



# *The Craig Ranch Resort & Conference Center*

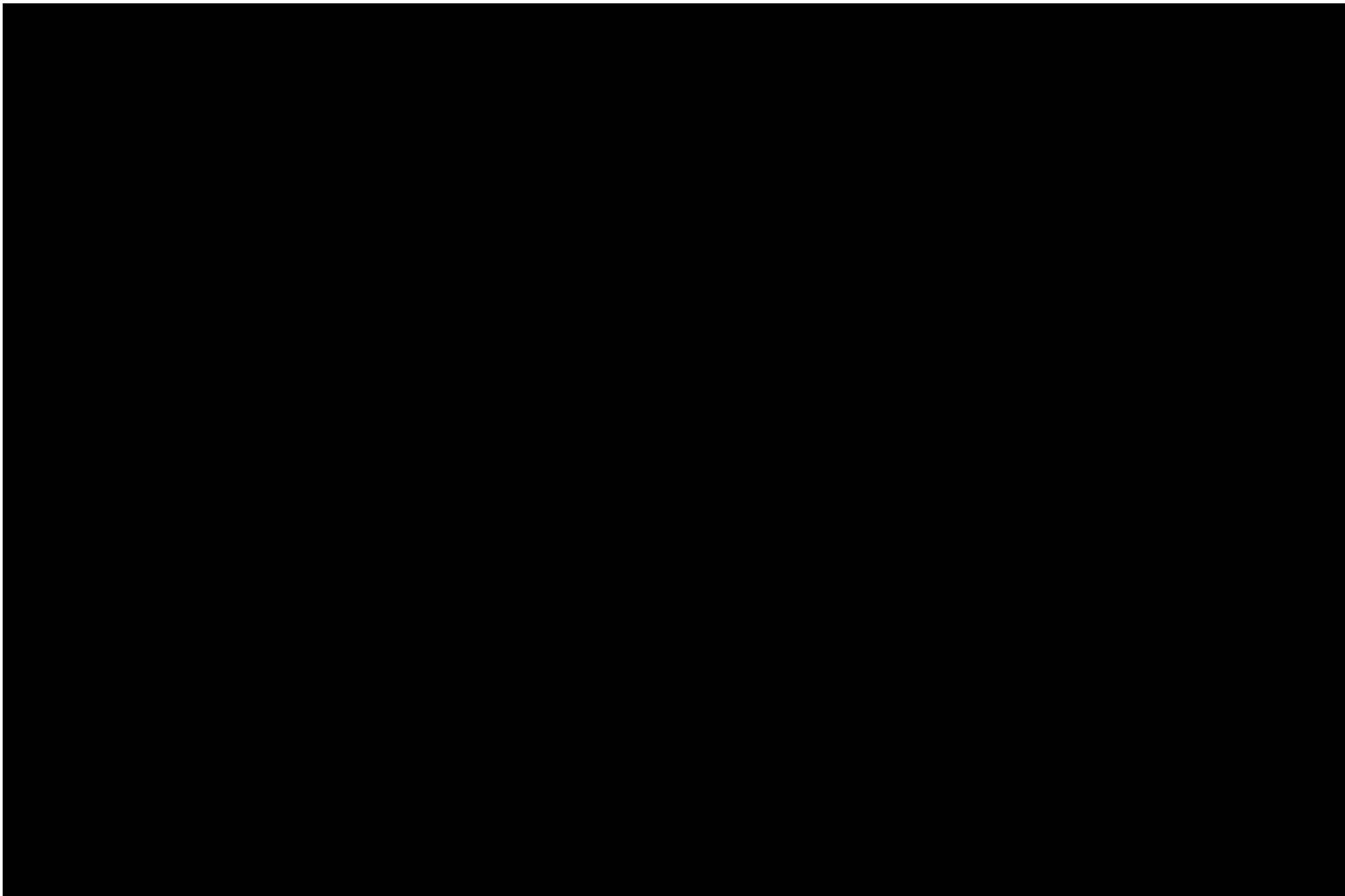
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A Proposed Marriott Autograph Collection  
Managed by Aimbridge Hospitality





Drone Flight-Craig Ranch Resort & Conference Center site







Because of the significant amount of corporate, leisure transient, and group business that is currently being accommodated in the local market, an upper-upscale four-star resort with the facilities and amenities as proposed would prove very successful by not only capturing share from existing competitors but also by inducing its own demand due to the unique nature of the Resort.

Following is an illustrative site plan for the proposed Resort to be located within Craig Ranch, followed by initial elevations. This upper-upscale Resort and conference center will also have access to the existing 18-hole TPC golf course, the 75,000 SF Craig Ranch Fitness Center, resort style pool with lazy river, full food and beverage facilities, and a conference center.

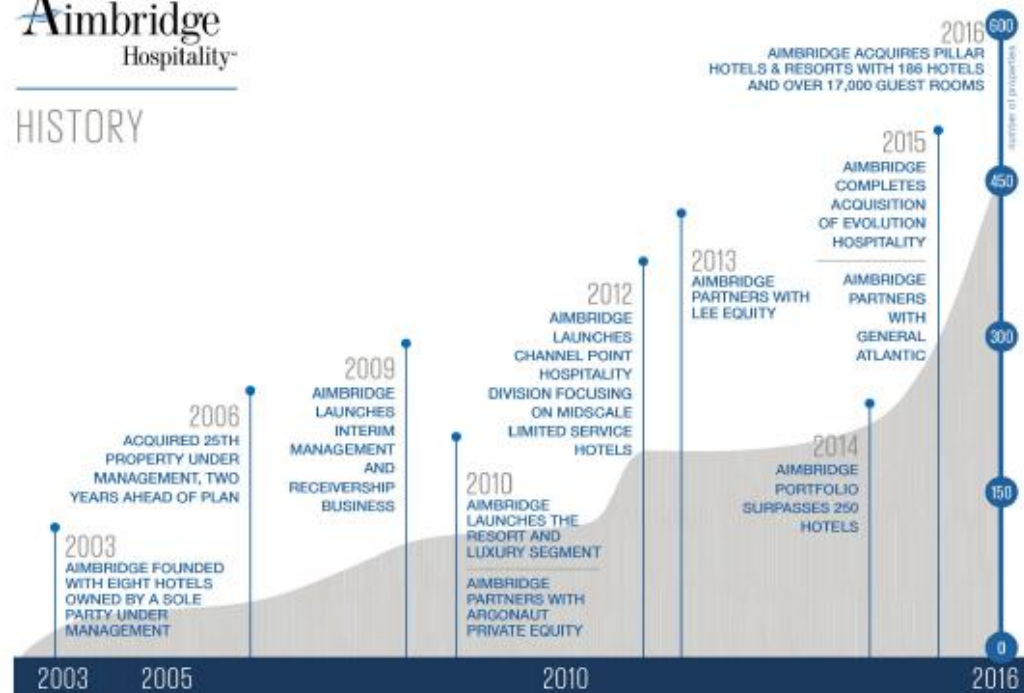


Aimbridge  
Hospitality





## HISTORY



## BENEFITS OF SCALE

### PEOPLE

- Robust and diverse portfolio attracts the highest level of talent
- More growth opportunities than competitors to keep key talent engaged
- Scale provides competitive employee benefits at great pricing



### PLATFORM

- Robust e-commerce/online marketing acumen/training
- Proprietary sales and revenue management tools
- Industry's best IT and accounting/reporting



### PROCUREMENT

- Industry's most powerful purchaser of:
  - Employee health insurance
  - Food & Beverage
- Industry leading property and G/L insurance program







## WHAT SETS AIMBRIDGE APART?

|                                   |   |
|-----------------------------------|---|
| <b>Value Creation</b>             | <ul style="list-style-type: none"><li>➤ Aimbridge creates and enhances value for owners and investors through the following:<ul style="list-style-type: none"><li>▪ Integrated Sales and Marketing Culture</li><li>▪ Proven Operational Efficiencies</li><li>▪ Leverage experience across all markets, brands, asset class, asset size and labor conditions</li><li>▪ Flexible and intelligent deployment of systems and technology</li><li>▪ Disciplined Accounting Organization</li><li>▪ REIT Reporting and Sarbanes/Oxley Compliance</li></ul></li></ul>  |
| <b>Strong Brand Relationships</b> | <ul style="list-style-type: none"><li>➤ The Industry's largest operator of Marriott, Hilton, and Hyatt branded hotels.</li><li>➤ Senior Executives of Aimbridge currently preside on the following Brand Advisory Boards:<ul style="list-style-type: none"><li>▪ Marriott Development Advisory Forum</li><li>▪ Marriott Franchise Owner's Marketing Committee</li><li>▪ Starwood Marketing Advisory Board</li><li>▪ Aloft Owner's Advisory Board</li><li>▪ Founding members of the Development Board of Advisors (DBA) for aloft hotels</li><li>▪ Embassy Suites Owner Advisory Council</li><li>▪ Hilton Chairman's Owner Advisory Committee</li><li>▪ DoubleTree Owner's Advisory Board</li><li>▪ Hyatt Marketing Advisory Board</li></ul></li></ul> |
| <b>Franchise PIP Experience</b>   | <ul style="list-style-type: none"><li>➤ Aimbridge has extensive experience managing capital programs with all the top-tier brands including Marriott, Hilton, Hyatt, Starwood, and Intercontinental.</li><li>➤ Completed over \$750 million in capital improvements since 2003.</li><li>➤ Essential to any capital plan is the execution of effective "win-win" negotiations with the brand to ensure their standards are achieved while maximizing the owner's investment along the way.</li></ul>   |



In addition to the resorts currently managed by Aimbridge, our Senior Executive Team has been involved with numerous other resort hotels including the following:

### **Arizona**

The Boulders, Carefree, AZ  
The Buttes, A Marriott Resort, Tempe, AZ  
The Lodge at Ventana Canyon, Tucson, AZ  
Doubletree Paradise Valley Resort/Scottsdale, Scottsdale, AZ  
Hilton Scottsdale Resort & Villas, Scottsdale, AZ  
JW Marriott Camelback Inn, Scottsdale, AZ  
JWMarriott Desert Ridge, Phoenix, AZ

### **California**

Carmel Valley Ranch, Carmel, CA  
The Claremont Resort & spa, Berkeley, CA  
Embassy Suites, Napa, CA  
JW Marriott Desert Springs, Palm Desert, CA  
Marriott Coronado Island Resort, Coronado, CA  
Rancho Las Palmas, Rancho Mirage, CA  
San Diego Marriott, San Diego, CA

### **Colorado**

The Peaks Resort, Telluride, CO

### **Florida**

Innisbrook Resort and Golf Club, Palm Harbor, FL  
Hyatt Regency Bonaventure Conf. Center & Spa, Weston, FL

Casa Marina Resort & Beach Club, Key West, FL  
The Reach Resort, Key West, FL  
Buena Vista Palace Hotel & Spa, Lake Buena Vista, FL  
Miami Beach Resort, Miami Beach, FL  
Wyndham Orlando Resort, Orlando, FL

### **Hawaii**

Grand Hyatt Kauai  
Hilton Waikoloa Village  
Grand Hyatt Wailea

### **Massachusetts**

Harbor View Hotel & Resort, Martha's Vineyard  
The Kelley House Hotel & Resort, Martha's Vineyard

### **South Carolina**

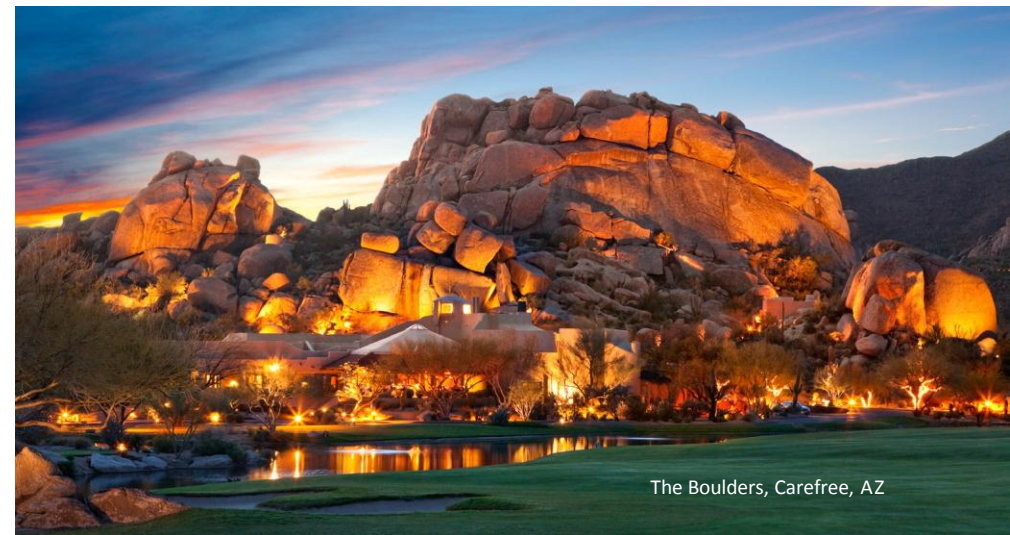
Hilton Myrtle Beach Resort, Myrtle Beach, SC

### **Texas**

The Westin Riverwalk, San Antonio, TX  
Hotel Galvez, Galveston, TX  
The Tremont House, Galveston, TX



Hotel Galvez, Galveston, TX



The Boulders, Carefree, AZ



Grand Hyatt Kauai, Hawaii





Following is a list of hotel properties in Texas that are currently managed by Aimbridge Hospitality:

| Hotel  | City            | State | Rooms |
|--|-----------------|-------|-------|
| Crowne PlazaAddison/Dallas                     | Addison         | TX    | 429   |
| Hampton InnBoerne                              | Boerne          | TX    | 78    |
| aloft College Station                          | College Station | TX    | 105   |
| Marriott Dallas/Addison Quorum by the Galleria | Dallas          | TX    | 547   |
| DoubleTree Dallas Campbell Centre              | Dallas          | TX    | 300   |
| Embassy Suites Dallas Love Field               | Dallas          | TX    | 248   |
| Hyatt House Dallas Lincoln Park                | Dallas          | TX    | 155   |
| Hyatt House Dallas Uptown                      | Dallas          | TX    | 142   |
| Belmont Hotel                                  | Dallas          | TX    | 64    |
| Holiday Inn Express Downtown Ft Worth          | Ft Worth        | TX    | 132   |
| DoubleTree HoustonGreenway Plaza               | Houston         | TX    | 388   |
| Hyatt Regency Houston Galleria                 | Houston         | TX    | 325   |
| Holiday Inn Houston Reliant Park               | Houston         | TX    | 238   |
| Embassy Suites Houston Energy Corridor         | Houston         | TX    | 216   |
| Hyatt Place Houston Galleria                   | Houston         | TX    | 157   |
| Courtyard Killeen                              | Killeen         | TX    | 148   |
| Sheraton McKinney                              | McKinney        | TX    | 187   |
| Courtyard Midlothian                           | Midlothian      | TX    | 100   |
| WyndhamSan Antonio Riverwalk                   | San Antonio     | TX    | 410   |
| Marriott San Antonio Northwest Loop            | San Antonio     | TX    | 295   |
| Courtyard Ft. Worth Alliance Airport           | Ft. Worth       | TX    | 150   |



# *Autograph Collection*

A curated collection of remarkably independent hotels powered by the sales channels of Marriott International.



*Preferred  
Locations*



*Upper  
Upscale &  
Luxury*



*Unique  
Design*



*Distinctive  
Independent  
Brands*



## GLOBAL DISTRIBUTION & PIPELINE

# 105 OPEN HOTELS

- 61 US
- 32 Europe
- 7 CALA
- 4 Asia
- 1 MEA



70+ ADDITIONAL HOTELS SIGNED AND APPROVED

MI Internal Data as of Q3 2016

# BRAND MANIFESTO

You are not just a person.  
And we are not just hotels.

We're not bound by similarities.  
We're bound by distinction.

We are a 15 room boutique fishing lodge in  
Colorado.

A 19<sup>th</sup> century neoclassical palace in Prague.  
And a 3,000 room luxury high rise on the Vegas  
Strip.

We may share an Autograph.  
But everything else is different.

Autograph Collection Hotels.  
Exactly like *nothing else*

## BRAND PERFORMANCE

| Autograph Collection Hotels         |          |
|-------------------------------------|----------|
| Average Occupancy                   | 77.9%    |
| Average Daily Rate                  | \$215.97 |
| RevPAR                              | \$168.23 |
| RevPAR Index                        | 104.9    |
| Contribution from Marriott Channels | 69.4%    |
| Marriott Rewards Paid Room Nights   | 42%      |

Data from the 2016 Franchise Disclosure Document – Item 19



## INDUSTRY LEADING SALES ORGANIZATION



Marriott is the only lodging company to successfully implement strategic account management and a proactive sales effort against *top accounts*.

As a result, Marriott has extended its reach to 285 top corporate accounts with approximately US\$3.9 billion in annual sales globally and 1,000 top association customers with \$800+ million in annual group bookings revenue.



Turnberry Isle Resort  
Miami, FL

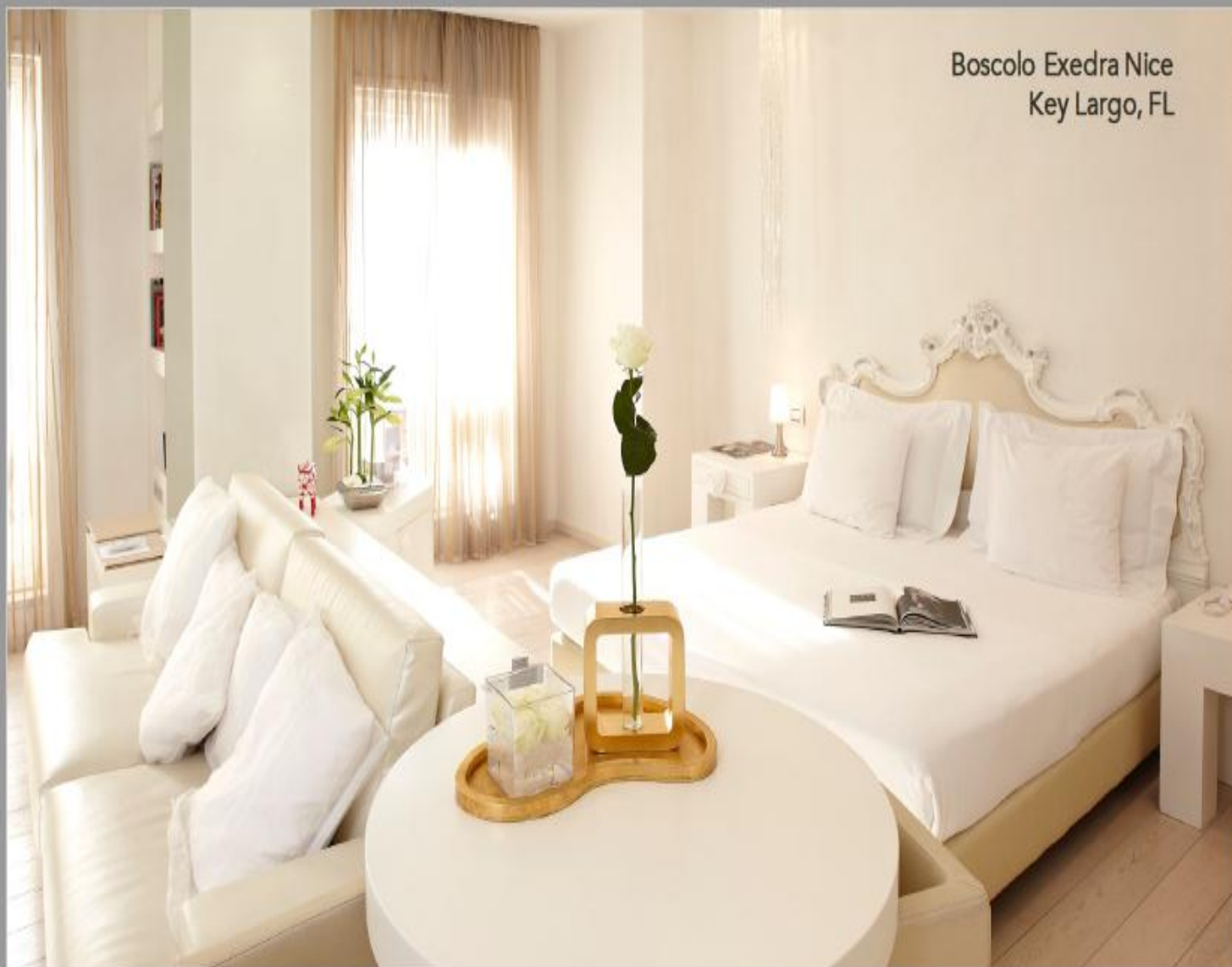




Playa Largo Resort & Spa  
Key Largo, FL



Boscolo Exedra Nice  
Key Largo, FL



Hotel Park City  
Park City, Utah

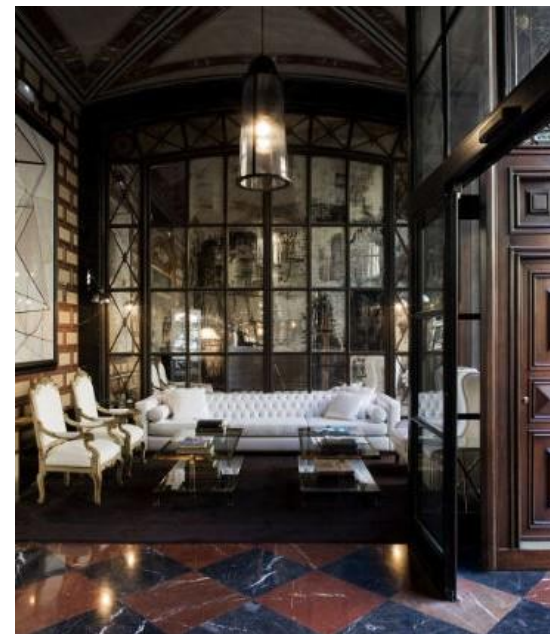
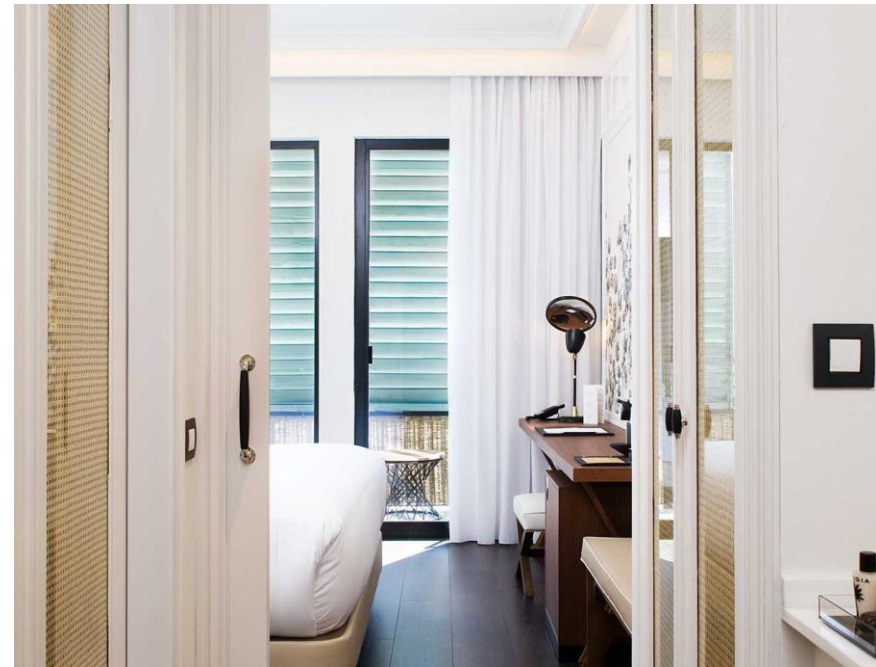




Roomers Baden-Baden  
Baden-Baden, Germany



*Cotton House Hotel  
Barcelona, Spain*



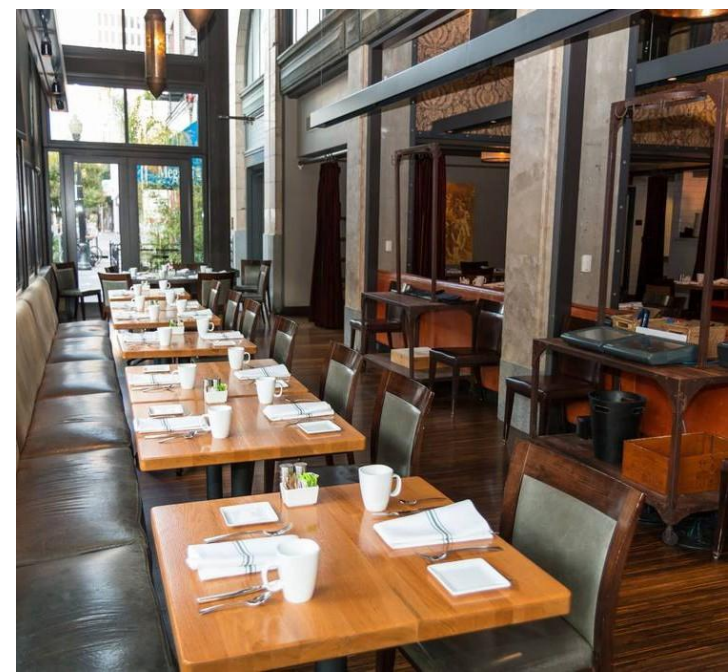
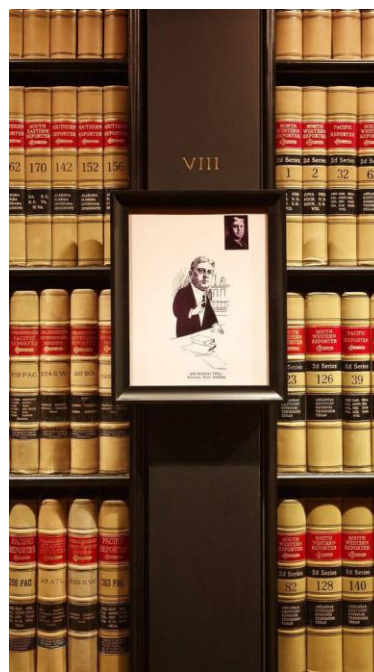
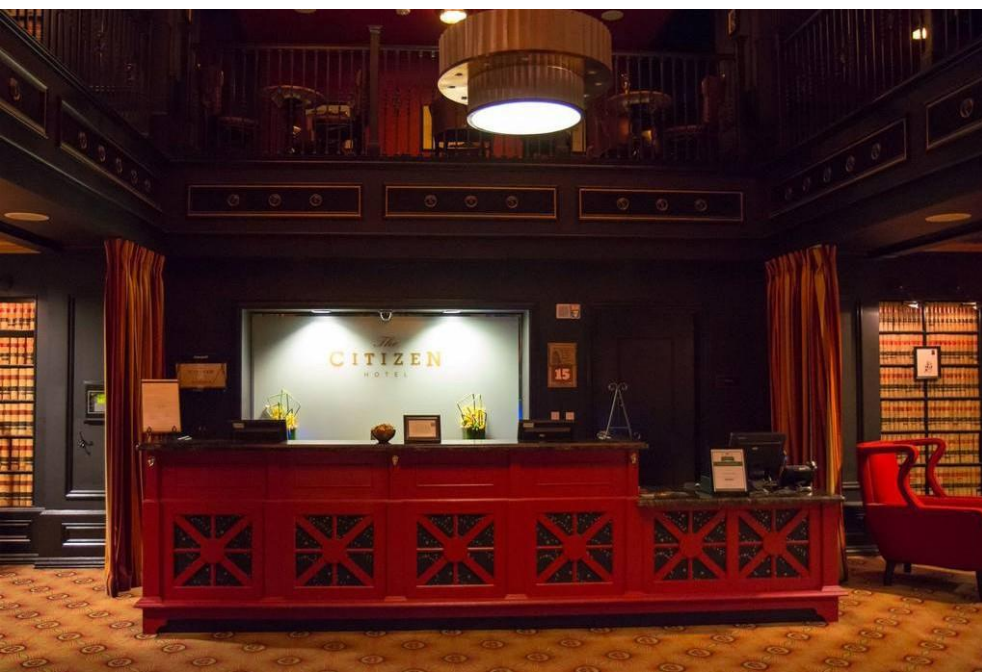
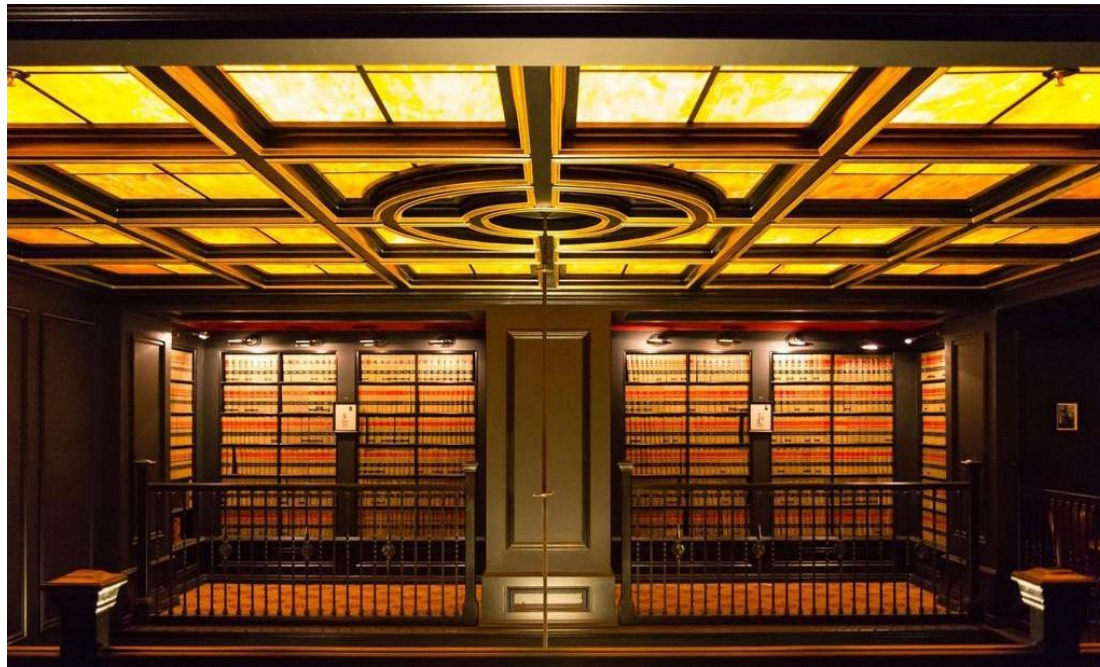


*Eilan Hotel & Spa  
San Antonio*





*The Citizen Hotel*  
*Sacramento, California*





Casa Monica Hotel  
St. Augustine, FL





The Envoy Hotel  
Boston, MA



## *Overview of the Proposed Resort Hotel Project*

- Located within the 2,200-acre Craig Ranch master-planned development in McKinney.
- Will offer a unique resort experience with a conference center component that is not currently available in the Dallas / Fort Worth (DFW) market.
- Convenient DFW location.
- 285 well-appointed guestrooms and suites.
- Perfect setting for “staycations” and destination vacations.
- Three-meal restaurant and lounge with terrace/pool seating, as well as a coffee/bakery kiosk that offers “grab & go” items.
- 33,000 square feet of flexible, state of the art meeting space.
- Ideal for corporate retreats and provides hospitality for the McKinney Corporate Center Craig Ranch.
- Resort amenities such as a lazy river pool and outdoor fire pits.
- Quality and rate structure positioned above the Sheraton McKinney.
- Access to the TPC golf course and Craig Ranch FitnessCenter.

### **Resort’s success driven by:**

- Strength of the McKinney area lodging market.
- Ability to draw from a large demand radius.
- Uniqueness of the experience curated.
- Ability to attract multiple market segments (corporate & leisure transient, group).
- Nationally recognized brand affiliation.
- Leverage off the Craig Ranch name recognition.
- Competitive advantage driven by and the nationally acclaimed TPC golf course and 75,000 SF Craig Ranch Fitness Center with spa and wellness center.





## Proposed Craig Ranch Resort & Conference Center Planned Facilities

Type of Hotel: Branded, Full-Service & Conference Center

Number of Guestrooms & Suites 285

### Recommended Resort Meeting Space Breakdown

|                               |           |
|-------------------------------|-----------|
| Ballroom (divisible by 6)     | 6,000 SF  |
| Jr. Ballroom (divisible by 3) | 4,000 SF  |
| Breakout Rooms (5-8)          | 12,000 SF |
| Boardrooms (2)                | 1,000 SF  |
| Pre-Function Space            | 5,000 SF  |
| Outdoor Event Space           | 5,000 SF  |

**Total Combined Meeting Space 33,000 SF**



## Amenities

Resort style pool with lazy river

Fitness center

Three-meal restaurant / lounge with terrace/pool seating and service

Coffee/Bakery Kiosk

Outdoor eventspace

Access to TPC Golf Course

Alternative dining available at the TPC Clubhouse

Access to the Craig Ranch Fitness Center

Gift / Sundries shop

Business Center

High SpeedInternet

Structured parking - valet and self parking



## Proposed Brand Affiliation

Marriott Autograph Collection

## *Food and Beverage*

As a destination resort & conference center, the property will offer guests multiple food and beverage options with different price points to accommodate diverse tastes. The subject Resort will provide food and beverage amenities that meet the standards of an upper-upscale property.

- A casual yet upscale three-meal restaurant with approximately 90-125 seats.
- The restaurant will offer both indoor and outdoor dining areas as well as pool-side service.
- Hotel guest will have the option for casual lunch and dinner at the TPC Clubhouse.
- A dedicated lounge with 50-75 indoor/outdoor seats.
- Coffee/Bakery kiosk serving fresh-baked goods, snacks, and custom coffee drinks.
- Extensive room service offerings will also be available.





## *Guest Services and Amenities*

The Resort will offer services and amenities that are commonly found at most upper-upscale resorts. These amenities will include:

- In-room massage treatments
- Concierge services
- Fitness/wellness center
- Heated/chilled outdoor resort pool with cabanas, a lazy river,
- Recreational amenities such as access to tennis, access to the TPC course, bicycle rentals
- Sundry/Gift shop
- Valet parking
- Wireless high-speed Internet access in all areas of the Resort

A competitive advantage of the Resort is its ability to offer guests access to the 75,000-square foot Craig Ranch Fitness Center located approximately one block from the Resort. This facility offers numerous amenities including a 50-meter Olympic-size heated outdoor pool, lap pool, lighted tennis courts, indoor/outdoor running tracks, a complete line of aerobic machines and free-motion Nautilus weight equipment. The facility also offers a spa, variety of group fitness classes, basketball court, rock climbing wall, sand volleyball court, and full-service locker rooms.





### *Relationship to Demand Generators and Area Amenities*

Much of the demand for hotels in McKinney and the surrounding communities of Frisco, Plano, and Allen originates from numerous corporate office parks and company headquarters and is accommodated by individual hotels attracting corporate and leisure transient guests and well as hosting group functions. Additionally, demand for the subject Resort will be induced by guests seeking a new higher-end corporate hotel that will also provide a more- relaxed destination resort-style experience. Demand generators for hotels in the region include numerous corporate headquarters in the Legacy Corridor, several office parks such as the McKinney Corporate Center within Craig Ranch, the 75 corridor with State Farm, as well as new developments such as the Cowboys Headquarters, Toyota, and FedEx.

Additionally, in order to attract transient guests away from the existing hotels and resorts in the area, the Subject must curate an experience that is currently unique to the market. As the local competitive market consists mainly of both full-service and select service hotels, this experience will be achieved by creating a warm and intimate environment with upscale guestrooms, higher quality finish levels, more extensive facilities, and unique amenities not currently available at competitive hotels. Aimbridge's attentive customer service team will help to create a memorable experience and by offering extraordinary personal service.





The proposed project encompasses the development of an approximate 285-room, four-star resort and conference center that would complement the existing TPC Craig Ranch and other nearby developments. The project would be unique to the market due to its resort-style design/architecture, quality of the meeting/conference space, comprehensive facilities and amenities, as well as its location. The project is anticipated to generate significant tax dollars and fill a void in the City's offerings that serve to attract future corporations to McKinney.