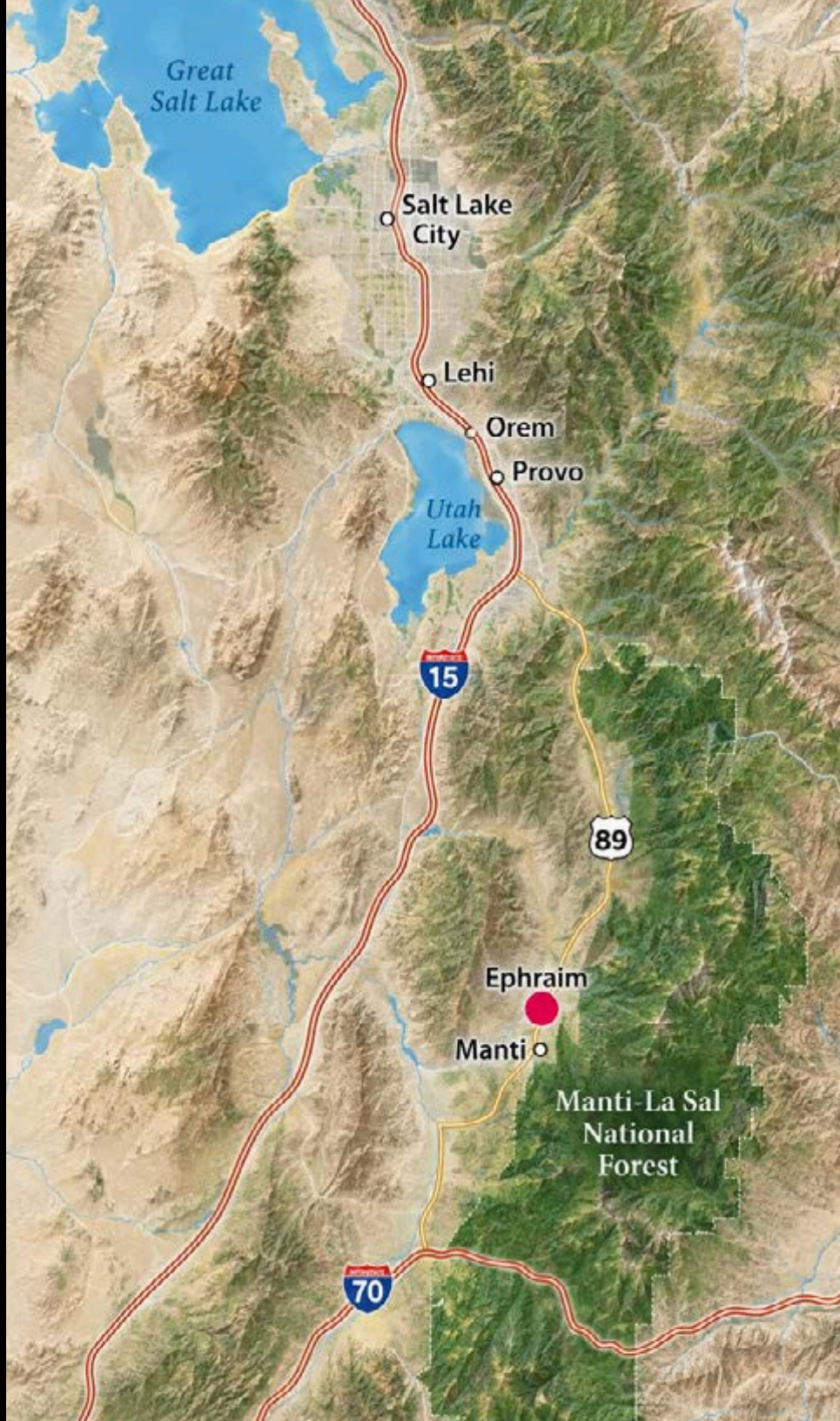
Planned healthcare, housing, grocery and retail uses offer potential future lodging demand.

COLLEGE VISITATION

Snow College brings families, athletics, events, recruiting and visitors to Ephraim.

REGIONAL ACCESS

US-89 access, Ephraim Canyon recreation, and planned restaurants and amenities support the location.



THE OFFERING

PROPERTY **SUMMARY**

Property Address	**West of US-89, Ephraim Crossing Ephraim, Utah 84627**
Price	**$1,230,000**
Total Acres	**1.882 AC**
Price Per SF	**$15/SF**
Total SF	**81,997 SF**
Zoning	**Commercial (Hotel Pad)**
Parcel ID	**6183X**

INVESTMENT **HIGHLIGHTS**

- Reported $100M+ Intermountain Health campus anchors development inside this same master-planned district
- 1 of only 2 hotel pads platted across the entire 312-acre Ephraim Crossing plan
- Snow College visitor & family lodging demand (±5,500 students)
- Ephraim Utah Temple — a regional visitation driver
- West of U.S. Highway 89 corridor, central Utah's highest-volume corridor at Ephraim
- Thin hotel supply: one modern branded hotel (54 rooms) in the market today





DEMAND DRIVERS

REPORTED $100M+ HEALTHCARE CATALYST

39 AC	$100M+	ANCHOR
PLANNED TOTAL CAMPUS ACREAGE	REPORTED PROJECT INVESTMENT	TENANT WITHIN EPHRAIM CROSSING

Intermountain Health's planned campus at Ephraim Crossing will total 39 acres upon completion of the additional land acquisition, according to the seller.

WHY IT MATTERS

A campus inside the same district positions this parcel to capture healthcare-related stays: visiting families, traveling clinicians, vendors and construction crews, for a flatter weekly occupancy curve than leisure or temple traffic alone.



OPPORTUNITY SUMMARY

Development Program & **Projected Performance**

99-ROOM HOTEL CONCEPT

In March 2024, Camino Verde Group hired Hospitality Real Estate Counselors to determine the feasibility of the site for a limited service hotel. The study concluded that Ephraim has enough demand to support a roughly 99-room hotel, with no direct competitor or extended-stay hotels nearby and only a 50-room Cobblestone at the north end of town.

Support comes from the Ephraim Crossing master plan, Intermountain Health's new medical campus, Snow College, the new LDS temple, and roughly 78 festival and event fill days a year including the Ephraim Canyon groomed OHV trail season.

HREC | MARCH 2024

2025-2029 forecast occupancy: 62% to 72%.

ADR: $147 in constant 2023 dollars; inflated ADR reaches approximately $176 in 2029.

Historical forecast; for reference, buyer to verify.

ZONDA | DECEMBER 2025

Includes the 99-room Home2 Suites concept and a separate 120-room hotel in the district.

Estimated comparable ADR: approximately $162.

Separate study assumptions; not an HREC update.

Seller intends to establish a brand/use covenant on the second hotel pad to protect a nationally branded hotel on the subject site and offer the buyer an option on that second pad, subject to negotiated terms.
Source: HREC Hotel Market Study, March 2024, p. 3. Original study projections, not actual operating results or an updated forecast. For reference only; buyer to independently verify. No franchise commitment is represented.

LOCATION INTELLIGENCE

Traffic and Demand Drivers

DINING AND RETAIL CONTEXT

Walmart and area dining options including Subway, Domino's, Costa Vida and Arby's complement the location. Adjacent grocery and retail at Ephraim Crossing are planned.

8,700

2024 AADT, US-89 / MAIN STREET (SOUTH OF 400 SOUTH)

The site is positioned along the corridor to Ephraim Canyon, a recreation destination within the Manti-La Sal National Forest.

Regional travel and seasonal tourism support the location's hospitality potential.

AREA EMPLOYERS

Snow College

Walmart

SoapCreek Manufacturing

Bailey Farms International

CO Building Systems

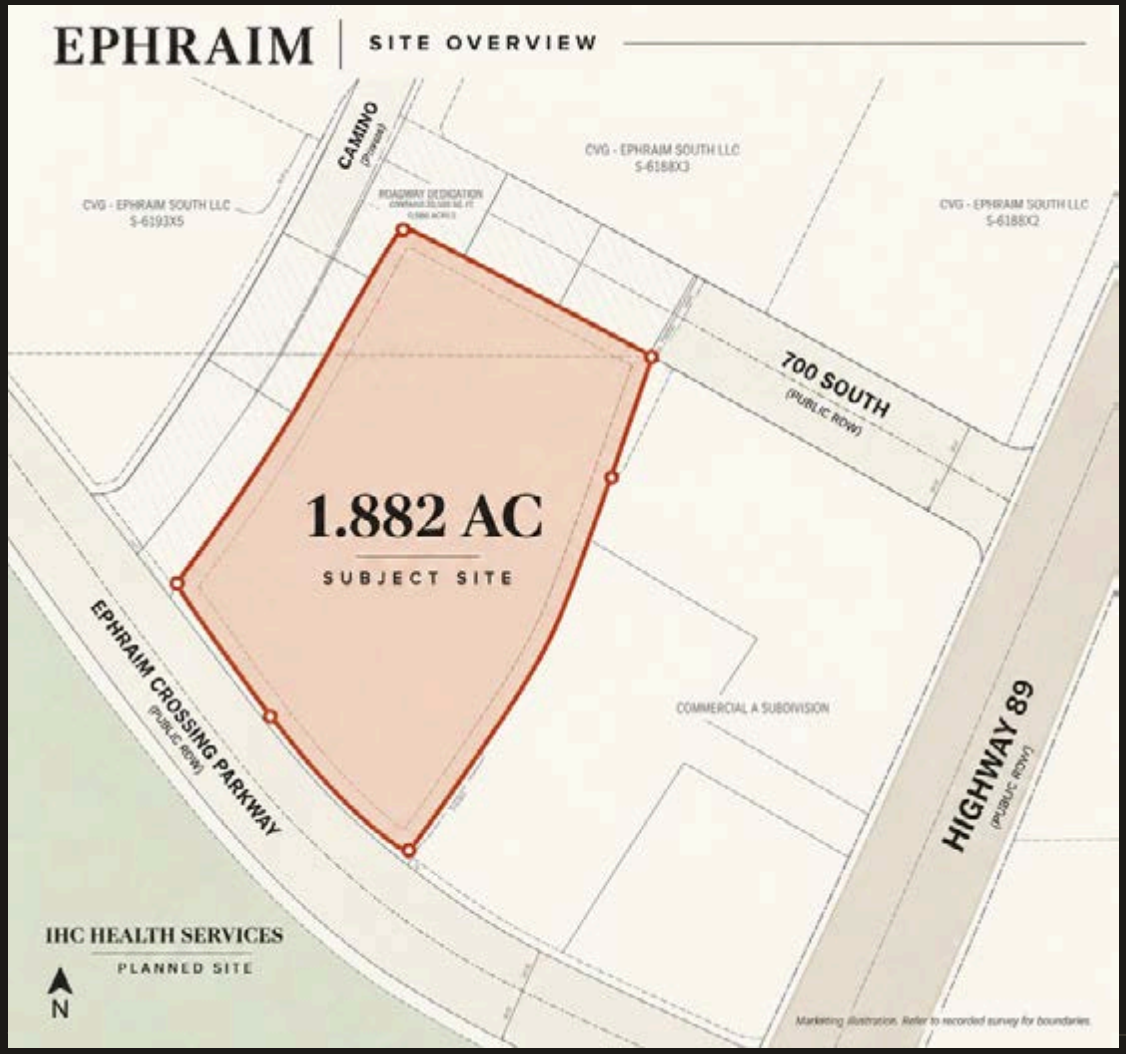
Barclay Mechanical

C&J Specialties



THE PARCEL

SITE LOCATION



1.882

ACRES | 81,997 SF

The survey depicts the hotel parcel between Camino Verde Boulevard, 700 South and Ephraim Crossing Parkway. Commercial parcels lie between the subject and US-89.

Marketing illustration based on the Ensign survey, March 16, 2026. Refer to the recorded survey for exact boundaries. Survey title does not establish a hotel franchise agreement or final approvals.

Housing, Healthcare & Planned Retail



PLANNED LAND USES

- Single-family housing
- Multifamily housing
- Apartment buildings
- Retirement housing
- Commercial / retail
- Hotel
- Medical

MASTER PLANNED CONTEXT

The hotel opportunity sits within a 312 acre community with planned housing, healthcare and commercial uses. Ownership now emphasizes grocery-anchored retail and the town center.

The August 2026 plan above includes older office and industrial designations; these are historical context, not the current commercial marketing direction.

Developer-supplied August 2026 master plan. Land uses, layout, phasing and adjacent development are conceptual, subject to change, and shown for context only. The master plan identifies two hotel areas within the district. No citywide exclusivity or restriction on competing hotel development is represented.

WHY EPHRAIM
AND WHY NOW?

Three things are changing in Ephraim at once: a 312-acre master-planned district is rising at the south edge of town, a reported $100 million health system campus has taken position inside it, The Ephraim Utah Temple adds to the corridor's regional visitor appeal..

6	US-89	APPROX 1,180	Ephraim Temple
COUNTIES SERVED FROM EPHRAIM	HIGHEST-VOLUME CORRIDOR IN CENTRAL UTAH	RESIDENTIAL UNITS PLANNED AT EPHRAIM CROSSING	REGIONAL VISITATION DRIVER

DEMAND DRIVERS

Snow College · Ephraim Utah Temple · regional healthcare · employers and construction crews · youth sports and civic events · Manti-La Sal National Forest recreation

Source: Zonda Advisory, December 2025. Listed housing categories total 1,179 units, including for-sale, rental and senior housing. Planned development is subject to change.





GOVERNOR SELECTS WEST EPHRAIM AS NEW OPPORTUNITY ZONE

NEW OPPORTUNITY ZONE

Ephraim has secured one of Utah's new federal Opportunity Zone 2.0 designations. Governor Spencer J. Cox recommended 37 census tracts, the most Utah is allowed, out of 147 eligible tracts statewide. Of those, 27 are urban and only 10 are rural, and West Ephraim is one of the 10. The zone covers the west side of Ephraim, from 100 East going west from Oak Creek on the north and 600 North in Manti and includes the Manti-Ephraim Airport.

WHY THAT MATTERS

Defer the tax. Investors who sell real estate or other appreciated assets can reinvest the gain into a Qualified Opportunity Fund within 180 days and defer federal tax on that gain. Under the new rules, the deferral lasts five years from the date of investment.

Reduce the tax. Because West Ephraim is a rural tract, funds investing here can qualify as Qualified Rural Opportunity Funds. Investors who hold for five years get a 30 percent step-up in basis, which means 30 percent of the original deferred gain is never taxed. That is three times the 10 percent reduction offered in urban zones.

Eliminate tax on growth. Investors who hold for at least 10 years pay no federal capital gains tax on the fund investment's appreciation when they sell. For a well-placed housing development or growing local business, this is often the biggest benefit.

The program is now permanent, which gives investors a stable framework for long-term planning. For Sanpete County, it creates a steady new source of private capital for housing, infrastructure, commercial corridors and local entrepreneurs.



DEMAND DRIVERS

SNOW COLLEGE

±5,500	1888	82 AC	6
STUDENTS ENROLLED	FOUNDED	EPHRAIM CAMPUS	COUNTIES SERVED

Snow College is a public institution founded in 1888, with its main campus in Ephraim and a second in Richfield. It serves a six-county region and draws students from across Utah and out of state.

WHY IT MATTERS

Move-in and move-out weekends, commencement, admissions visits, athletics and performing-arts events generate lodging demand on a predictable annual calendar, well beyond a typical summer season.



DEMAND DRIVERS

EPHRAIM UTAH TEMPLE + REGIONAL VISITATION

The Ephraim Utah Temple adds to the region's religious and family visitation. Together with the nearby Manti Utah Temple, it supports the Sanpete Valley's broader visitor appeal.

Temple visitation is weekend-weighted and family-oriented, complementing the weekday, business-driven demand from healthcare and employers, for a flatter occupancy curve than either alone.

Access + Regional Reach

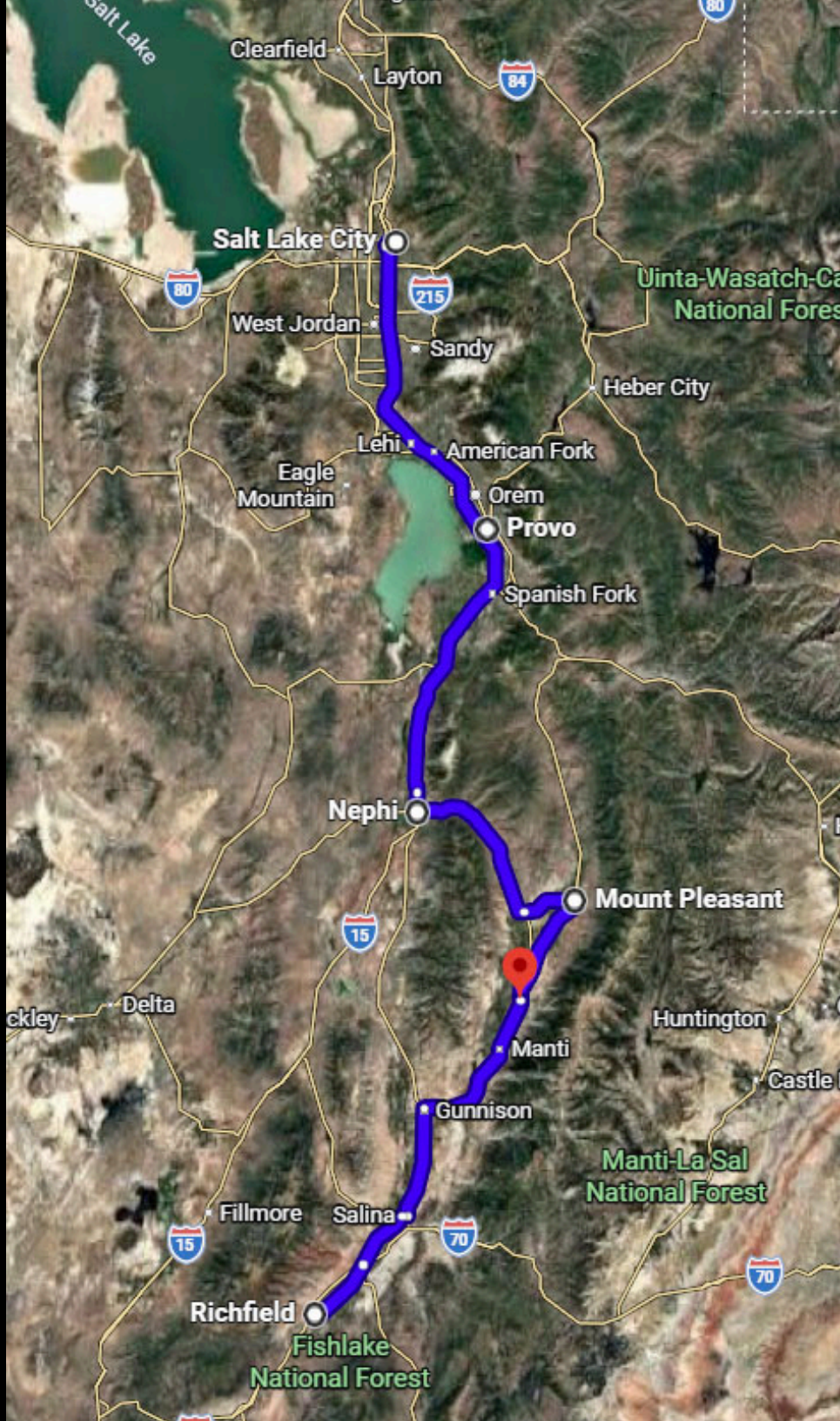
Manti	±7 mi	Manti Utah Temple, Sanpete County seat
Mount Pleasant	±17 mi	Wasatch Academy, north valley employment
Richfield	±40 mi	Sevier County hub; Snow College 2nd campus
Nephi / I-15	±35 mi	Interstate connection via SR-132
Provo	±85 mi	Wasatch Front southern anchor via US-89/US-6
Salt Lake City	±120 mi	Primary metropolitan market and airport

RECREATION + VISITOR DRAWS

- Manti-La Sal National Forest, Ephraim Canyon
- Palisade State Park, Sterling
- Maple Canyon, climbing destination
- Skyline Drive and the Wasatch Plateau
- Scandinavian Heritage Festival, Ephraim

CORRIDOR POSITION

US-89 / Main Street carries 8,700 vehicles per day at Ephraim (2024 AADT, UDOT station 039-0075, south of 400 South), the highest-volume corridor in its central Utah study area.



MARKET PERSPECTIVE

The Local Lodging Context

PROPERTY	LOCATION	YEAR BUILT	TYPE	ROOMS	NOTE
Cobblestone Hotel & Suites	Ephraim 70 E 900 N	**2025**	Branded, limited-service	**54**	Opened August 2025
Willow Creek Inn	Ephraim 450 S Main St	**1997**	Independent	**58**	Established local property
Temple View Lodge	Manti 260 E 400 N	**1970**	Independent motel	**TBC**	±8 miles south
Manti Country Village Motel	Manti 145 N Main St	**1987**	Independent motel	**TBC**	±8 miles south
Manti Motel	Manti 445 N Main St	**1956**	Independent motel	**TBC**	±8 miles south
Horseshoe Mountain Lodge	Mt Pleasant 850 US-89	**1950**	Independent motel	**TBC**	±17 miles north

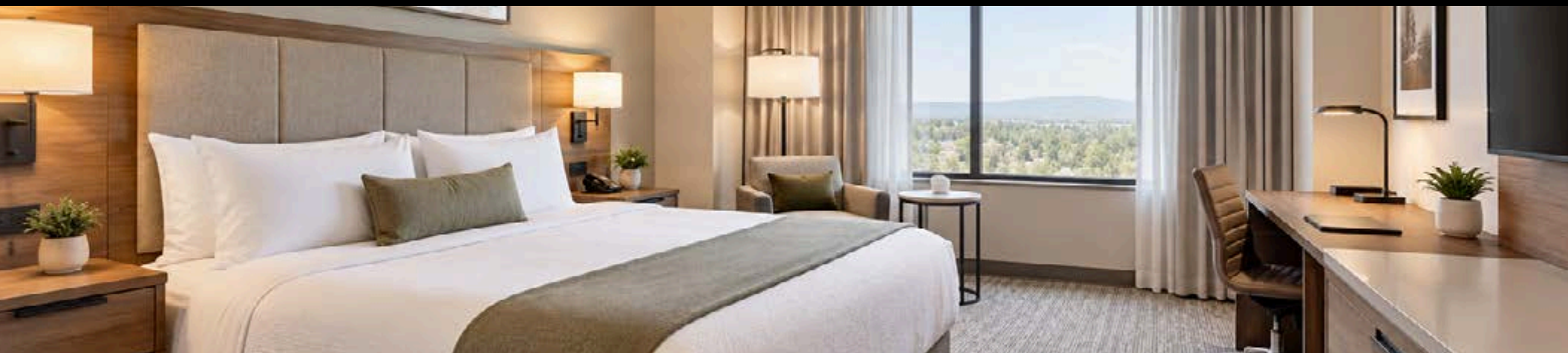
Legacy hotel construction years and Willow Creek room count provided by seller; buyer to verify.

1
BRANDED HOTEL IN THE MARKET TODAY

54
TOTAL BRANDED ROOMS AT EPHRAIM

MAR ’24
HREC HOTEL MARKET STUDY ON FILE

The March 2024 HREC study considered a planned 50-room Cobblestone hotel in its supply analysis. Cobblestone subsequently opened in August 2025 with 54 rooms. The HREC projections reflect the original study assumptions and have not been updated here for subsequent market conditions.



THE SITE TODAY

Open land, inside an active district.



THE SITE TOMORROW

A Thriving Hotel Filling a Need in Ephraim









EPHRAIM, UT

Ephraim, Utah offers visitors a charming small-town experience set against the scenic backdrop of central Utah's mountains and open valleys.

As home to Snow College, the community has an energetic college-town feel with local dining, shops, cultural events, athletic activities, and performances throughout the year. Visitors can explore the area's historic character, enjoy community events, or take advantage of nearby outdoor recreation including hiking, camping, fishing, hunting, and scenic drives in the Manti-La Sal National Forest.

Ephraim also serves as a convenient base for exploring the broader Sanpete Valley, with easy access to neighboring towns, historic sites, and year-round recreation. Whether visiting for a college event, outdoor adventure, family trip, or quiet weekend getaway, Ephraim offers a welcoming blend of natural beauty, community character, and small-town hospitality.





Tori Tarver

Commercial Real Estate Broker

801-382-9919

www.Peak-CRE.com

Tori@PeakCollectiveGroup.com

PEAK COLLECTIVE

REAL ESTATE

COMMERCIAL | INVESTMENT | DEVELOPMENT

kw SOUTH VALLEY

KELLERWILLIAMS. REAL ESTATE



Information is supplied for evaluation and is not warranted. Buyers should independently verify the property, approvals, infrastructure and all third-party plans. Renderings are illustrative. No affiliation, franchise commitment or investment performance is represented. Sources: Ensign survey (3/16/26), developer master plan (8/26), prior brokerage marketing materials, HREC market study (3/24), Cobblestone opening release (8/18/25).