

# Hotel Development

## Project Overview & Request for Proposals



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# Introduction

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INTERNATIONALAGRICENTER.COM



## About the International Agri-Center

Founded in 1976 as a non-profit corporation, the International Agri-Center exists to produce the renowned World Ag Expo and promote California's agriculture industry.

Guided by an all-volunteer Board of Directors, supported by dedicated staff, and powered by more than 1,200 volunteers, the organization serves the community through events, education, and programs that celebrate agriculture.

## Why It Matters for the Hotel Development

To understand the strength and long-term potential of this hotel development, it's important to recognize the role and reach of the International Agri-Center itself. More than just an event venue, the International Agri-Center is a cornerstone of California's agricultural community. An institution that connects people, innovation, and industry on a global scale. Its legacy, purpose, and year-round activity make it the driving force behind this location's unique investment opportunity.

Its mission—**connecting people through agriculture by creating a welcoming space for education, innovation, and business development**—aligns seamlessly with a hotel that serves professionals, event attendees, and leisure travelers alike.



## Overview ↓

**175,000+**  
Visitors Annually

**65+**  
Different Countries in  
Attendance

**200+**  
Events a Year

## Direct Spending ↓

*(Revenue generated for the local  
economy from IAC events)*

**\$60.3M**  
2025 World Ag Expo

**\$34.6M**  
2024-2025 Fiscal Year  
International Agri-Center

**\$95M**  
in New Expenditures

## Economic and Fiscal Impact ↓

**725+**  
Jobs Supported Across California

**\$34.1M**  
in Labor Income  
Generated Statewide

**\$101.3M**  
in Total Economic Output

**\$15.4M**  
in Total Tax Revenues

*Source: 2025 International Agri-Center Economic Impact Report*

# Location Overview

» A Location Built for Opportunity

# Location Overview

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## A Location Built for Opportunity

Centrally located along Highway 99, the property sits at the heart of California's transportation corridor, offering exceptional visibility and accessibility. Just minutes from downtown **Tulare, Visalia, and Fresno**, the site serves both regional business travelers and tourists exploring nearby national parks, outlets, and cultural attractions.



## Key Highlights



- **HIGHWAY VISIBILITY:** Prominent exposure along California's major north-south corridor, Highway 99.
- **DIRECT ACCESS:** Connected via the new International Agri-Center Way Interchange (completion 2025).
- **CONVENIENT PROXIMITY:** Minutes from Downtown Tulare, dining, and the Tulare Outlets.
- **REGIONAL REACH:** Easy access to Visalia, Fresno, Bakersfield, and Sequoia & Kings Canyon National Parks.
- **NEARBY AIRPORTS:** Fresno Yosemite International Airport (45 min), Visalia Municipal (10 min), Bakersfield Meadows Field (60 min).



## Key Highlights

- • **LAND AVAILABLE:** 5.3 Acres
- • **APN:** 191-090-030
- • **ZONING:** Permitted use for Hotel/Commercial
- • **UTILITIES:** Water, sewer, and dry utilities readily available.
- • **SITE ACCESS:** Immediate connection to International Agri-Center Way and Highway 99.
- • **NEW INTERCHANGE:** State-of-the-art six (6) lane interchange providing direct access to the proposed hotel site.

# Hotel Concept Rendering



# Hotel Concept Floorplan



200 ROOM HOTEL  
FIRST FLOOR

# Market Strengths

» A Region Built on Growth and Global Demand

The Central Valley supports one of the strongest and most diverse agricultural economies in the world. The region's thriving business community, steady population growth, and expanding tourism activity create year-round lodging demand — amplified by the International Agri-Center's global draw and hundreds of annual events.

**3M+**

3 million annual passengers travel Highway 99 through Tulare County.

**9%+**

Tulare County population up 9% since 2020, outpacing the State average.

**8B+**

\$8+ billion agriculture economy fuels business travel and logistics operations year-round.



# Revenue Opportunities

» Consistent Demand, Diverse Guest Base

# Revenue Opportunities

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## Consistent Demand, Diverse Guest Base

The hotel's proximity to the International Agri-Center, Tulare Outlets, and surrounding regional attractions creates steady year-round demand. Event attendees, business travelers, and shoppers represent a broad and reliable guest base, while on-site dining and catering services provide additional revenue opportunities during expos and conferences.



## Key Highlights

- ➔ • **BUSINESS TRAVELERS:** Consistent weekday demand from agriculture, manufacturing, and logistics sectors.
- **EVENT ATTENDEES:** Strong occupancy during expos, conferences, and special events.
- **LEISURE & SHOPPING GUESTS:** Ongoing visitor traffic from the Tulare Outlets and nearby attractions.
- **FOOD & BEVERAGE:** Opportunity for on-site restaurant, bar, and catering services.

# Competitive Advantages

» Standing Out in an Underserved Market

# Competitive Advantages

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## Standing Out in an Underserved Market

With limited lodging options nearby, this development fills a critical gap in the market. The site's unmatched proximity to the International Agri-Center and strong regional demand, positions it as the preferred accommodation for thousands of repeat visitors each year. Flexible development and investment structures further enhance its appeal.



## Key Highlights



- **LIMITED COMPETITION:** Few full-service hotel options within Tulare's immediate area.
- **EVENT ALIGNMENT:** First-choice lodging for International Agri-Center guests and partners.
- **PREMIUM VISIBILITY:** Located directly adjacent to one of California's top agricultural destinations.
- **FLEXIBLE INVESTMENT:** Options include land sale, ground lease, or joint venture structures.

# Development Potential

» Designed for Scalability and Long-Term Success

# Development Potential

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## Designed for Scalability and Long-Term Success

Envisioned as a 200-key select-service hotel, the project offers strong operational feasibility and immediate readiness. Supported by established infrastructure and flexible deal structures — from land sale to joint venture — this development opportunity is primed for partnership with a reputable brand and experienced hotel operator.



## Key Highlights

- • **HOTEL CONCEPT:** Ideal for a 200-room select-service or branded hotel.
- • **INFRASTRUCTURE:** Zoning and utilities in place for immediate development.
- **STRATEGIC PARTNERSHIPS:** Open to collaboration with national hotel brands or operators.
- **OPERATIONAL READINESS:** Positioned to capture revenue quickly upon completion.

# Investment Opportunity

» A Premier Gateway to Central Valley Growth

# Investment Opportunity

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## A Premier Gateway to Central Valley Growth

This project aligns with the Central Valley's expanding economy, strong business travel base, and growing tourism industry. Investors have a chance to establish a flagship hospitality presence within a globally recognized venue — positioned for consistent occupancy, attractive returns, and long-term community impact.



## Key Highlights

- **STRONG MARKET FUNDAMENTALS:** High event traffic and economic growth ensure stable demand.
- **ATTRACTIVE ROI:** Opportunity to capture peak rates during major events and exhibitions.
- **COMMUNITY IMPACT:** Enhances Tulare's tourism and business infrastructure.
- **SCALABLE VISION:** Potential to anchor future hospitality growth within the Agri-Center campus.

# Let's Build the Next Destination Together



**WORLD AG EXPO®**



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