FLORIDA POLYTECHNIC UNIVERSITY

Exhibit A – Market Summary

HOUSING DEMAND ANALYSIS

March 25, 2022

BRAILSFORD & DUNLAVEY

Demographics Snapshot

Spring 2022	On-Campus Residents	Off-Campus Residents	Total Pop.	On-Campus Capture Rate
First-Year Freshman	314	118	432	73%
Sophomore	213	154	367	58%
Junior/Senior	186	353	539	35%
Graduate	5	60	65	8%
Other	0	15	15	0%
Total	718	700	1,418	51%

Fall Term	2019	2020	2021
Total Non-Local Enrollment	84%	83%	84%
Non-Local FTIC	89%	90%	90%
Non-Local Continuing Undergrad	85%	83%	83%
Non-Local Graduate	74%	77%	89%
Total Full-Time Enrollment	88%	85%	86%
Full-Time FTIC	99%	98%	99%
Full-Time Continuing Undergrad	87%	87%	81%
Full-Time Graduate	96%	94%	93%

Approximately half of students live in on-campus housing, including nearly three-fourths of freshmen.

Occupancy was 99% in Fall 2021 and 95% in Spring 2022.

Florida Poly's population is pre-disposed to living on campus, with most students being full-time and from outside Polk County.

Why do Students Choose to Live On- or Off-Campus?

Students want to live as close to campus as they can afford.
About 1/3 of on- and off-campus residents prioritized the ability to live in a single-occupancy bedroom.

Top-Five Most Important Factors in Your Housing Decision for this academic year?

On-Campus Residents		Off-Campus Residents	
70%	**Proximity to Campus and University Resources**	**86%**	**Affordability**
48%	**Affordability**	**47%**	**Proximity to campus and University Resources**
38%	Proximity to Other Students and Social Connections	34%	Single-Occupancy Bedroom
34%	Single-Occupancy Bedroom	30%	Proximity to Retail and Grocery Options
33%	Availability of Preferred Unit Type	29%	Availability of Preferred Unit Type

How does Living On Campus benefit the student experience?

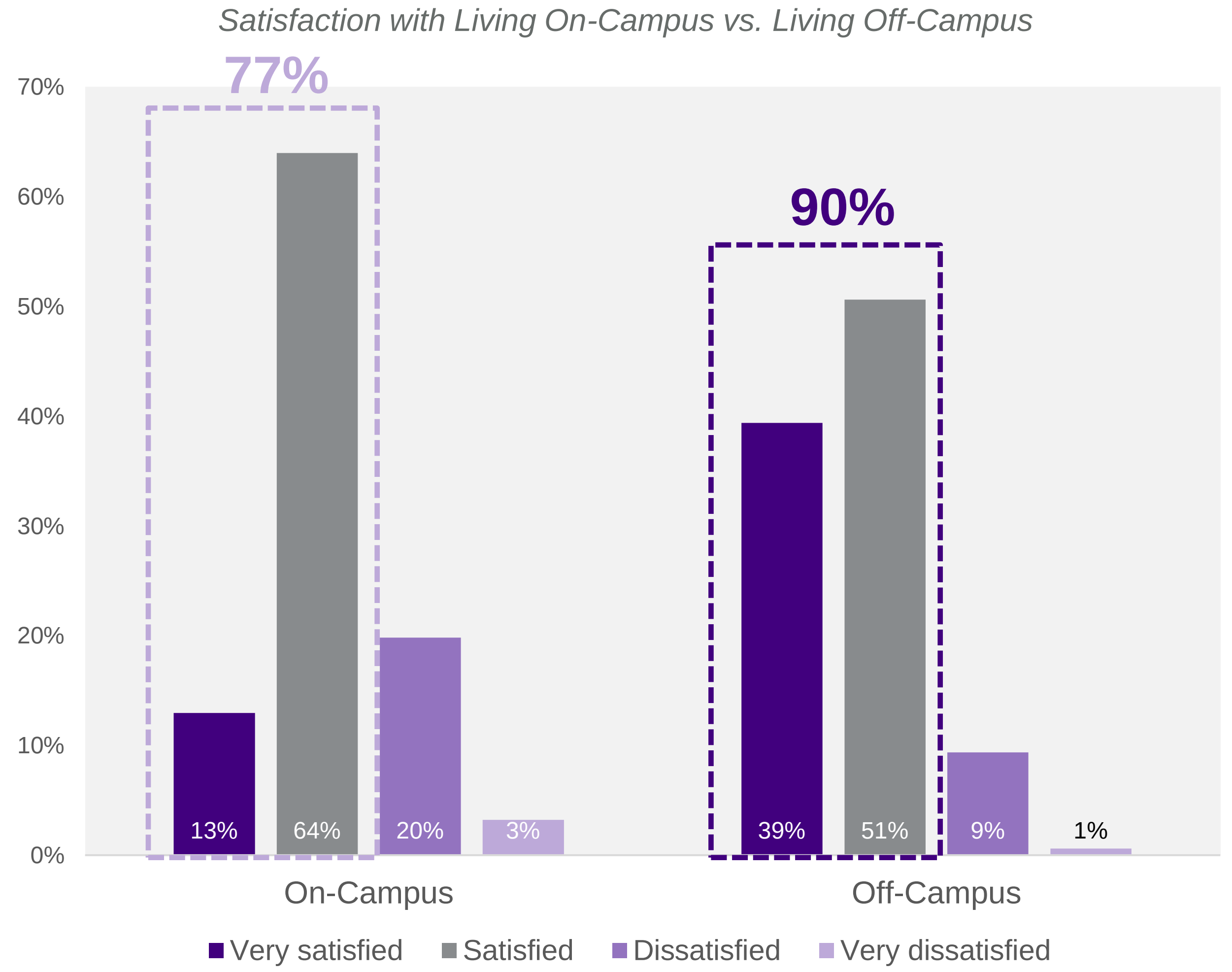
On-campus housing supports students' social development and transition to college, but could have greater impacts on academic success.
Greater University control over the residential life experience would allow for expansion of supportive and co-curricular programming.

Benefits of On-Campus Living	Agree	Disagree
Connected me to new friends	**80%**	9%
Helped acclimate me to student life at the University	**69%**	22%
Connected me to student organization opportunities at the University	**48%**	23%
Supported my academic success	34%	34%
Connected me to leadership opportunities at the University	27%	**41%**
Increased my utilization of campus resources (library, labs, faculty/staff, etc.)	39%	**42%**
Provided learning opportunities beyond the classroom	22%	**49%**

Student Living Satisfaction

SURVEY RESULTS

On-campus residents are generally satisfied with their living situation, but off-campus housing outperforms due to maintenance / housekeeping issues and their impact on perceived value. The University should address student concerns to enhance the on-campus value proposition.



What are the highest 3 satisfaction factors?

1. Proximity to Florida Poly's academic buildings.
2. Location of residence halls.
3. Safety and security of residence halls.

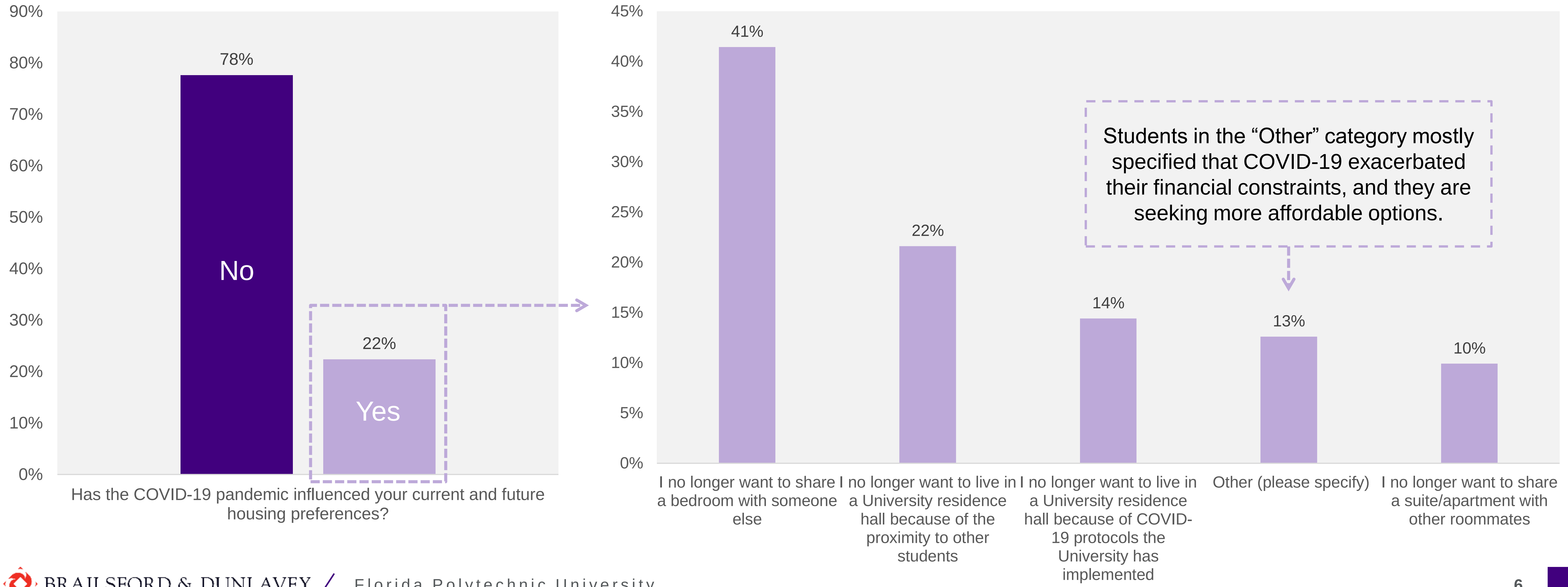
What are the lowest 3 satisfaction factors?

3. Total cost of living in University-owned housing.
2. Quality of Maintenance/ Housekeeping services
1. Quality of the room or unit.

Has COVID Impacted Students Decisions?

SURVEY RESULTS

- ***78%*** of students reported that COVID did not influence their housing preferences.
- Of the other *22%* of students, many would still consider living on campus but now prefer a single room.



Future Amenities, Characteristics, & Experiential Improvements

SURVEY RESULTS

Florida Poly students value access to academic tools, such as *high-speed internet* and *computer/printer labs,* within their residence halls, as well as *the ability to live in their unit for more than just a semester/academic year*.

Desired Future Amenities / Characteristics

73%	Improved wireless Internet connectivity
70%	Washer/dryer in unit
59%	Designated parking for housing residents
58%	Kitchen/kitchenette on my floor
41%	Computer/printer labs in my residence hall
30%	A revised roommate selection policy where I had more control over who I live with
29%	Full bed (rather than a twin bed)

Desired Future Experiential Improvements

53%	Flexible occupancy terms (9, 10, or 12 months, etc.)
34%	Ability to stay in my unit over break periods
32%	Availability of theme or living-learning communities (Engineering, Community Service, Outdoor Living, etc.)
28%	Improving responsiveness and effectiveness of maintenance services

Future Amenities, Characteristics, & Experiential Improvements

SURVEY RESULTS

When considering amenities and experiential improvements for future housing, students desire a balance between *quality and affordability*.

Other Common Themes

Access to stove tops/kitchen appliances

Soundproofing the walls

Affordability

Quality of housing and management

Accessible Parking

Where do Students Live Off-Campus?

SURVEY RESULTS

The location of existing rental housing in the Lakeland area forces off-campus students to commute long distances.

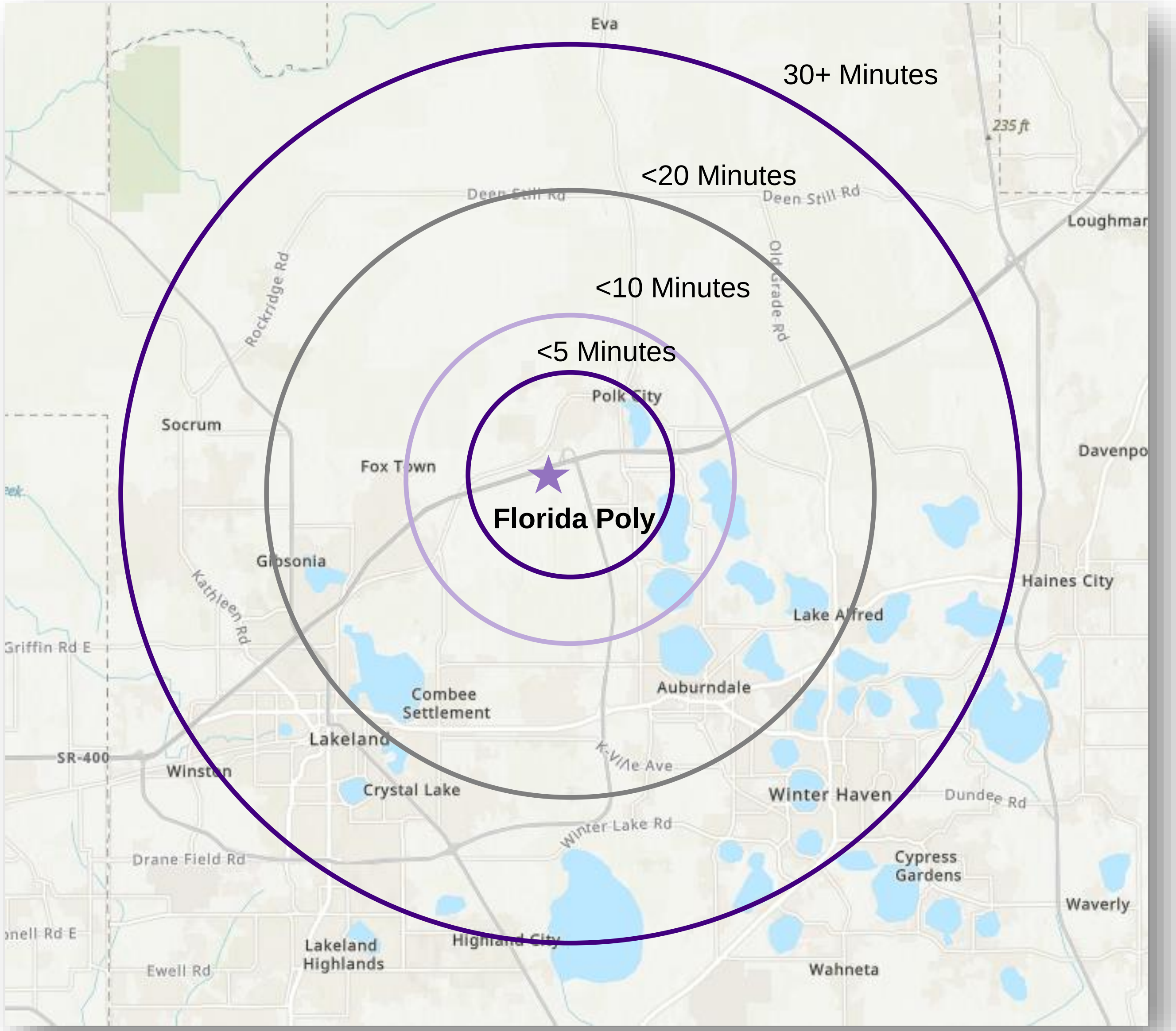
Where do off-campus students reside?

1%	5 minutes or less
13%	6 - 10 minutes
31%	11 - 20 minutes
27%	21 - 30 minutes
28%	More than 30 minutes

55% *of students live more than 20 minutes away from campus.*

69% of students typically drive alone to campus.

97% of students believe having a vehicle is a necessity when living off-campus.



Current Off-Campus Living Situation

OFF-CAMPUS MARKET ANALYSIS

Respondents' Current Living Situation

58%	Rent a house / townhome / condo
36%	Live at Home
5%	Own a house / townhome / condo
1%	Other

46% of renters said they had difficulty finding a place to live this year.

$593
Average self-reported rent per person

$106
Average self-reported utilities cost per person

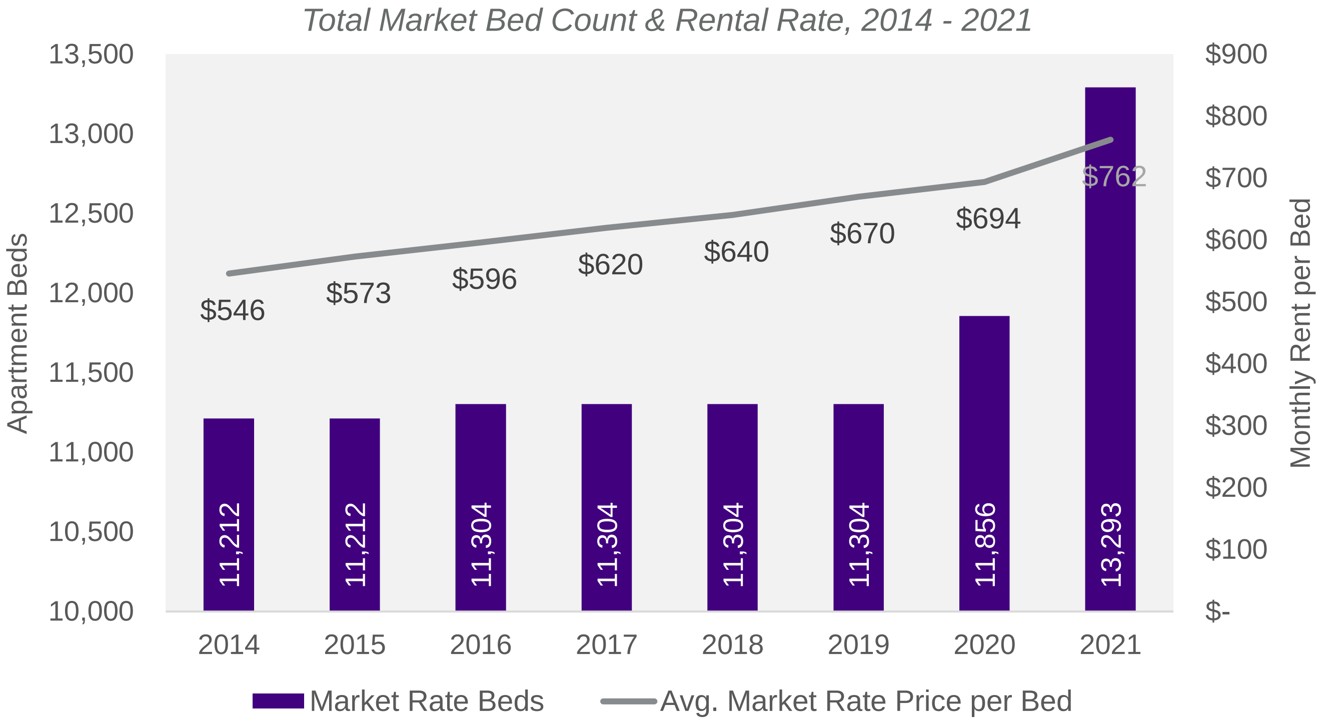
Current Share of Rent:	
Below $300	6%
$300 - $399	8%
$400 - $499	13%
$500 - $599	23%
$600 - $699	26%
$700 - $799	13%
$800 - $899	3%
$1,000 - $1,099	1%
$1,200 or above	3%

Current Share of Utilities:	
$25 - $49	8%
$50 - $99	46%
$150 - $199	29%
$200 or more	17%

Growing Off-Campus Market

OFF-CAMPUS MARKET ANALYSIS

- ***Growing multifamily rental market that was previously aging.***
  - Over 2,105 beds have been delivered since 2020, with another 668 beds slated for delivery this year.
  - 25% increase in general market multifamily beds
- ***Off campus rental rates have increased through the pandemic.***
  - Rent escalation has averaged 4% annually, but grew by 10% in 2021
- ***No purpose-built student housing exists in the market or is proposed at this time.***



Development Pipeline

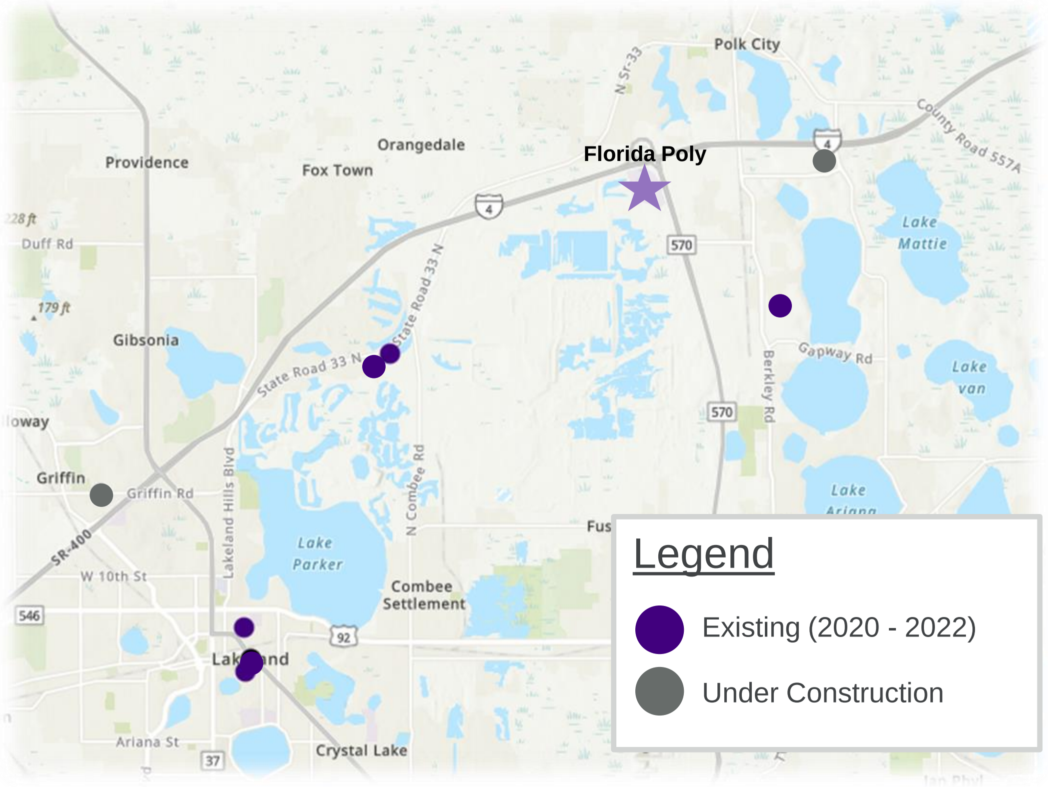
	Multi-Family	Student
Delivered in 2022	668 beds	0 beds
Under Construction 2022	660 beds	0 beds
Proposed	0 beds	0 beds
Total	**1,328 beds**	**0 beds**
	3 buildings	

Development Trajectory

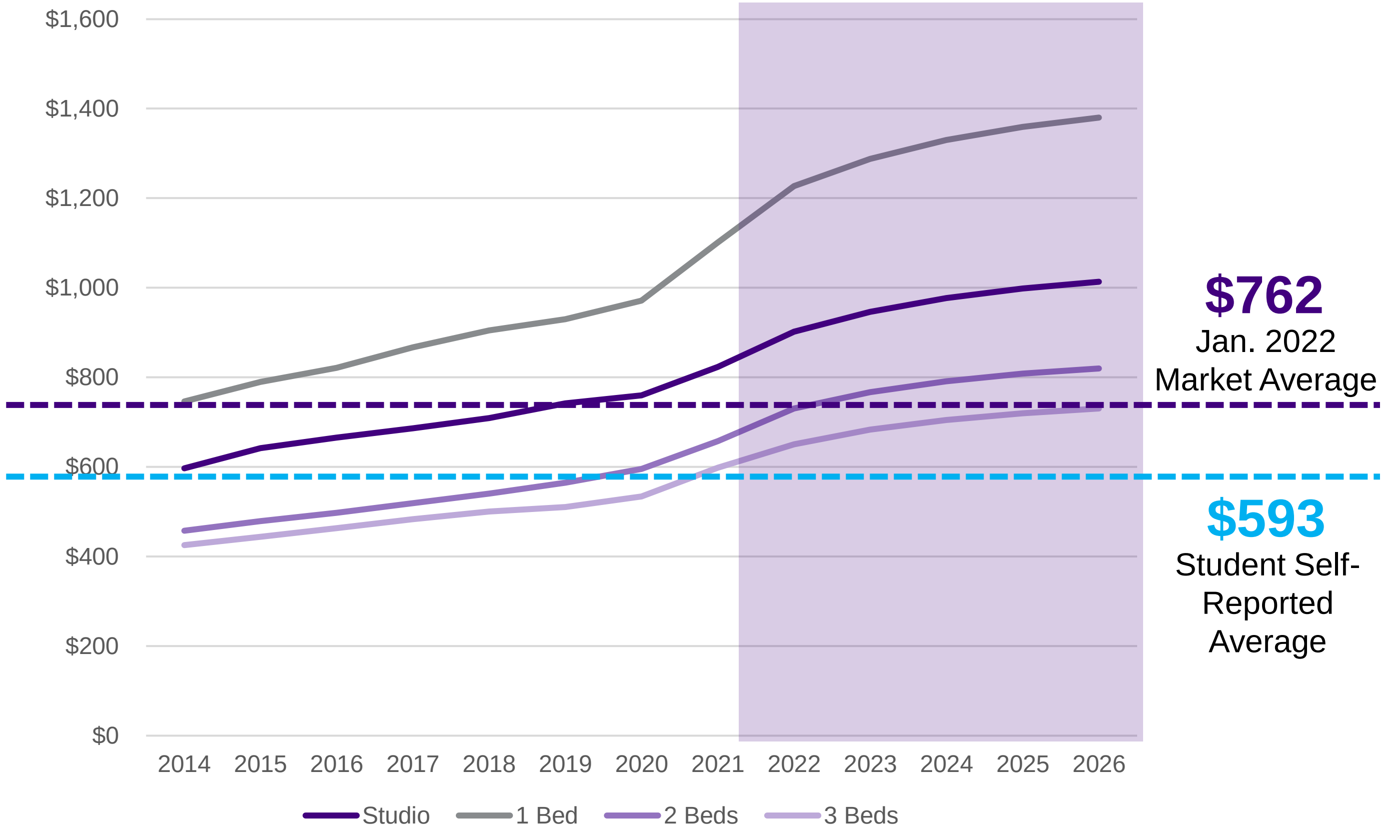
OFF-CAMPUS MARKET ANALYSIS

- The market is projected to grow more expensive, which will continue to impact students.
- Even though there are more beds being delivered in the market, they are not on the University's doorstep.
  - Students will still have long commute times if they choose to live in these developments.

Recent Deliveries (2020-2022) and Housing Under Construction



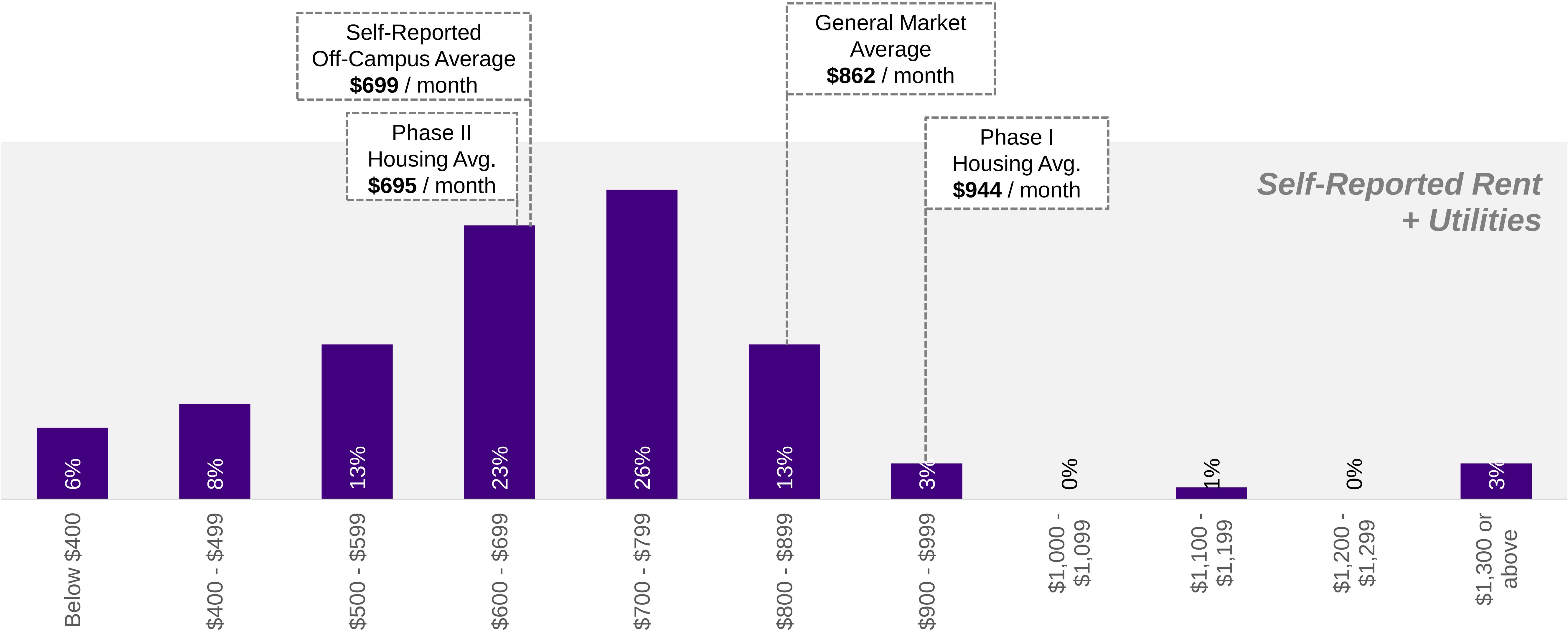
*Actual + Projected Market Rental Rates per Bed, 2014 – 2026**



*Housing market historical and projected rents compiled using CoStar data.

How Do Off-Campus Costs Compare to On-Campus?

OFF-CAMPUS MARKET ANALYSIS

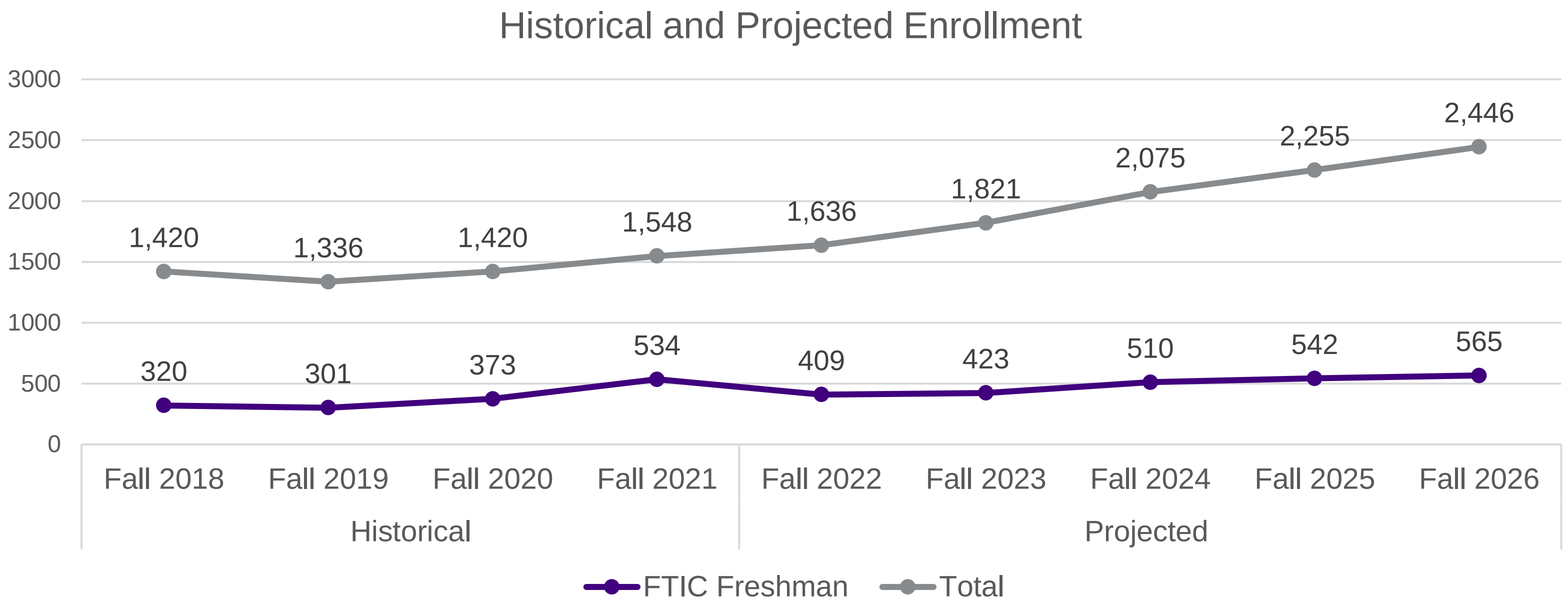


Demand Analysis

Enrollment Projections - Updated

DEMAND ANALYSIS

- ***Limited housing availability will cause FTIC enrollment to drop in the near term.***
- ***Delivery of new housing will enable FTIC cohorts to return to Fall 2021 levels and grow slowly.***
- ***Modest increases in cohort size and retention of FTIC will lead to overall enrollment growth.***



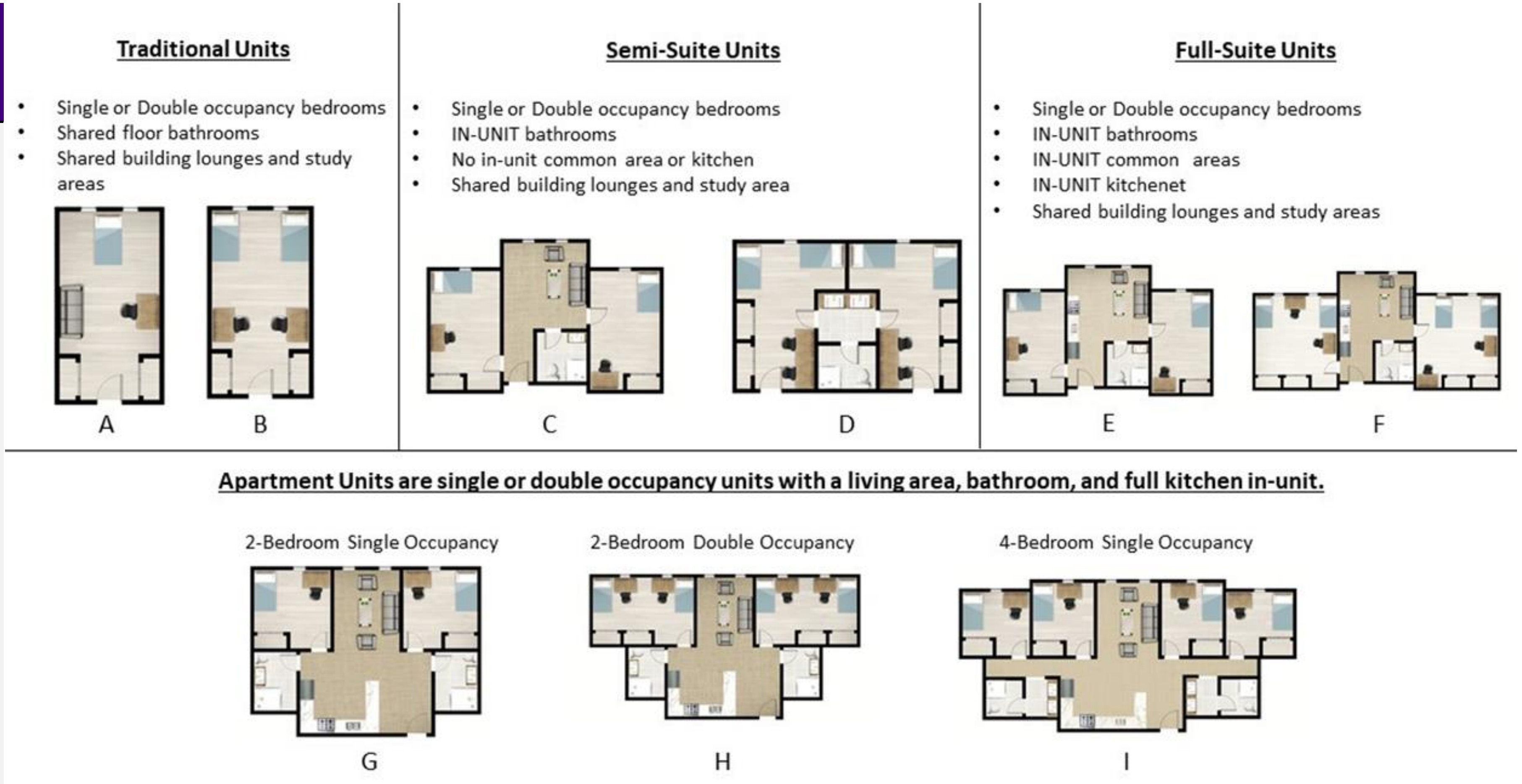
	Historical				Projected				
	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	Fall 2026
FTIC Freshman	320	301	373	534	409	423	510	542	565
Sophomore	264	262	263	319	437	381	405	484	518
Junior	319	246	294	222	318	443	403	423	494
Senior	464	469	405	383	367	435	594	622	659
Graduate	33	47	72	76	88	120	141	163	186
2nd Degree / Non-Degree	20	11	13	13	17	19	21	23	24
Total	1,420	1,336	1,420	1,548	1,636	1,821	2,075	2,255	2,446

Demand Methodology – Tested Units and Rates

DEMAND ANALYSIS

- Students could choose from a variety of on-campus unit types or indicate that they would prefer to live off-campus.
- Tested rental rates are approx. 15% higher than current rental rates for comparable units.
- Tested rates are intended to support project-based financing, meeting a 1.20 DCR.

Unit (Rents shown in 2021 dollars)	Price / Month	Price / Semester
A - Single-Occ. Traditional	$995	$4,480
B - Double-Occ. Traditional	$747	$3,360
C - Single-Occ. Bedroom in a Semi-Suite	$1,040	$4,679
D - Double-Occ. Bedroom in a Semi-Suite	$780	$3,509
E - Single-Occ. Bedroom in a Full-Suite	$1,106	$4,977
F - Double-Occ. Bedroom in a Full-Suite	$812	$3,733
G - Single-Occ. Bedroom in a Two-Bed Apt	$1,261	$5,674
H - Double-Occ. Bedroom in a Two-Bed Apt	$908	$4,085
I - Single-Occ. Bedroom in a Four-Bed Apt	$1,128	$5,077
J - Double-Occ. Bedroom in a Four-Bed Apt	$830	$3,655



Demand Methodology – Survey, Target Market & OCR

DEMAND ANALYSIS

1,418 Student Surveys Sent (January 2022)

28.7% Response Rate

408 Responses

Statistically significant response with +/- 4.9% margin of error.

- ***Demand is limited to a Target Market Group – students who are most inclined and able to pursue on-campus housing.***
- ***Demographic Filters:***
  - ***On-Campus Residents***
  - ***Off-Campus Residents***
    - ***Age 18-24***
    - ***Single with no dependents***
    - ***Currently renting (not living with family, partner, or dependent)***
    - ***Paying more than $500/month in rent***

- ***Occupancy Coverage Ratios are applied to reflect University priorities, occupancy risk, and the competitiveness of the off-campus market for given market segments.***
- ***OCRs are determined by classification:***
  - ***On-campus Residents: 1.00***
  - ***Off-Campus Residents:***
    - ***Freshmen: 1.10***
    - ***Sophomores: 1.30***
    - ***Juniors: 1.30***
    - ***Seniors: 1.30***
    - ***Graduates: 2.00***

Projected Housing Demand

DEMAND ANALYSIS

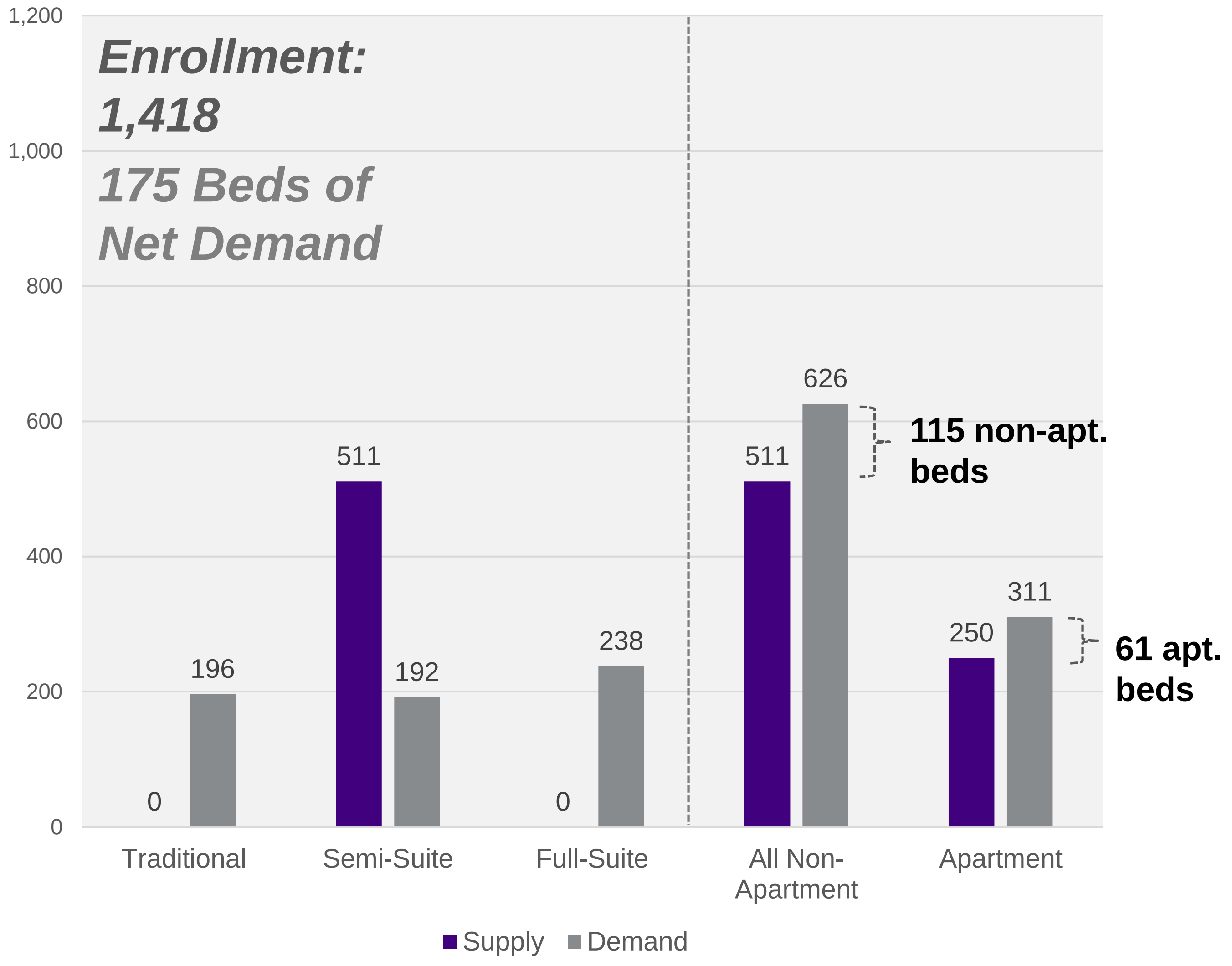
Unmet demand for on-campus housing is currently 175 beds but will grow to over 500 beds by Fall 2024.

Term	Enrollment	Potential On-Campus Capture	Beds Demanded	Supply	Net Demand
Spring 2022	1,418	66%	936	761	(175)
Fall 2022	1,636	66%	1,070	761	(309)
Fall 2023	1,821	64%	1,163	761	(402)
Fall 2024	2,075	64%	1,324	761	(563)
Fall 2025	2,255	64%	1,443	761	(682)
Fall 2026	2,446	64%	1,560	761	(799)

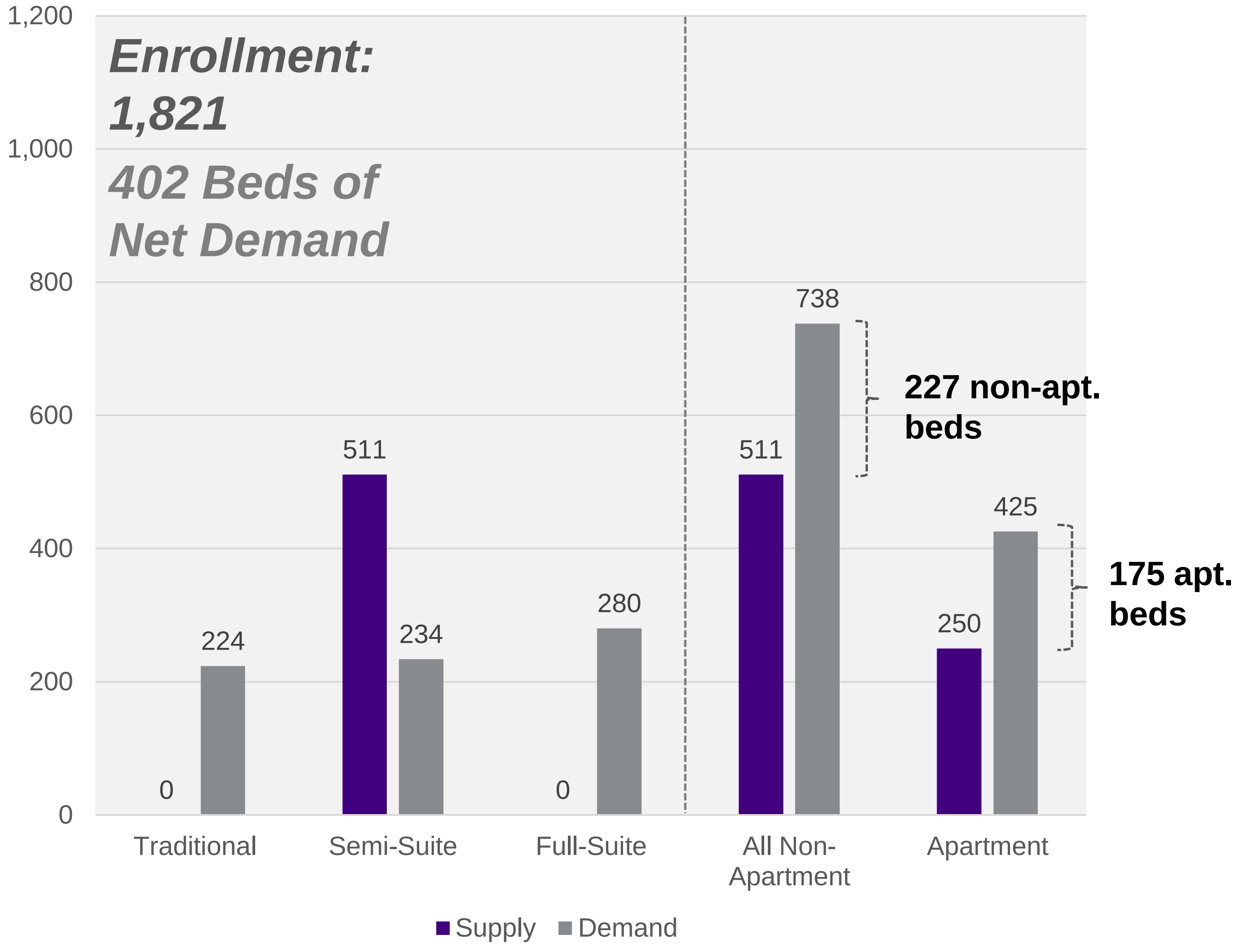
Projected Housing Demand by Unit Type

DEMAND ANALYSIS

Housing Supply vs. Demand Spring 2022



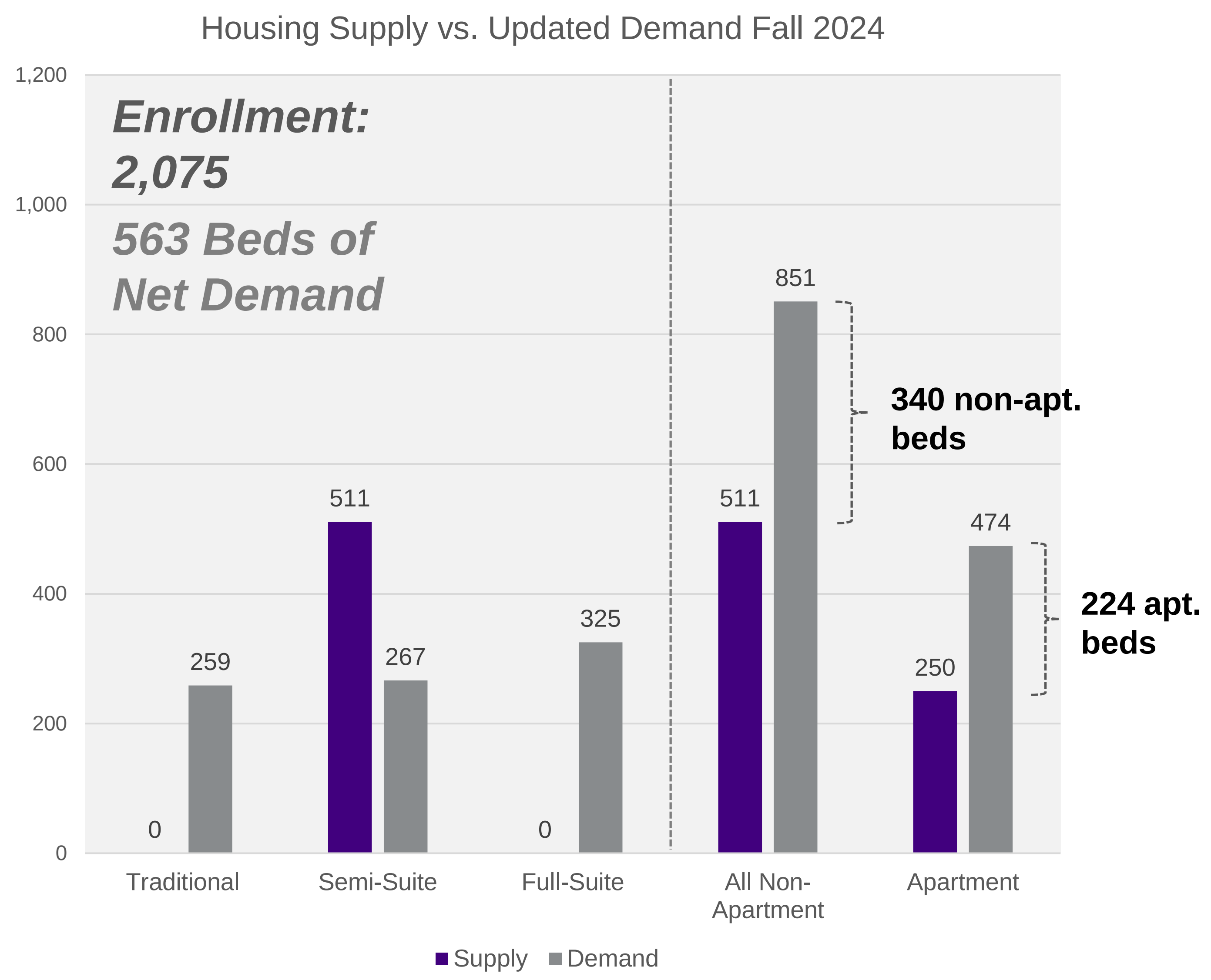
Housing Supply vs. Updated Demand Fall 2023

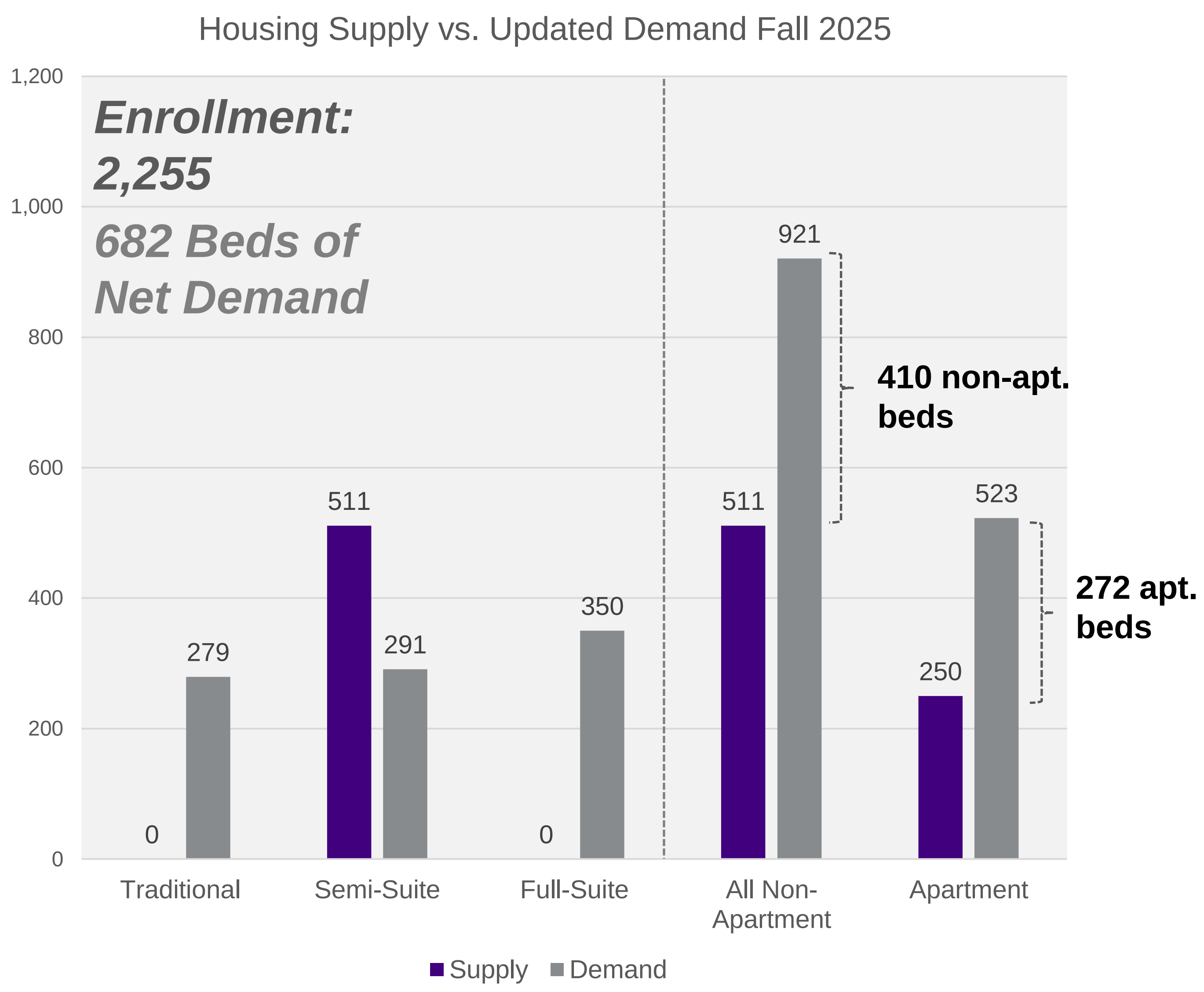


Note: Projections apply policy overlay requiring first-year students to live in non-apartment units and discounting freshman apartment demand.

Projected Housing Demand by Unit Type

DEMAND ANALYSIS





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Housing Demand – Unit Type Recommendation

DEMAND ANALYSIS

- Florida Poly's projected demand includes apartment and non-apartment demand.
- At project opening in Fall 2024, Florida Poly's supply of underclassmen-serving non-apartment unit types almost matches demand.

Fall 2024	Traditional	Semi-Suite	Full-Suite	Apartment
Supply	0	511	0	250
Demand	259	267	325	474
(Deficit) / Surplus	(259)	244	(325)	(224)

- Current occupancy shows that students who prefer a Traditional unit will still live in a Semi-Suite.
- Therefore, instead of adding the least flexible inventory in Traditional units, focus on a development continuum to retain upperclassmen in Full-Suite units in addition to apartments

Housing Demand – Unit Type and Singles vs. Doubles

	Full-Suite + Apartment Demand	Full-Suite Single	Full-Suite Double	Apartment Single	Apartment Double
First-Years	158	122	35	0	0
Sophomores	200	22	18	142	18
Juniors + Seniors	398	75	41	257	25
Graduates	44	11	0	33	0
2024 Total	799	230	95	431	43
EXISTING	250	0	0	250	0
DELTA IN 2024	(549)	(230)	(95)	(181)	(43)
2026 Total	947	265	110	521	52
DELTA IN 2026	(697)	(265)	(110)	(271)	(52)