

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.



BUILT-IN DEMAND

Hospital + businesses + retail + hundreds of new residences create room-night demand immediately surrounding the hotel.

ESTABLISHED DEMAND

Snow College brings parents, athletics, events, conferences, recruiting and visitors to Ephraim year after year.

REGIONAL DESTINATION

Highway 89 access, Central Utah recreation and Ephraim Crossing's restaurants and amenities position the hotel to serve all of Sanpete County.

The hotel at Ephraim Crossing should become the front door to Central Utah: a modern, high quality hotel serving business travelers, Snow College families and athletics, healthcare visitors, regional employers, and outdoor recreation guests.

Ephraim Crossing is being planned as a 300+ acre mixed-use community combining housing, retail, employment, healthcare, education, and recreation. A hotel completes that ecosystem by giving people a reason and a place to stay overnight. The development's current plans include more than 40 acres of retail/hospitality, an industrial park, significant new housing, and a future Intermountain Health hospital campus.

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)
- New Ephraim Utah Temple, dedicating October 11, 2026
- U.S. Highway 89 frontage, central Utah's highest-volume corridor at Ephraim
- Thin hotel supply: one modern branded hotel (54 rooms) in the market today





DEMAND DRIVERS

REPORTED \$100 MILLION HEALTHCARE CATALYST

35 AC

ACQUIRED BY INTERMOUNTAIN HEALTH, 2022

\$100M

REPORTED PROJECT INVESTMENT

ANCHOR

TENANT WITHIN EPHRAIM CROSSING

Intermountain Health has acquired 35 acres within Ephraim Crossing for a reported \$100 million healthcare campus and already operates a clinic in Ephraim today. Regional medical facilities are among the most reliable generators of midweek, non-seasonal lodging demand.

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

Ephraim has multiple recurring demand generators, and this is one of only two platted hotel pads in Ephraim Crossing

This 1.882-acre parcel is one of only two platted hotel sites inside the 312-acre Ephraim Crossing master plan, at the south gateway to town on US-89. Demand comes from four directions at once: Snow College, the Ephraim Utah Temple, a reported \$100M hospital campus, and daily highway traffic, not any single driver.

AT A GLANCE

- 1 of only 2 hotel pads in the district
- \$100M reported healthcare campus inside Ephraim Crossing
- ±5,500 students at Snow College
- Temple dedication October 11, 2026

Traffic and Demand Drivers

Walmart, Cobblestone, Snow College, the temple and the future Intermountain Health campus all sit within a few minutes of the pad, along the same stretch of US-89.

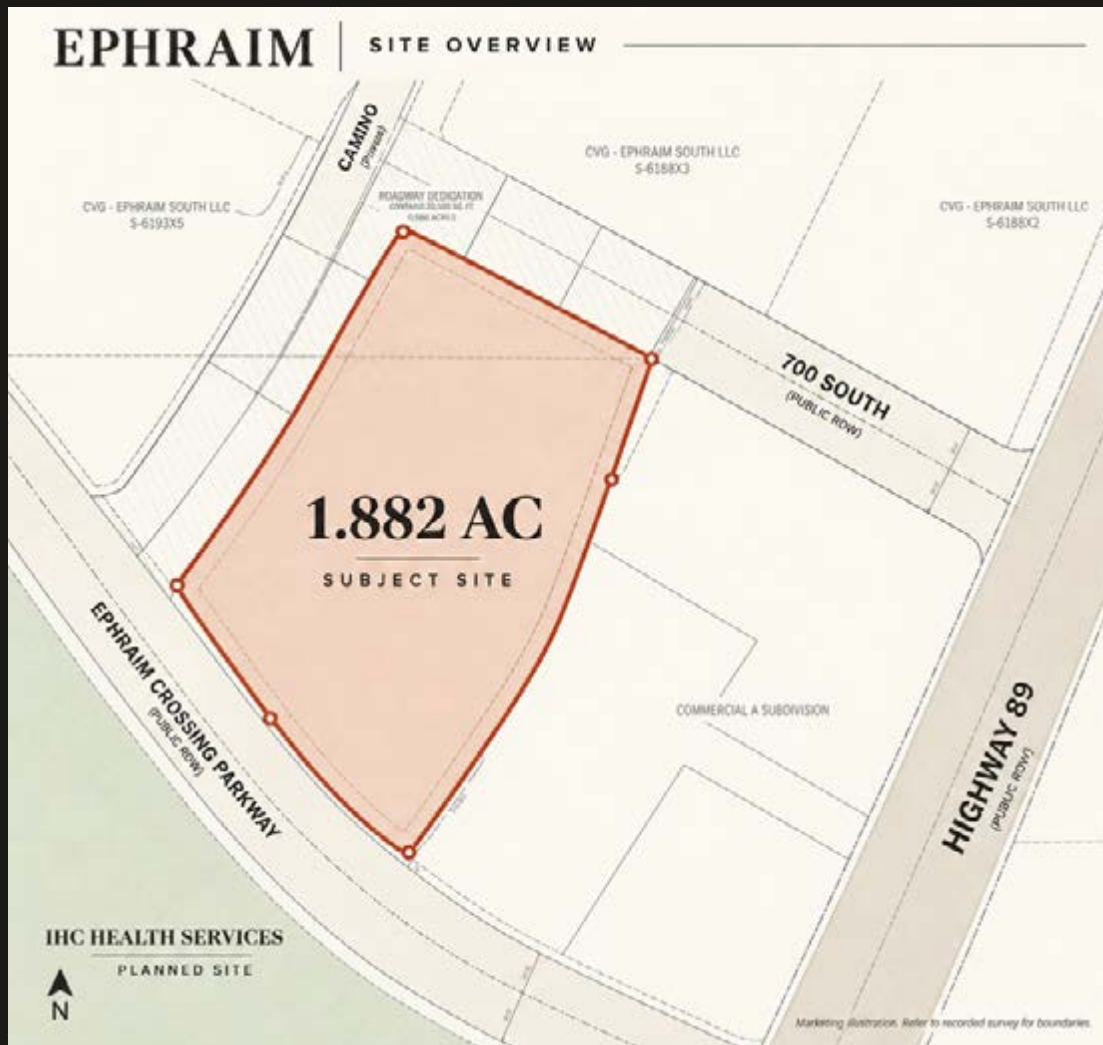
8,700

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



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.

Master-Planned Context



PLANNED LAND USES

- Single-family & multi-family residential
- Retirement & convalescent housing
- Commercial & retail
- 40-acre town center + "Restaurant Row"
- Reported \$100M Intermountain Health medical campus
- Office, flex & light-industrial (500,000+ SF)
- School, daycare & civic
- Hotel (the subject pad, 1 of 2)

WHY IT MATTERS

The rooftops, employment, and medical uses that generate lodging demand are planned inside the same 312-acre district as the pad, not several miles away. Developer-reported project investment exceeds \$300 million.

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, and a temple dedication is bringing sustained regional visitation to the corridor.

6

COUNTIES SERVED FROM
EPHRAIM

US-89

HIGHEST-VOLUME CORRIDOR IN
CENTRAL UTAH

1,180+

HOMES PLANNED AT EPHRAIM
CROSSING

OCT 11

2026 EPHRAIM UTAH TEMPLE
DEDICATION

DEMAND DRIVERS

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





DEMAND DRIVERS

SNOW COLLEGE

±5,500

STUDENTS ENROLLED

1888

FOUNDED

82 AC

EPHRAIM CAMPUS

6

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

NEW TEMPLE + REGIONAL VISITATION

PUBLIC OPEN HOUSE

Sept 2–19, 2026

DEDICATION

October 11, 2026

The Ephraim Utah Temple is a current visitation catalyst, not a future one. Its open house and dedication bring sustained regional travel, and the Manti Utah Temple sits seven miles south, concentrating visitation on this corridor beyond the summer months.

WHY IT MATTERS

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

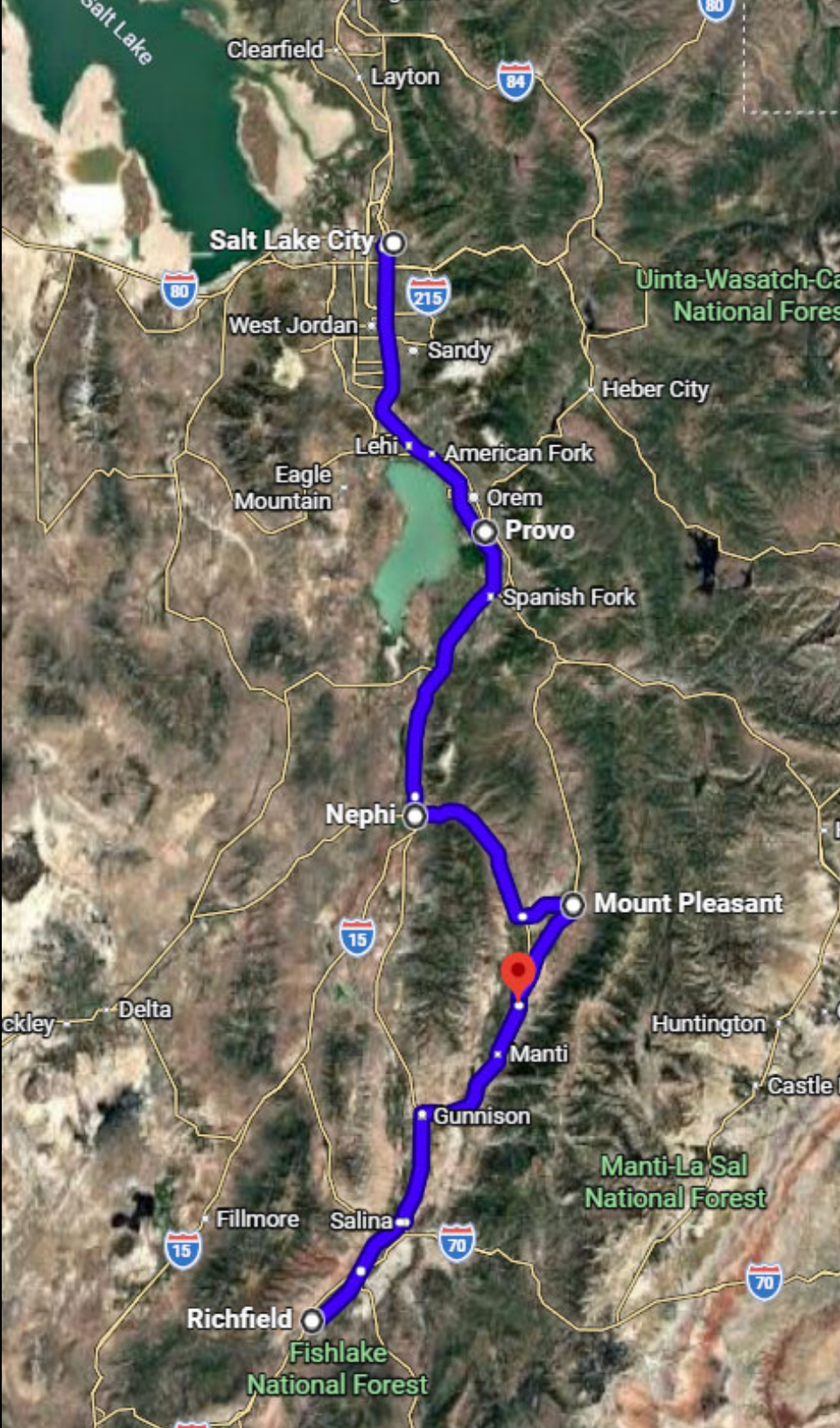
Manti	±7 mi	Manti Utah Temple, Sanpete County seat
Mount Pleasant	±17 mi	Wasatch Academy, north valley employment
Richfield	±40 mi	Sevier County hub; Snow College 2nd campus
Nephi / I-15	±35 mi	Interstate connection via SR-132
Provo	±85 mi	Wasatch Front southern anchor via US-89/US-6
Salt Lake City	±120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



The Local Lodging Context

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

1

BRANDED HOTEL IN THE MARKET TODAY

54

TOTAL BRANDED ROOMS AT EPHRAIM

MAR '24

HREC HOTEL MARKET STUDY ON FILE



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.





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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).