

Precision Performance in Hospitality Excellence

"The reward of a thing well done, is to have it done" – Ralph Waldo Emerson



EXECUTIVE SUMMARY

The Oglethorpe Block of Brunswick, GA presents a unique opportunity to develop a destination hotel next to a Conference Center. Image Hotels is most interested in pursuing a hotel development opportunity in the Downtown Brunswick area. As discussions have occurred with the URA, it is Image Hotels' understanding that it will be the Owner, Developer, and Operator of the hotel.

It is the desire of Image Hotels to develop approximately a 100 Unit Lifestyle/Boutique hotel that would be the center attraction for downtown Brunswick. It is understood that the hotel will be accompanied by a Conference Center, while the hotel will not only suit the needs of the Conference Center, but will also suit the needs for other visitors who are here to see Brunswick and the Golden Isles on a Leisure Trip and be a source of destination for locals as well. The concept of the hotel is to be the end destination for any person who is visiting Downtown Brunswick. In addition, it is the Developers hope that it will spark other development for downtown Brunswick as the entertainment center for all of Glynn County by endorsing Hip and Eccentric Food, Beverage, and Entertainment options.

To circumvent issues and concerns for a successful Development Project, the following items will be required:

- A Class A Conference Facility will be needed to attract the best in class Meetings/Gatherings.
- Management and Marketing of the Conference Center will be crucial for client satisfaction as well as having meetings that will include Room Nights required for a hotel use.
- Financial Credit Enhancements will need to be granted to the Developer.
- Marketing and promoting of the Hotel will be needed for the initial success of the hotel.
- Other initial efforts and advantages for creating a first-time hotel market for Downtown Brunswick.

Image Hotels has a proven track record for successfully Developing and Operating Hotels with 40 years of Experience. Total Asset Development over the years have encompassed over \$130 million. The addition of a hotel in Downtown Brunswick would be a great addition to the Image portfolio.

ABOUT IMAGE HOTELS



Image Hotels is a management & development company specializing in the hospitality industry. We pride ourselves in developing great hotels from the ground up or through acquisitions and managing each property with an emphasis on quality centering around the guest. This is done with heavy associate involvement and motivation. The organization remains dominant through creating a corporate culture that continuously improves in all areas; from the CEO to the line level team members. The first hotel was purchased in 1978 and through today the company bought, sold, and built other hotels to become a multi-hotel developer & operator. Due to diligence, hard work, determination, and an array of good associates and investors our organization serves as a sound and stable entity that has and will remain successful. Through experience, knowledge, and

great team members we will continue to deliver the ultimate guest experience at each hotel. Thanks to our business philosophy and values that are understood at the corporate level as well as at the property level.

COMPANY PHILOSOPHY



MISSION STATEMENT

"Our mission is to deliver total guest satisfaction and give the ultimate lodging experience through efficient operations and the maximum use of resources available, with the use of highly motivated and dedicated team members".

Guest Focus – Our customer service is determined by the needs of our guests. Our desire of creating the ultimate guest experience is evident through our dedication among every level of our organization. Every team member has a commitment to exceed the expectation of our guests.

Continuous Improvement – We inspire everyone to bring their creative use of skills. We hold everyone accountable in our organization to help problem solve and gather solutions. We put all of our experience and skills together to bring a more superior and efficient service that exceeds the competition; as we strive to better ourselves, service, and quality over and over again.

Associate Involvement – We have the highest respect for each other in our organization. From our selection process to our training, and motivation programs, we develop team member loyalty and commitment all over the organization. We strive to develop our team members so they can grow with the company and better the company. We are dedicated to providing ongoing training and support. Our team members are the biggest resource we have.

Leadership – We are dominant in the hotel industry by providing dynamic operating strategies and enhancing value for our guests. We bring great experience in bringing guests to our hotels, providing a rewarding working environment for our team, and great returns for our shareholders.

Dedication – We approach each property with a total dedication of excellence. And that dedication is reflected of our team members at every level. Each member is highly motivated as they understand the importance of creating satisfaction among the guests, other fellow team members, and upper level management. Creating dedication to our team members is a very challenging task, however with our expertise and experience we bring success to this task and it is shown by comments from our loyal guests.

Quality – In everything that we do, it is done with quality. All the guests that walk in our hotels is provided with superior products and services. As with guest, team members too receive the best in support, equipment, and training to better operations and be more efficient.

INDUSTRY INVOLVEMENT



Member of American Hotel and Lodging Association

Former Board Member of Asian American Hotel Owners Association

Member of Savannah Chamber of Commerce

Member & Former Board Member of Savannah CVB

Member of Georgia Hospitality & Travel Association

Member of Mobile Area CVB

Member GHLA

Member of International Association of Holiday Inns

Member of Choice Hotels International Operators Council

Chairman 2017 & Board Member Sav. Tourism Leadership Council

Board of Dir. SEDA (Sav Economic & Dev. Authority)



JAY PATEL – CEO

A veteran in the hotel industry, Jay has been a successful hotelier since 1978. Jay graduated college in India with a degree in Accounting. He started in Augusta, GA on a small 12 unit independent motel, learning by hands on experiences and using his education to better his asset management. Building a solid hospitality business with basic beliefs such as exceeding customer service and product quality. Today Jay still has a vital role at Image Hotels. His primary responsibility is asset and financial management of the Image Portfolio, as well as making sure the Image philosophy is being carried out.



KAL PATEL – President, C.O.O.

With a degree in Business Administration, Kal is a leader of the company that helps the firm succeed based on Total Quality Management. Kal advocates a focus on being customer eccentric, heavy team member involvement, and continuous improvement at all levels. Kal brings creativity and innovation to each hotel by adapting the hotels property in the environment that they serve in. Born and raised in the industry, Kal has worked through all departments and has learned the value of guest satisfaction through satisfied team members. Kal ensures a great management style at each hotel, as it is evident in excellent guest satisfaction scores as well as awards that the hotels have received.

EXECUTIVE OPERATORS



UMANG PATEL – VP of Development

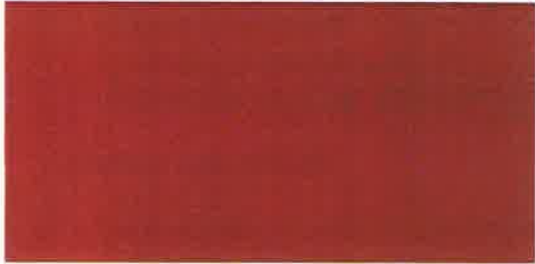
STEVE SHEALY – VP of Operations

CHRISTINA ROSE – Accounting

LATALIA WHALEY – Dir. Of Revenue Management

CRAIG DAVIS – Regional Director of Sales

DAVID MOORE – Regional Director of Operations



OUR BRAND PARTNERS

The Hilton Family

 Marriott

 INTERCONTINENTAL
HOTELS GROUP

CHOICE HOTELS
INTERNATIONAL

SERVICES — HOSPITALITY MANAGEMENT

Operations & Maintenance

- Our balanced scorecard process tracks, measures and guides consistent performance results in key areas that drive long-term success and maximum long-term value enhancement
- Efficient procurement program for purchasing OS&E supplies, and consortium pricing for better bottom line results
- Diligently monitor operating and payroll costs
- Corporate "password" protected intranet website, for clear communication and better human resource management
- Effective bonus program for team members to deliver peak performance
- Insure all procedures and specs. are in compliance with brand standards
- Property Inspections
- Preventative Maintenance Program
- Renovation Planning & Supervision

Sales & Marketing

- Detailed Sales & Marketing Action Plan.
- Competitive Set Positioning
- Market Positioning
- Marketing Plan Reviews
- Market Penetration
- RFP Process
- LNR Accounts

Accounting

- We provide our shareholders with a state of the art internet based accounting system, that allows the owners to view their property's performance.
- Balance Sheet
- General Ledger Detail Report
- Check Register
- Budgeting
- Monthly Financial Statement

- YTD Financial Comparison Report
- Daily Revenue & Accounts Receivables Report
- Month to Month Financial Reports

Food & Beverage

- Food & Beverage is your opportunity to add margin to every stay, increase guest satisfaction, and add flash to your operation. We have experience in both full & select service dining operations
- Marketing to Local Groups
- Refining and Applying Franchise Programs
- Cost and Portion Controls
- Meeting and Banquet Space Planning

Asset Management

- Long Term Capital Planning
- Insurance Procurement, Compliance, & Oversight of Claims Management.
- Property Tax Administration
- Lease Management (Ground & Space Lease Negotiations & Oversight)
- Property Finance/Refinancing

SERVICES — HOSPITALITY DEVELOPMENT

New Construction

- Assistance with optimal brand selection
- Architectural oversight of conceptual designs & obtain approvals from ownership, govt. authorities, & franchisor
- General contractor selection process
- Contract negotiation
- Oversee all construction-related issues
- Oversee and manage different subcontractors on a job site (if there is no general contractor)
- Interior Design /FF&E procurement that meets brand specs. and approvals
- Strong vendor relationships that facilitate the purchase of the right materials and services at the right cost
- Handle all accounting during the development phase and issue reports to ownership

Acquisitions

- Identification of key changes that will result in profitability
- Implementation of a "takeover checklist" to identify underperforming areas
- Advice on management structure, market positioning, brand selection, contracts and all overhead areas impacting the bottom line
- Placement of the right management team to execute a quick and effective turnaround for failing operations
- Property Financing

DEVELOPMENT - EXPERIENCE

Comfort Suites Historic Dist. Savannah

- 76 Units
- Developed & Entitled through the Historic Review Board.
- \$12,000,000 Value



DEVELOPMENT - EXPERIENCE

Courtyard Savannah Airport

- 120 Units
- 6700 Sq. Ft. of Event/Function Space
- Bistro F&B Outlet
- Currently Under Construction
- \$16,000,000 Value



DEVELOPMENT - EXPERIENCE

Hilton Garden Inn Mobile West

- 101 Units
- 1500 Sq Ft. of Meeting Space
- Great American Grill Restaurant
- \$14,000,000 Value



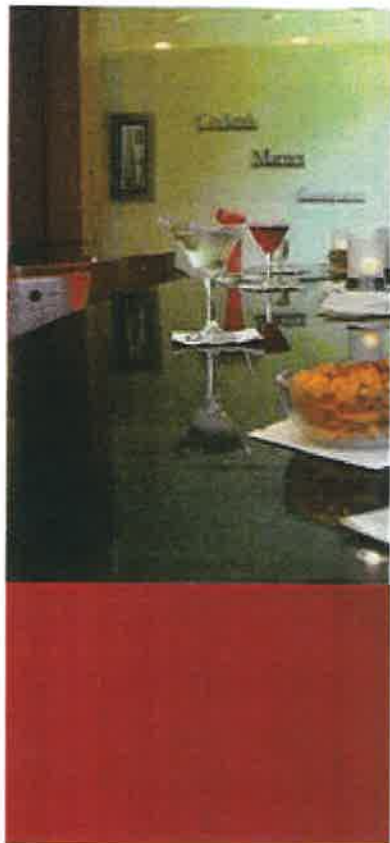
DEVELOPMENT - EXPERIENCE

Element Hotel Historic Savannah

- 120 Units
- Under Design, Approved Historic Review Board
- Rooftop Lounge & 2000 Sq. Ft. of Event Space
- \$26,000,000 Value



EXPERIENCE



North Augusta Motel	1979-1985	12 Rooms	Augusta, GA
Jasper Motel	1983-1989	18 Rooms	Jasper, GA
Benton Motel	1983-1989	33 Rooms	Douglas, GA
Red Carpet Inn	1985-1995	50 Rooms	Elizabethtown, KY
Royal Hotel & Suites	1990-1994	82 Rooms	Dallas, TX
Best Western Royal Inn	1990-2006	54 Rooms	Chattanooga, TN
Ramada Limited	1993-2011	44 Rooms	Chattanooga, TN
Royal Inn	1995-2003	26 Rooms	Cochran, GA
Ramada Limited	1996-2002	50 Rooms	Pt. Wentworth, GA
Comfort Inn	2001-2004	54 Rooms	Rayne, LA
Comfort Suites Historic Dist.	2002-Present	76 Rooms	Savannah, GA
Howard Johnson Hist. Dist.	2002-2005	89 Rooms	Savannah, GA
Holiday Inn	2003-2010	102 Rooms	Pooler, GA
Comfort Inn/Suites Sav Arprt	2006-Present	79 Rooms	Savannah, GA
Holiday Inn Express Sav Arprt.	2007-2010	80 Rooms	Savannah, GA
Hilton Garden Inn Mobile	2008-Present	101 Rooms	Mobile, AL
Fairfield Inn & Suites Sav Arprt.	2011-Present	80 Rooms	Savannah, GA
Doubletree Sav. Arprt.	2013-Present	97 Rooms	Savannah, GA
Springhill Suites Mobile	2015-Present	95 Rooms	Mobile, AL
Courtyard Sav Arprt	Under Dev.	120 Rooms	Savannah, GA
Element Historic District	Under Dev.	120 Rooms	Savannah, GA
Avid Hotel Sav. Arprt.	Under Dev.	90 Rooms	Savannah, GA

BRUNSWICK — HOTEL DEVELOPMENT

Development Approach and Design:

Image Hotels will develop a Lifestyle/Boutique hotel in Downtown Brunswick through the direction of the URA and the City. Our development would fit the current Historic aesthetics and its surroundings. We have an abundant amount of experience developing in a Urban Historic setting. Image Hotels' current relationship with brand partners such as Hilton and Marriott would be the guidance towards the end product for Downtown Brunswick. This proposed hotel will be a vibrant and eclectic end destination for ALL of Brunswick. It will be hip, stimulating, and the epicenter for downtown, it is the hope that it can be a catalyst for spurring further development for Food, Beverage, and Cultural points for the rest of downtown.

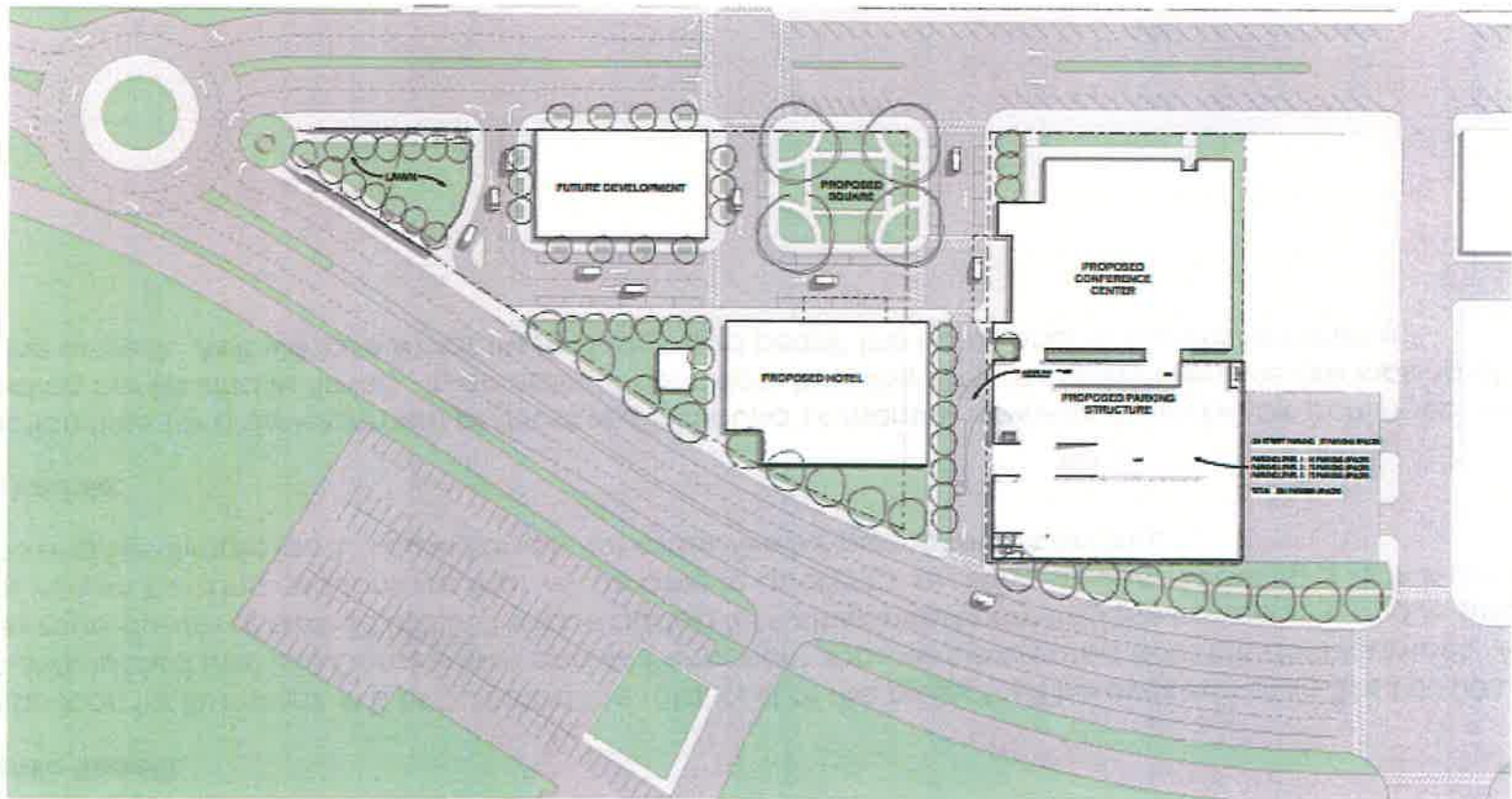
Financial/Economic Benefit:

This hotel will be an icon for Brunswick, it is anticipated the total cost of the project will be approximately \$16,000,000.00. Furthermore, it is anticipated that 300 Construction and 44 Permanent Jobs will be created from this development. At stabilization, a revenue stream of over \$3,000,000 will be added for further investment into the community and its supply chain. Image Hotels has various banking relationships that will be able to qualify for securing a Loan. Securing a loan is directly dependent on having Fee Simple land. Lease Land is not attractive for permanent financing.

Development Schedule:

General construction time for a development of this scope is around 14 months, however it will also be contingent on the adjacent convention center and its timing. In an optimal condition, from the time of commitment we are looking at 20 months to finish the project. As it will take 6 months to design and permit the hotel, and 14 months to construct.

BRUNSWICK — HOTEL DEVELOPMENT



**The above Site Plan is only Preliminary.*

BRUNSWICK — HOTEL DEVELOPMENT



Inspirational Ideas for Downtown





IMAGE HOTELS

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