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Cromwell Hospitality

Proposed TownePlace Suites by Marriott at 9000 Hawk Avenue North Richland Hills TX 76118

Who we are?

Cromwell Hospitality is an investment group promoted by Sanjiv Melwani of Abcons Corporation, which is a hospitality and development company doing business in the DFW Area for the last 17 years and, more particularly, in this neighborhood for the past 10 years.

Our philosophy is “Excellence in Service to derive Exceptional Results”. This is true in every aspect of our operations from our employees, to our community, to our guests and to our stakeholders. We are not the typical development company that seeks maximum short-term gains. Rather, we are long term investors who believe in the community and market we are developing in and ensure there is a win-win for all involved. Our close relationship to the Cities of Richland Hills and Hurst, where we have developed or are developing their flagship hotels, are a testament to this.

We develop upscale properties that are above brand standards. For both the La Quinta and Comfort Suites in Richland Hills, the brands used our hotels as training facilities for new owner orientation and to give direction on development quality. Our Hilton Garden Inn will be one of a kind in the country and the brand is excited by the direction we have taken to elevate the hotel to a superior level to befit the servicing of the Hurst Conference Center, which is the pride of the City.

The Staff at NRH have only engaged us due to the above. We have incredible relationships with staff in all the cities that we work with because we see the City and Community as important stakeholders in the project and thus ensure there is mutual respect in the whole process.

Why 9000 Hawk Avenue?

This location was vetted by both our investment group and by Marriott International. In addition to our own due diligence and an independent Feasibility Study, Marriott International used their vast resources and knowledge base to evaluate the suitability of the site. There are several reasons that support the feasibility of the site:

1. The proximity to the main thoroughfares of Highway 26, Loop 820 and Precinct Line.
2. The Grand Hall's infrastructure to host both corporate and leisure events. The potential for the hotel to be directly associated with this offering is a major reason

- for this specific location. The association of the hotel and Grand Hall will attract significantly more demand for both entities. The Marriott sales and marketing infrastructure will really benefit the Grand Hall's visibility in the event market space.
3. The significant and diverse demand generators, several of which we already cater to:
 - a. A sample of Corporate:
 - i. Bell Textron
 - ii. Health Markets
 - iii. North Hills Hospital
 - iv. Con-Way
 - v. Nuclear Logistics
 - vi. Ericson
 - vii. Mastec
 - b. Leisure:
 - i. NRH20
 - ii. Northeast Mall
 - iii. AT&T Stadium
 - iv. Ranger's Ball Park
 4. With DFW International airport being 10 miles to the East and Fort Worth City being 10 miles to the South West, this central location will be very attractive to both leisure and corporate visitors.
 5. The synergy of our hotels in the area will support both sales and improve cost efficiencies.

This model is particularly suited to this location for the following reasons:

1. The residential neighborhood setting aligns with a desire for guests to feel at home.
2. The walking distance to a super market, stores and a variety of restaurants.
3. The set back from high traffic areas appeals to the sense of quiet and peaceful ambience. Further, this also elevates the guest's confidence in personal security.
4. The landscaped areas on the site and pretty surrounding neighborhood streetscapes are attractive for leisure activities, such as walks, runs or bike rides. Also, as we will be a pet-friendly hotel, these same reasons are well tailored for our guests' companions.

Both Marriott and ourselves agreed that this location was not best suited for a brand that caters to only a one or two-night stay with larger amount of traffic and, potentially, more disruption to the neighborhood. This concept will complement the neighborhood for the benefit of both the guests and residents, whose needs are very much aligned.

About TownePlace Suites by Marriott

Firstly, the Marriott family of hotels is the most pre-eminent brand of the hospitality industry. It aligns itself with only the highest quality of service and development, lending its success to being superlative partners with its loyal guests, team members and communities.

Marriott Hotels are only positioned for the upper scale in each of the industry segments. The TownePlace Suites concept places it at the upper midscale of the longer stay segment and can be compared to the Home 2 by Hilton, Staybridge by IHG and Hyatt House.

The longer stay refers to guests who stay for longer than a couple of days and usually less than a month.

The average demographic of Marriott TownePlace Suites are business guests in the mid-to-late 40s with an \$118K average income, averaging usually 26 business trips per year (11 longer stay trips) and traveling for project work, training groups or relocation. The average leisure guests are from the same demographic for families looking for expanded living quarters to cater to their children's demands of space and the ability to provide home cooked / prepared meals.

The central design guidance provided by Marriott for the TownePlace Suites is "To appeal to these guests seeking authenticity, personality and a seamless experience, the concept infuses local flavor into a quiet neighborhood setting, complete with the added comfort, service and quality of an all-suite hotel." The whole appeal of the brand, therefore, is oriented to ensuring it emulates the community it will reside in and promotes a healthy connection for guests and residents.

About the proposed development

Our building design is specifically aligned to the development guidelines and standards of the Home Town Development. This design will ensure that the building blends in with the homes, developments and other neighboring buildings. Some, who have seen it, even say it will elevate the neighborhood. We have made every effort to embrace the design style in the concept and will use materials that befit the aesthetics of the area.

Some important elements of the design are:

1. The main entrance of the hotel faces the parking lot and thus can incorporate the prototype features such as the patio etc. The main traffic will therefore be contained within the property and not stress the surrounding streets and rights of way.
2. The back entrance faces the Right of Way / Parker and thus has been designed as an appealing frontage in the spirit of the Home Town design guidelines. The entrance is elevated and accentuated by the grand steps and an attractive entrance. The use of store front also accentuates the urban feel required.
3. The building is built right up to the sidewalk per the desired urban feel.
4. Parking for the hotel is a combination of on-street parking and off-street parking in the rear. This is a specific condition that was highlighted in our meetings with the City and Home Town Developer. It also meant that we could save more trees and provide a larger landscaped feature on the North Side of the property along Hawk.
5. The building style is traditional, based on the historic small-town architecture. We are completely embracing the style to achieve a very high quality and appealing building to compliment and accentuate the area.

6. On the interior, however, we have kept as close as possible to the prototype, with little deviance to maintain the Marriott design and service standards.
8. In addition to the outdoor pool, we have also introduced the half court that is particularly appealing to longer stay guests. Both will be screened by an 8ft structure and landscaping that will complement the streetscapes.
9. The walk to the Grand Hall on the North, with its 10,000 square feet of meeting space, is along an attractive tree lined promenade on the East or through the parking lot and the landscaped area. The synergy between the hotel and the Grand Hall is a dominant determinant for the project and thus the passage between the two must be appealing.

More specifically, the building's main attributes will be:

- 4 stories
- Full masonry, with red brick stone and capstone
- 112 rooms
- All suites with kitchenettes
- Free Breakfast only service
- Gym
- Business Center / Kiosk
- Outdoor heated pool (screened)
- Half Court

Addressing some legitimate concerns:

I would like to use this opportunity to address some possible concerns from our neighbors:

1. Proximity to the school – we are about 1100ft. from the front door of the school to the front door of the hotel, which is fairly substantial. There are several examples of other hotels in the Metroplex where the distances from schools are less and where there have been no major detrimental issues arisen.
2. Safety – we are extremely concerned about this as it is important not only for our neighbors, but also for our guests, team members and our asset. To alleviate related concerns, please note:
 - a. The average demographic of the Marriott guest is beneficial to the community and business.
 - b. The price point of the hotel will be in excess of \$100 per night, which is usually a natural detractor of undesirable elements.
 - c. Our standard operating procedures are specific to ensure a high level of security, namely:
 - i. Our employee training / on boarding incorporates a significant portion towards safety and safety procedures.
 - ii. We only accept payment by credit card or debit card issued by a legitimate bank, ensuring the guest is more than likely “credit worthy”.
 - iii. We check for formal, state or federal, issued identification to match the guest to the reservation and to the form of payment.

- iv. All payments are processed through terminals that authenticate the cards, thus eliminating attempted credit card or ID fraud.
- v. Our agents are trained as gate keepers, thus having a continuous presence at the public entrances. Further, a guiding principle imbued is that if they feel they would not let the person into their home, then they should not let them enter the hotel.
- vi. We have prominent security cameras at all entrances, elevator lobbies and public space to act as both a deterrent and surveillance.
- vii. We have a very sophisticated electronic guest door lock system that cannot be manipulated.
- viii. We have specific keying policies, whereby any key will be associated with a check-in only and any replacements will only be made with proof of identification. We encourage guests to provide any additional occupants names, so that we can monitor and manage any request for additional keys with reference to their formal identification.
- ix. The system allows us to audit trails of keys made and keys used at each of the locks.
- x. We have a key log for all personnel using administrative and management keys.
- xi. We do back ground checks for all new employees as well as referencing previous employment.
- xii. Our afternoon and night shift associates are required to each do three property walks during their shifts.
- xiii. We maintain a very good relationship with the local law enforcement agencies and adapt suggested policies and training.
- d. Traffic – it is expected that our peak traffic times will not correlate with the peak traffic times in the area, especially related to the school. Our peak check-out times in the weekdays are between 8am and 10am vs peak school drop off time at the school of 7.50am to 8.10am. Our peak check-in time is between 5pm and 7pm vs peak school pick up time of 3.20pm and 4pm. Further, I would like to note that we will have a FREE shuttle service for our guests that is available to transport them to and from their places of work and to a five-mile radius. As this has a lower cost associated to it, we have seen it as a popular amenity. It has markedly reduced the ratio of cars to guests.
- e. Value of homes – we'd like to address this with the following:
 - i. This property is located in the vicinity of other developments such as the library, apartments and the Grand Hall. It is currently not in the close vicinity of the single-family homes and thus will not have any impact on the same.
 - ii. We are committed to apply significant resources to meet or exceed the Home Town and Marriott design standards. The resulting development will probably accentuate the value of the real estate in the area.

- iii. The incremental revenue to neighboring businesses, the Grand Hall and to the City will create further resources and propensities to improve the neighborhood and community.

In conclusion, this development will elevate the area for the benefit of all stakeholders. As an investment group, we also believe in giving back to the community. We partake in all local events with both presence and sponsorships. We will also have special discounts for our neighbors and their families. We do appreciate this opportunity in partnering with NRH and assure you we will continue to promote a mutually beneficial relationship.