

2018 BUSINESS PLAN

Hotel HardRock

San Jose

CA

Mission Statement

Our mission for the Hotel Hard Rock, 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.

Property Analysis

Physical Attributes

The Hotel HardRock, San Jose, CA is a 150-room full service property that was built in 1985 as a Holiday Inn and experienced various franchise changes over the years. Located 17 miles south of the Boston Logan International Airport, the property has a total of 5 floors and sits ½ mile from Route 3, a major artery linking Boston to Cape Cod.

Guestrooms

The Hotel HardRock has 127 total guestrooms, 2 of which are whirlpool suites. All guest rooms feature brand new Serta Suite Dreams beds, 47 inch flat panel high definition televisions, ergonomic desk chairs, carpeting, lighting, and artwork. Microwaves and refrigerators are featured in all rooms on the fourth and fifth floors. Our guest rooms have tiled floors in both the entry way and bathroom. All guest rooms feature a closet, hairdryer, coffeemaker, iron and ironing board, voicemail, telephones with speakerphone capability, in-room safe and wireless internet. Guests also have available to them electrical cubes for additional outlets and a small sleek alarm clock. The guest rooms boast a gray accent wall to tie together the carpet, modern soft seating, and the gray modern window treatments. The guestroom bathrooms feature a vanity mirror that illuminates from behind, a makeup mirror, modern artwork, new vanity aprons, Crabtree and Evelyn bath amenities, and Coffee Bean coffee and Tea Leaf tea. Additional items available upon request include razors, toothpaste, toothbrushes, etc. Each guestroom also features RFID key locks in which guests can use both their traditional room key and their cell phone to gain access to the guest room. Bypassing the traditional check in process at the front desk, guests can check into the hotel and receive a digital key for their guest room through the HardRock app on their cell phone. There are a total of six mobile accessible rooms of which two offer roll-in showers. There are a total of 12 hearing accessible rooms and two rooms that are both mobile and hearing accessible. The property is 100% non-smoking.

Lobby

Upon entering the hotel, guests are welcomed by the spacious lobby. It includes vaulted ceilings up to the third floor. The front desk consists of two pods that allow for the front desk to have more guest interaction and personalize each guest's experience. The lobby also features a MADE Market with a variety of snacks, beverages, fresh salads and sandwiches, and amenities for sale, an ATM and two elevators. The spiral staircase that was once the central focal point of the lobby was removed during the 2016 redecoration in order to create an open airy modern lobby with plenty of plush seating that allows for guests to use the common space as a social hub to spend time interacting and working. The lobby also features a high top communal table with two computers that act as the business center.

Fitness Center/ Pool

A hallway was created from the lobby to the fitness center and pool areas offering convenient and easy access for guests. The fitness center is an enclosed room almost entirely surrounded by windows and is only accessible with a guest key. The fitness center has two restrooms, and a flat screen television along with two large mirrors. The gym equipment features LifeFitness equipment, including treadmills, ellipticals, cardio bike, a weight machine, free weights, and

core fitness equipment. The gym equipment allows guests to work out without having to disconnect from the social world. Through each of the fitness equipment's television display, guests can opt to run or bike different courses across the globe, browse the internet, watch tv, listen to music, or connect to their fitness apps. The fitness center plays an important part in overall guest satisfaction as the loyal Hotel HardRock guests frequent the fitness center prior to beginning their day and consider it an important amenity.

The hotel has an outdoor heated swimming pool which is in operation from Memorial Day until Labor Day. The pool area features lounge chairs and tables and is popular with leisure travelers. During the redecoration, the pool liner was replaced with gunite which will greatly improve the longevity of the pool.

Restaurant/Lounge

Located on the second floor is Conrad's Bar & Grille which offers breakfast and dinner along with the hotel bar. The restaurant offers seating capacity for up to 110 people. The entrance features dual glass doors with gray hardware allowing access to the dining area and bar displaying 2 HD TV's and a granite countertop with high style bar stools. The room has full wrap around outer glass viewing windows from floor to ceiling. There is a slight rise in the flooring in the rear of the restaurant seating area which enables the guest to view the entrance of the hotel as well as the surrounding grounds. A large skylight located in the center of the restaurant adds warming natural light. Conrad's Bar and Grill has soft seating, light gray window treatments, dark gray wall paper and carpeting that is natural gray in color with hints of blue. The most eye catching aspect of the restaurant is the Wake Up Breakfast buffet area. Partitioned off from the rest of the restaurant, the buffet area has a sliding barn door to allow guests access to the buffet area. The brand new walnut cabinets, granite counter tops and newly tiled floor along with the stainless steel and bamboo wood displays bring a fresh modern look to the buffet area.

Banquet/ Meeting Space/ Boardroom

The Regency Grand Ballroom is a beautiful event space where functions such as weddings, 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 with high speed and hard wired internet access is available in both the function space and boardroom. The executive boardroom 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 natural toned carpet accented with pops of blue, and light gray wall paper. During 2017 the hotel purchased new display tables 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 boasts a one of a kind custom boardroom table, sleek yet comfortable boardroom chairs, carpeting, wallpaper, and modern artwork. Guests using the boardroom can now control their presentations more easily on a 70" flat screen television through the connections made available in the boardroom table.