

| EMPLOYEE_ID | FIRST_NAME | LAST_NAME | EMAIL | PHONE_NUMBER | HIRE_DATE | JOB_ID |
|-------------|------------|-----------|-------|--------------|-----------|---------|
| 800 | JOSE | STEV | Miles | 515.123.4567 | 17-Jun-03 | AD_PRES |
| 801 | PETER | CS | Miles | 515.123.4568 | 21-Sep-05 | AD_VP |

| SALARY | COMMISSION_PCT | MANAGER_ID | DEPARTMENT_ID |
|--------|----------------|------------|---------------|
| 124000 | 5.5 | 114 | 90 |
| 117000 | 7.5 | 100 | 90 |

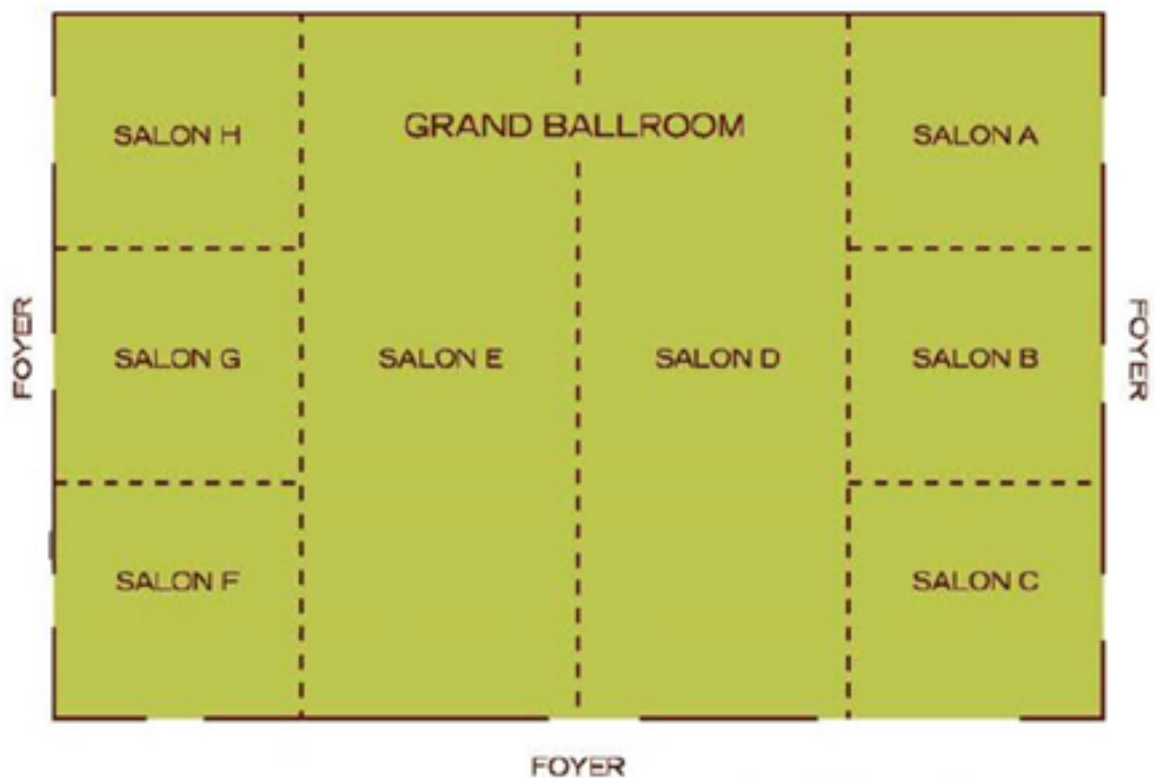
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| 117000 | 7.5 | 100 | 90 |

Mission Statement

Our mission for the Hotel HardRock, San Jose, CA for 2018 is to relentlessly pursue the highest levels of employee and guest satisfaction while maximizing the return on the owner's investment.

| Name of Room | Dimensions | Square Feet | Reception | Banquet | Theater | Classroom | Conference | U-Shape | Ceiling Height |
|-------------------------------|------------|-------------|-----------|---------|---------|-----------|------------|---------|----------------|
| Grand Ballroom (Salon A-H) | 108' x 66' | 7,128 | 800 | 560 | 800 | 480 | - | - | 14' |
| Salon ABCD or EFGH | 54' x 66' | 3,564 | 400 | 280 | 400 | 150 | - | - | 14' |
| Salon A, B, C, F, G, H (Each) | 22' x 22' | 484 | 40 | 30 | 40 | 18 | 20 | 15 | 14' |
| Salon D or E (Each) | 66' x 32' | 2,112 | 260 | 180 | 260 | 120 | 50 | 50 | 14' |
| Andover Room | 20' x 18' | 360 | 25 | 30 | 25 | - | 15 | - | 9' |
| Courtyard (Seasonal) | 40' x 20' | 800 | 100 | 60 | - | - | - | - | - |



OFF LOBBY

*Hotel
Hard Rock*



Executive Summary

The Hard Rock completed its first full year as a Hard Rock branded hotel on March 31st, 2017. With strong growth in rate and occupancy the hotel experienced its most profitable year to date. Converting to a Hard Rock from a Holiday Inn allowed the hotel to shift significant market share from Braintree and Quincy for the first time in the ten years the hotel has been owned. The hotel was re-positioned in the market with a stronger brand and loyalty program and is now able to more effectively compete for the corporate market on the South Shore. The Hard Rock finished 2017 ahead of budgeted revenue by \$392,373 with an occupancy of 72.6%, an ADR of \$139.18, resulting in a RevPar of \$101.05 for the year. The Gross Operating Profit finished at \$2,240,838 for 2017.

The Hard Rock is the only full service Hard Rock on the South Shore. With the Hard Rock name, the property hopes to secure more business in 2018 specifically from EMD, IBM, General Electric, Follett, Koch and Deloitte to capture \$139,000 in revenue from the Braintree and Quincy markets. Some of these accounts are newly acquired accounts through Hard Rock. Prior to the Hard Rock name change, the hotel was unable to gain access to many area accounts, including General Electric, IBM, Koch and Follett. In 2017 the Hard Rock experienced growth in its top accounts. Clean Harbors transitioned from utilizing Corporate Lodging as their booking agent to Travelliance. This change positively impacted the hotel's revenue with a rate increase from \$73.50 to \$88.00 as well as operationally since Travelliance uses credit cards for room payments versus direct bill which Corporate Lodging used. South Shore Hospital jumped from the tenth highest account in 2016 to the second highest account in 2017 due to a targeted sales effort. This trend is anticipated to continue in 2018. A loyal account, Russelectric, has doubled its room nights year over year due to a complete change in company structure and anticipates to increase in 2018. The hotel has seen steady growth from the corporate segment through increased room nights as well as higher rates. Many corporate travelers are often times more apt to pay a higher room rate or travel a further distance due to the Hard Rock Honors loyalty program. Over 60% of guests staying at the Hard Rock are members of the loyalty program. Existing corporate accounts of the hotel continue to generate strong revenues for the property and the hotel's management team will increase their rates, or, when applicable, move corporate accounts into dynamic pricing structures in 2018 to assist in driving the overall ADR. The management team will ensure the Hard Rock is priced competitively to properly establish the hotel within the market to gain a solid base of corporate business.

Not only does the hotel continue to have a significant increase in the number of inquiries for new corporate rates, but also for companies interested in corporate banquet space as well as leisure guests looking to host milestone celebrations at the hotel in the Regency Grand Ballroom. In order to capture additional banquet business, the banquet menus were redesigned by the Executive Chef. The menus are not only more cost effective for the hotel, but are more trendy and appealing to the consumer. In addition to our banquet menus, our sales team is able to offer seasonal menus and holiday menus to position the hotel as an appealing venue for local corporate offices to host their holiday parties at the hotel. Area vendors have been incorporated into brand new wedding packages for couples looking to get married on the South Shore. The wedding packages are economically priced for the Hard Rock market. Wedding Wire, the most popular wedding website, will be used in 2018 to build wedding business. The Hard Rock hopes to increase weddings in 2018. The hotel has also teamed up with Kreativ Drinking to host paint nights at the hotel. In 2018, the sales team is looking to partner with other vendors to bring additional room night and banquet business into the hotel.

Revenue management will continue to be a crucial component in ensuring the hotel is a leader in the Hard Rock market. The management team is committed to strategizing against the competition to maximize revenue and drive the rate. The hotel utilizes several tactics to maximize the ADR potential, including the implementation of group ceilings while quoting the full rate to potential groups to protect the higher rated transient segment during high demand periods. The hotel controls inventory by setting minimum length of stay restrictions to ensure the busy Friday and Saturday nights are pacing appropriately. Additionally, the property applies the dynamic pricing philosophy for new corporate preferred accounts, which fluctuates with the full rate based on demand to generate a higher ADR and move lower rated corporate rates into lower rate levels to limit availability. By consistently utilizing these tools in the future, management will ensure the property is accurately positioned to drive rate and capture all available opportunities in the market.

Changes within the competitive market surrounding the hotel have changed in the last year. During the spring of 2017, the Holiday Inn Express in Braintree began to undergo a \$1 million dollar renovation and a flag change to a Best Western. During the transition between flags from April to December the Holiday Inn operated without a flag under the Beantown Inn name. A brand new Residence Inn by Marriott opened in August of 2017 in Braintree. The hotel does not anticipate any effects in 2018 from this new build.

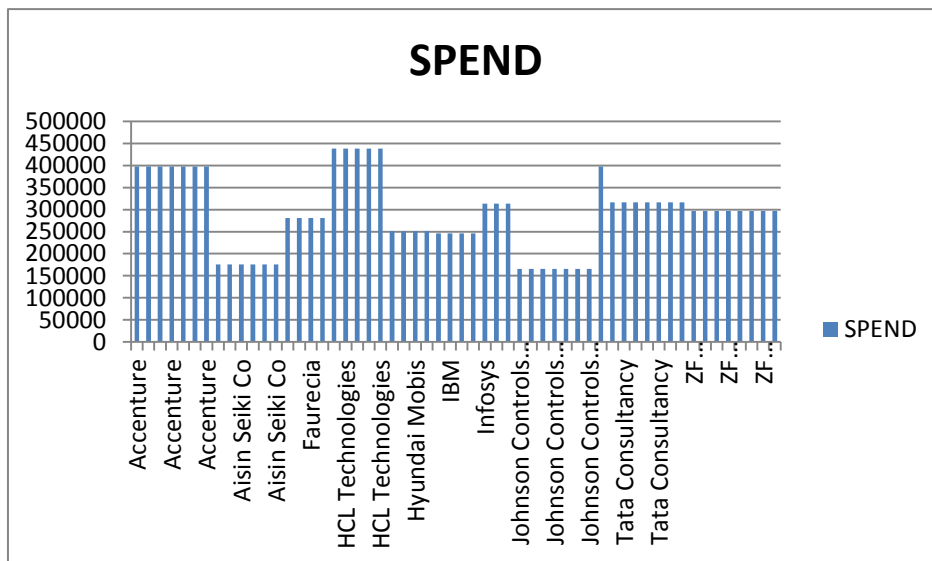
The Hard Rock continues to focus on guest experience as a key ingredient for operating a successful hotel. In 2017, the property ranked number 180 of 361 DoubleTree hotels. The management team led a strong effort to improve this ranking and implemented several focus areas. The property held weekly CARE Committee meetings and organized several team building activities throughout the year. Both of these important factors helped create a better work environment and improved employee morale, resulting in a more service oriented team. Additionally, the hotel holds daily management and departmental huddles, weekly manager meetings and monthly GM CARE Rallies in an effort to provide better communication amongst all staff members. Employee recognition is also an important part of increasing morale and maintaining team member engagement. Two new recognition programs were introduced. In January, the Bee Hive Store was implemented and team members used their "Honey Money", earned from demonstrating exceptional customer service and being an active participant of the team, to purchase gift cards and prizes. In addition, a quarterly Superstar Award is presented to the team member who has received the greatest number of written recognitions from guests. Furthermore, the hotel received a 93% Quality Assurance score, placing the hotel in the Outstanding category, the highest achieved since opening. These accomplishments reflect the hotel's commitment and dedication to guest and employee satisfaction and continued improvement is expected. For 2018, the property goal is to be ranked in the top 20% of all DoubleTree hotels.

The Hard Rock is forecasting to have the best year on record for 2018. This will be accomplished through commitment to revenue management strategies, an aggressive sales and marketing plan, exceeding guest and employee expectations combined with a continued focus on controlling costs. Total revenue figures are expected to finish at \$5,982,440 with a Gross Operating Profit of \$2,404,196 and a net profit of \$1,590,468.

LIST OF SUPPLIERS

| S.NO | SUP_NAME | BU | CAT | SPEND |
|------|-----------------------|-----|----------------|--------|
| 1 | Accenture | AIS | Market Data | 397598 |
| 2 | Accenture | CN | Travel | 397598 |
| 3 | Accenture | HR | Market Data | 397598 |
| 4 | Accenture | HR | Travel | 397598 |
| 5 | Accenture | IND | Market Data | 397598 |
| 6 | Accenture | ISA | Market Data | 397598 |
| 7 | Accenture | NA | Market Data | 397598 |
| 8 | Aisin Seiki Co | AIS | Travel | 175730 |
| 9 | Aisin Seiki Co | CN | Googd and Se | 175730 |
| 10 | Aisin Seiki Co | HR | Travel | 175730 |
| 11 | Aisin Seiki Co | IND | Travel | 175730 |
| 12 | Aisin Seiki Co | ISA | Travel | 175730 |
| 13 | Aisin Seiki Co | NA | Googd and Se | 175730 |
| 14 | Faurecia | AIS | Googd and Se | 280579 |
| 15 | Faurecia | IND | Googd and Se | 280579 |
| 16 | Faurecia | ISA | Travel | 280579 |
| 17 | Faurecia | NA | Googd and Se | 280579 |
| 18 | HCL Technologies | AIS | Facilities Mar | 438321 |
| 19 | HCL Technologies | HR | Travel | 438321 |
| 20 | HCL Technologies | IND | Facilities Mar | 438321 |
| 21 | HCL Technologies | ISA | Market Data | 438321 |
| 22 | HCL Technologies | NA | Market Data | 438321 |
| 23 | Hyundai Mobis | AIS | Financial Serv | 250886 |
| 24 | Hyundai Mobis | IND | Financial Serv | 250886 |
| 25 | Hyundai Mobis | ISA | Travel | 250886 |
| 26 | Hyundai Mobis | NA | Googd and Se | 250886 |
| 27 | IBM | AIS | IT and Teleco | 246060 |
| 28 | IBM | IND | IT and Teleco | 246060 |
| 29 | IBM | ISA | Market Data | 246060 |
| 30 | IBM | NA | Market Data | 246060 |
| 31 | Infosys | AIS | Bussiness Ser | 313617 |
| 32 | Infosys | IND | Bussiness Ser | 313617 |
| 33 | Infosys | ISA | Market Data | 313617 |
| 34 | Johnson Controls Inc. | AIS | BPO | 165323 |
| 35 | Johnson Controls Inc. | CN | Googd and Se | 165323 |
| 36 | Johnson Controls Inc. | CN | Other | 165323 |
| 37 | Johnson Controls Inc. | HR | Other | 165323 |
| 38 | Johnson Controls Inc. | IND | BPO | 165323 |
| 39 | Johnson Controls Inc. | ISA | Travel | 165323 |
| 40 | Johnson Controls Inc. | NA | Googd and Se | 165323 |
| 41 | Robert Bosch GmbH | CN | BPO | 397598 |

| | | | | |
|----|-----------------------|-----|----------------|------------|
| 42 | Tata Consultancy | AIS | Professional S | 316436 |
| 43 | Tata Consultancy | CN | Market Data | 316436 |
| 44 | Tata Consultancy | HR | Market Data | 316436 |
| 45 | Tata Consultancy | HR | Travel | 316436 |
| 46 | Tata Consultancy | IND | Professional S | 316436 |
| 47 | Tata Consultancy | ISA | Market Data | 316436 |
| 48 | Tata Consultancy | NA | Googd and Se | 316436 |
| 49 | ZF Friedrichshafen AG | AIS | Other | 296735 |
| 50 | ZF Friedrichshafen AG | CN | BPO | 296735 |
| 51 | ZF Friedrichshafen AG | CN | Other | 296735 |
| 52 | ZF Friedrichshafen AG | HR | BPO | 296735 |
| 53 | ZF Friedrichshafen AG | HR | Other | 296735 |
| 54 | ZF Friedrichshafen AG | IND | Other | 296735 |
| 55 | ZF Friedrichshafen AG | ISA | Travel | 296735 |
| 56 | ZF Friedrichshafen AG | NA | Googd and Se | 296735 |
| | | | Total : | 16223913 |
| | | | Avg : | 289712.732 |



| Physical Attributes | Guestrooms | Lobby | Fitness Center/ Pool |
|------------------------------|------------------------------|-------------------------------|-------------------------------|
| The Hotel HardRock by Hiltor | The Hotel HardRock by Hiltor | Upon entering the hotel, gues | A hallway was created from th |

| Restaurant/Lounge | Banquet/ Meeting Spac | Additional Field 1 | Additional Field 2 |
|-------------------|-----------------------|--------------------|--------------------|
|-------------------|-----------------------|--------------------|--------------------|

| | | | |
|--------------------------------|---|--|--|
| Located on the second floor is | The Regency Grand Ballroom is a beautiful event space where functions such as wedding | | |
|--------------------------------|---|--|--|

Additional Field 3

Additional Field 4

Additional Field 5

s, dinner banquets and many other receptions are hosted throughout the year. The ballroom has a portable wall which splits

the room into two smaller rooms, the Regency Ballroom A and Regency Ballroom B. Audio Visual equipment along wi

th high speed and hard wired internet access is available in both the function space and boardroom. The executive b

oardroom is located on the second floor and can accommodate a meeting with up to 12 guests. This room features a

boardroom style table and has been very popular for small meetings and attorney depositions. The ballroom has nat

ural toned carpet accented with pops of blue, and light gray wall paper. During 2017 the hotel purchased new display t

ables for banquets with metal table tops and sleek new modern display ware to improve the appeal of banquet meals .

and breaks and to increase the amount of creative displays our banquet team can do. The Executive Boardroom boas

sts a one of a k