



HOSPITALITY
MANAGEMENT
CORPORATION

Founded and based in Dallas, Texas, Hospitality Management Corporation (HMC) is a privately held provider of management solutions and hospitality industry services, each customized to fit our clients' unique needs. Our core philosophy of becoming personally involved in every asset partnership has resulted in HMC consistently being ranked among the top independent managers by leading industry publications like *Hotel Management Magazine* and *Hotel Business Magazine*. In addition, each of our HMC executives has over 25 years of hospitality specific expertise operating franchised and independent properties. This combined with our development, finance, operational, sales and human resources staff will provide you and your property with some of the finest and most diverse experience in the industry.





With HMC, you will be communicating with principals of the company, one-on-one on a regular basis. As owners, we personally oversee your assets and are involved in every aspect of your business goals, objectives, and ROI. The team meets with each owner/lender to discuss your needs, expectations, the asset potential and staffing. We are full-service, but not so large as to be inflexible or unable to fine-tune and manage details of each of our clients. Our goals are your goals – to ensure that each property is maximizing its full potential for revenue generation and profitability. By managing your hotel's demand, every opportunity is taken to maximize revenue and create a successful and profitable property.



Operations

We tailor our efforts in operations using HMC's Guiding Principles and the HMC Way to drive a consistent, process driven experience for guests, employees, and ownership groups. This is achieved through the utilization of performance metrics that clearly define what success looks like using labor management and payroll controls based on business volume, expense controls, corporate oversight, property level empowerment and ownership of results. Our hotel dashboard clearly shows results and is monitored regularly to ensure compliance.

Food and Beverage

HMC has a long history operating full service hotels that started with Registry Hotels, luxury Four and Five Star Hotels and continues on today as a leader in overall hospitality management.

HMC understands the significance of operating a hotel's food and beverage outlet(s) to achieve profitability and exceptional guest satisfaction. Strategic restaurant partnerships – based on consumer trends in a given market – combined with a knowledgeable operations team provides the expertise needed to maximize profits and focus on key matters that create a successful culinary operation.

Food and Beverage areas of focus include:

- Dept Design & Menu Planning
- Staffing and Training Personnel
- Cost Control & Pricing
- Targeted Marketing & Sales Programs

Sales and Marketing

HMC performs an extensive market review for each asset and develops customized marketing plans designed to maximize the full potential of each hotel. Instituting proven yield management programs, sales goals, franchise resource utilization with proper tracking and monitoring, allows HMC to deliver superior results across key metrics.

Competitive Intelligence:

- ✓ Strengths/Weaknesses of Competitive Set
- ✓ Price Positioning
- ✓ Special Offers/Promotions
- ✓ Channel Analysis

Dynamic Tools:

- ✓ Demand Projection
- ✓ Group/Transient Pace
- ✓ Past Performance
- ✓ Analysis of Market Trends & Conditions

Strategy Implementation:

- ✓ Track Results of Strategy
- ✓ Analyze Success/Failure of Strategy
- ✓ Communicate with Property, Brand and Ownership



Revenue Management and Brand Source Utilization

Revenue Management is a technique that HMC utilizes to capture the maximum value of market demand. HMC's goal is to sell the right product, at the right time, through the appropriate channel to the targeted customer, utilizing:

- ✓ Strategic Development Programs
- ✓ E-Commerce
- ✓ Content Management
- ✓ Social Media
- ✓ Revenue Meetings
- ✓ Rate Loading
- ✓ Market Analysis
- ✓ Budget Assistance
- ✓ Forecasting
- ✓ Email Campaigns
- ✓ Brand Marketing
- ✓ Historical Data
- ✓ Transient/Group Pace
- ✓ Group Displacements
- ✓ STR Trend Reports

Corporate Accounting

We utilize a comprehensive suite of internally designed proprietary technology systems that allow reporting, tracking and monitoring of each asset's ongoing results on a daily, monthly and annual basis that no other company possesses. This allows HMC to control costs and deliver the results our client's desire and effectively communicate the asset's performance to our clients in a timely manner.

Human Resources and Employee Relations

HMC provides unequalled support to the hotels in the ever evolving world of regulatory compliance. Our systems and processes encompass the latest tools to ensure each asset hires the best staff available and keeps them trained and functioning in an efficient manner. Each employee is background checked and run through an extensive training process. Ongoing support and monitoring is provided to make sure all federal, state and local compliance is being maintained. We are Associate Centric and believe this is the key to our success. We conduct 3rd party annual associate opinion surveys and several associate engagement programs through the year.



Development and Pre-Opening Services

Our team has successfully developed and renovated more than 100 hotels from inception to completion. HMC will assist the owner with the following services:

- ✓ Concept Development – Hotel, Food & Beverage
- ✓ Architectural and Interior Design Input
- ✓ Project Cost Development and Budget Management
- ✓ Project Accounting Services
- ✓ Assistance with Contractor and Vendor Selection and Management
- ✓ Purchasing, Delivery, and Installation Coordination
- ✓ Operating Budget
- ✓ Pre-Opening Sales and Marketing Program
- ✓ Pre-Opening Staffing and Training
- ✓ Technology Coordination – We will research, select & implement the best and most cost effective technology platforms.
- ✓ Grand Opening Program

Risk Management

We implement guest and employee safety programs, establish fire and disaster safety procedures, provide risk aversion by serving as employer and holding applicable licenses and can cover asset under HMC's master insurance program.

Hotel Management

Our focus is on complete tailored evaluation of each hotel's market, physical attributes and competition to develop an actionable plan to maximize full potential including plan institution and constant monitoring to ensure compliance and achievement of results. Brand selection, capital plans, ADA compliance, renovation services and virtually any other assistance our clients desire.

Development and Acquisition Services

Our team has successfully developed and renovated more than 100 hotels and have the proven expertise to lead any project, at any stage, from inception to completion. HMC also assists owners, investors and lenders with the following services:

- ✓ Feasibility Analysis & Market Review
- ✓ Site Selection & Asset Review
- ✓ Concept Development
- ✓ Finance & Funding Assistance
- ✓ Project Accounting Services
- ✓ Franchise Selection & Contract Negotiations
- ✓ Pre-Opening Consultation
- ✓ Design, Renovation and Construction Consulting
- ✓ Other Support Needed in the Evaluation of Hotel Assets

Receivership Services

HMC can act as court appointed receiver and/or as the manager hired by receiver to protect the asset and provide operational services while under the receiver order.

Technology Consulting

HMC partners with industry leaders in the hospitality technology field to maintain franchise required guest services and PCS compliance of the systems within each asset. We also assist with choosing the best and most cost effective technology platforms.

Franchise Relations

The company works closely with a variety of franchisors to maximize brand value, ensuring compliance to brand standards and embracing all brand training offered.



HOSPITALITY
MANAGEMENT
CORPORATION
Proudly Celebrating Our 20th Anniversary



John O'Connor – President | Principal - oconnor@hospitalitymgt.com

John is responsible for developing business relations to expand HMC's portfolio of managed properties, and assisting each owner of an HMC managed property in achieving their investment objectives. In addition, he works closely with all corporate department heads, as well as hotel managers focusing on day-to-day operations, training, sales, food & beverage, human resources and accounting – all with a goal of improved metrics. He also provides guidance and direction for hotel leadership on operational efficiencies, standards and execution of the HMC Way.

Prior to joining HMC, he served as Vice President of Operations for Harrell Hospitality Group and as Vice President of Operations for Chicago based Arbor Lodging Management. John also held the position of Regional Vice President for White Lodging overseeing multiple Marriott, Hilton and IHG properties. Earlier in his career, he spent 10 years as a hotel General Manager and has an in-depth understanding of independent and branded (including Marriott, Hilton, and IHG brand families among others), full-service, select-service, extended-stay and conference center hotels throughout the country.

He received his Bachelor of Science degree in Hotel and Resort Management from the Rochester Institute of Technology located in Rochester, New York.



Chad Cobb – Chief Financial Officer | Principal - cobb@hospitalitymgt.com

Chad is responsible for the day-to-day operational financial activities of the all hotels within HMC's managed portfolio. He directs the preparation of monthly and quarterly financials, forecasts future operating results and cash management and is responsible for the companies accounting infrastructure that utilizes information technologies. He also leads the transitional accounting efforts for newly acquired assets and oversees the corporate accounting staff. all corporate financial activities of HMC including the procurement and administration of all corporate and property group insurance programs, retirement benefit programs, loss prevention systems and trademark and licensing. Additionally, Bill oversees federal and state tax administration and reporting, legal relationships, and corporate financing arrangements. He also serves as HMC's Director of Information Systems and is directly involved in the selection and installation of new information technology systems, application servers, networks, property management systems and other IT related systems.

"Anybody can run a hotel, but only a select few excel at it."

Chad earned a B.B.A in Destination Management from Northeastern State University in Tahlequah, Oklahoma.



Del Robinette – Vice President of Sales & Marketing | Principal - robinette@hospitalitymgt.com

Del focuses on driving positive RevPAR as well as oversees revenue management and market share results across HMC's portfolio of hotels. He also manages all sales/marketing personnel in the field, talent development, marketing and promotional opportunities, brand relationships and ownership expectations.

He is a 16-year veteran of the hospitality industry and began his career in operations with *Omni Hotels and Resorts*, then on to *Marriott Hotels and Resorts* and opened the *Dallas Marriott Las Colinas* in July of 2000. He transitioned from operations to sales and spent the next 11 years with *InterContinental Hotel Group (IHG)* where he was promoted from Sales Manager to Director of Sales and Marketing and finally General Manager of the 300 room *Crowne Plaza Hotel* at Park Central in Dallas, TX. In 2010, Del was recognized as *Crowne Plaza's* "Director of Sales and Marketing of the Year."



Libby Starr - Vice President of Human Resources | Principal - starr@hospitalitymgt.com

Libby is responsible for the administration and management of the Human Resources function at HMC Corporate and at each of HMC's managed properties. This includes overseeing property Human Resources Administrators, recruiting, training and orientation, employee database maintenance, wage/benefit administration, compliance with statutory requirements, participation in property transitions and new hotel openings, and the execution of employee relations activities.

She brings over 15 years of diverse experience in the hospitality industry. She transitioned from Operations to Human Resources and prior to joining the HMC Corporate team, held the position of General Manager at an HMC managed hotel in Irving, TX. To further her HR skills and stay abreast of the ever changing regulatory requirements, Libby works closely with the CFO and President and regularly presents and/or attends human resources seminars

- Libby earned her degree in Hotel, Travel & Tourism Management from the University of Phoenix





HMC has been awarded honors of distinction from a large number of franchises we work with. Throughout our history, we have been acknowledged by major corporations including Hilton, Holiday Inn, Wyndham and Choice Hotels, in addition to major trade and hospitality publications for outstanding attention to our properties and our customers.

PREFERRED OPERATOR



TOP 40 MANAGEMENT COMPANIES



TOP 50 MANAGEMENT COMPANIES

LODGING

RECOGNITION

AAA 4-DIAMOND AWARD

QUALITY EXCELLENCE AWARD

PRESIDENTS CHOICE AWARD

BEST RENOVATION

CHAIRMAN'S AWARD FOR QUALITY

DIRECTOR'S AWARD FOR EXCELLENCE

MEDIUM EMPLOYER OF THE YEAR



HMC is approved to manage major hotel brands:



Our depth of expertise in hospitality management is matched only by our dedication to our clients. We credit the success of the properties we proudly manage to our commitment to always put our clients' best interests first.

We recognize that every property is unique, so we look forward to discussing your specific opportunities and how we can assist you in unlocking the full potential of your assets.



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