



## **BBLHospitality**

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302 Washington Avenue Ext.  
Albany, New York 12203  
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# COMPANY OVERVIEW

## Hotel Management



Industry leading in  
**Hotel Construction**  
and **Hospitality Management.**

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## Hotel Management

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**SECTION 1**  
**Key Management**

# KEY MANAGEMENT

## Key Management Team

BBL senior leadership is made up of a team of hospitality professionals with vast industry experience in a variety of disciplines. Please find complete bios of our team on subsequent pages. Our corporate structure keeps our above property management team efficient, while engaging our property level leaders to be actively involved in specialized above property projects and responsibilities. This type of model keeps our best field talent actively participating in company strategic planning, training and mentoring. As a result of this approach, our company has experienced lower overhead costs, while providing even more above property support to the field.

# Believe Become Lead

## Believe

We believe we have the best associates and want to attract the best talent in the service industry. We offer competitive wages and benefits, associate recognition programs and associate opinion surveys.

## Become

We want our associates to achieve their goals and become leaders in our organization. Leadership training programs, certifications in hospitality and continuing education are encouraged and supported. Promoting from within is at the core of our values.

# KEY MANAGEMENT

## Key Management Team *[cont.]*

### Lead

BBL is a corporate leader in our community and therefore each individual associate and their property are encouraged to participate in community volunteer activities. BBL Foundation has a program to financially support non-profit organizations our associates volunteer with. If a cause is important to our associates, it is important to our company. Our goal is to inspire our associates to be leaders.

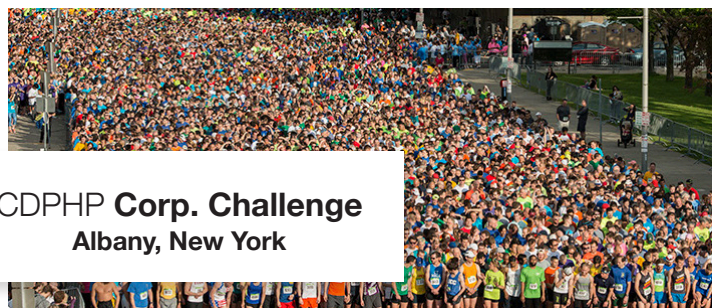


Lansing Inn, **Joseph House**  
Troy, New York

*Marriott Associates from the Residence Inn East Greenbush (New York) participating in Marriott Associate Appreciation Week's Resolution Day. The team went to Lansing Inn in Troy—affiliated with Joseph House, a local shelter the hotel has been working closely with all year—where they helped clean up and maintain the building.*



CDPHP **Corp. Challenge**  
Albany, New York



*BBL Company associates participate in community events, like the CDPHP Workforce Team Challenge. BBL Companies put together a team of 100 including members of the corporate office, and hotel and restaurant associates, to walk and run with nearly 10,000 participants from neighboring businesses in New York's Capital Region. All participants are invited to an after party at our restaurant chain, Recovery Sports Grill, to enjoy dinner, refreshments and socializing.*

# KEY MANAGEMENT

## Key Management Team [cont.]



**YWCA Greater CR**  
**Troy, New York**



**Shelters of Saratoga**  
**Saratoga, New York**

*The Hilton Garden Inn in Troy, New York team volunteered at the YWCA of The Greater Capital Region, donating, cooking and serving a meal to members of their community in need. Pictured: General Manager, Director of Sales, Sales Coordinator and members of the banquet/culinary team from the property.*

*Associates from BBL Hospitality's corporate office and hotel staff from Saratoga Springs, Verona and East Greenbush, New York—including BBLH's VP of Sales & Marketing, Director of HR, Director of Restaurant Sales and the hotels' GM and DOS—donated and prepared dinner for Shelters of Saratoga.*



**JDRF Capital Region**  
**Albany, New York**

*BBL Companies teamed up for the Capital Region JDRF Walk and raised more than \$300,000. The team—which consisted of the President of BBL Hospitality, the entire leadership team of BBLH, and associates from the local hotels and restaurants—brought their families along for the event and had a post-walk celebration at the local Recovery Sports Grill in Guilderland.*





## Stephen J. Obermayer

**President, BBL Hospitality | Chief Financial Officer, BBL Companies**

As President of BBL Hospitality, Mr. Obermayer is responsible for all aspects of operations and sales for the company's hotels and restaurants; including investment and acquisition activity, as well as new business development. Mr. Obermayer also serves the role of Chief Financial Officer for BBL Companies, giving him financial oversight of all corporate resources and strategic planning.

*St. Peter's Hospital Foundation, Board Member; Juvenile Diabetes Research Foundation, Walk Chair; Capital District YMCA, Executive Board Chair; Center for Economic Growth, Board Member; Living Resources, Board Member; Albany-Colonie Chamber, Board Member.*



## Carrie Hillenbrandt, CMP

**Senior Vice President of Sales and Marketing**

Ms. Hillenbrandt has over 30 years of experience in the hospitality industry and currently leads the strategic sales efforts for BBL Hospitality. She plays an integral role in working with the hotel sales personnel to develop new opportunities and attract new business.

*Past President of Meeting Professionals International, Northeastern New York Chapter; Sage College, Board Trustee; Albany County Convention and Visitor Bureau, Executive Committee Board Member; Mohawk Hudson Humane Society, Board Member; Go Red for Women American Heart Association, Co-Chair.*



## Todd Carozza

**Senior Vice President of Hotel Operations**

Mr. Carozza brings nearly 30 years of hospitality experience to BBL Hospitality and is responsible for the overall success of the company's hotel operations. He oversees the short and long-term planning and strategic direction of new hotel properties, as well as implementing programs and managing daily operations.

*Marriott Franchise Advisory Council, Four Points; Marriott Owner Advisory Recovery Council, Select Brands*



## Donna **Mogul**, **SHRM-SCP**

**Director of Human Resources**

Ms. Mogul has 10 years of Human Resources experience with BBL Hospitality, and spent more than 16 years prior in an accounting and property management position with the company. She maintains and enhances BBL Hospitality's mission and culture through associate communications and programs.

Ms. Mogul is responsible for overseeing policies, procedures and benefits for the 1,100 associates.



## Kevin **Quinn**

**Vice President of Finance**

Mr. Quinn has over 15 years of accounting and property management experience with the companies. He oversees the daily operations of the accounting department, preparation of all financial reports and prepares the annual budgets.



**SECTION 2**  
Services Provided

# SERVICES PROVIDED

## Services Provided by BBL Hospitality

### Operations

BBL Hospitality's hotel operations team provides the property with the tools to succeed. Systems focused on cost management that balance the needs of the guests and associates is the key to BBL Hospitality's operational success. Operational deliverables include:

#### **Property Reviews**

Detailed report that includes the current state of all operational items complete with action plans.

#### **Guest Score Analysis**

Benchmark analysis of property against brand and region; plans and actions to maintain high levels of performance.

#### **Purchasing & Procurement**

National agreements with industry vendors taking advantage of economies of scale and improving bottom line.

#### **Reporting**

P&L critique; payroll analysis; bi-weekly reports; and industry benchmark analysis including: labor analysis, summary of key cost, cost per occupied room, energy cost.

#### **Preventative Maintenance Programs**

Quarterly walk-through and detailed checklist of all areas of the facility.

#### **Brand Liaison**

Actively participate with brand managers through regional and national meetings; relay brand initiatives to the field and ownership.

#### **QA Compliance**

Quality Assurance walk-through with hotel team.

#### **General Manager Symposiums**

Meeting to engage all General Managers with market trends and corporate initiatives.

# SERVICES PROVIDED

## Services Provided by BBL Hospitality *[cont.]*

### Food & Beverage

BBL Hospitality's restaurant team provides:

#### Facility Design

Assist in layout and design of new food service facilities.

#### Menu Design

Assist with and approve banquet menu design.

#### Food Cost Analysis

Improve margins by working with key vendors to lower product costs.

#### Quality Assurance

Bi-monthly Quality Assurance tours of all food service facilities; ensure room service standards are being met through periodic review; and quarterly audit of all breakfast standards.

#### Procurement/ Purchasing Programs

Coordinate smallwares purchasing for new and existing properties; and coordinate equipment purchasing for new and existing properties.

#### Food Safety

Quarterly food safety audits completed.

#### Inventory Controls

Monthly purchase recaps from all properties including restaurants.

# SERVICES PROVIDED

## Services Provided by BBL Hospitality *[cont.]*

### Sales & Marketing

BBL Hospitality offers a comprehensive sales plan customized to each properties unique market. Beginning with a full market analysis, a strategic plan is developed to ensure the team is focused on capturing the mix of business that will result in achievement of the hotel's RevPAR goals. Sales deliverables include:

#### **Sales Property Reviews**

A sales property visit is provided complete with monthly action plans.

#### **eCommerce**

Continuous 90 day forecasts are provided to keep focus on bottom line results; website maintenance and management of online reputation; and OTA inventory management.

#### **Monthly Sales Productivity Reports**

Monthly reports provide productivity results for the sales team.

#### **Auditing Brand Tools & Standards**

(Including eCommerce websites) Compliance with all required brand standards, as well as maximizing opportunity through brand tools.

#### **Weekly Yield Management Meetings**

Weekly review of demand, pricing and strategies for the next 90 days. Revenue Management support eliminates missed opportunities.

#### **Quarterly DOS Meetings/ Training**

Quarterly meetings keep the team current with the industry trends and brand updates.

# SERVICES PROVIDED

## Services Provided by BBL Hospitality *[cont.]*

### Shared Services

BBL Hospitality's shared services offers owners savings through cost reduction efficiencies. Timely effective reporting and support is offered through the following:

#### Property Management

Quarterly property walk-through with facility experts; preventative maintenance procedure to ensure compliance above brand standards; and construction liaison to coordinate property improvement plans with brand.

#### Accounting

Negotiation of contracts; internal audits to comply with state regulations; and payroll system to ensure timely compensation.

#### Risk Management

Site-specific emergency response plans and emergency response training; monthly safety inspection training and forms; workers compensation training and assistance; and alcoholic beverage laws, training and compliance.

#### Human Resources

A comprehensive HR and payroll software system in place giving our most valuable asset (our associates) the ability to manage their careers. Increased associate satisfaction & recognition leads to high retention and lower turnover. Associate recruiting, onboarding, policies & procedures, payroll management, learning management & government compliance.

#### Finance

Budget development; monthly financial/investors reports to include P&L, balance sheet; and project accounting services/construction.

#### Information Technology

Provide on property support; network communications; Internet connectivity and security.



**SECTION 3**  
Portfolio



# PORTFOLIO

## BBL Hospitality Hotel Portfolio

### Owned & Managed Properties

**Hilton Garden Inn at Albany Medical Center**  
Albany, New York

**SpringHill Suites at Old Dominion University**  
Norfolk, Virginia

**Residence Inn**  
East Greenbush, New York

**Hilton Garden Inn**  
Westampton, New Jersey

**Fairfield Inn & Suites**  
Verona, New York

**Four Points by Sheraton**  
Charleston, West Virginia

**Holiday Inn Express**  
East Greenbush, New York

**SpringHill Suites**  
Tampa, Florida

### Owned & Managed Properties with Partners

**Hilton Garden Inn at RPI**  
Troy, New York

**Courtyard by Marriott**  
Saratoga Springs, New York

**Homewood Suites**  
Port Saint Lucie, Florida

**Hyatt Place**  
Titusville, Florida

**Holiday Inn Express**  
Allentown, Pennsylvania

**Residence Inn**  
Saratoga Springs, New York

**Courtyard by Marriott**  
Port Saint Lucie, Florida

### Asset Managed Properties

**Renaissance Albany Hotel**  
Albany, New York

**Courtyard by Marriott**  
Schenectady, New York

**Wellington's Restaurant**  
Albany, New York

### Managed Properties

**Tru by Hilton**  
Middletown, New York

# PORTFOLIO

## BBL Hospitality Hotel Portfolio *[cont.]*

### Owned & Managed Banquet Facilities

**Excelsior Springs**

Saratoga Springs, New York

**DeWitt Clinton**

Albany, New York

**The Rensselaer**

Troy, New York

**Capital City Ballroom**

Charleston, West Virginia

### Investor

**SpringHill Suites**

Colonie, New York

**Courtyard by Marriott**

Clifton Park

**TownePlace Suites**

Estero, Florida

**Residence Inn**

Clifton Park, New York

### Owned & Managed Restaurants

**Recovery Sports Grill**

Albany, New York

Amsterdam, New York

East Greenbush, New York

Queensbury, New York

Troy, New York

Verona, New York

Westampton, New Jersey

Charleston, West Virginia

Chesapeake, Virginia

Norfolk, Virginia

Port Saint Lucie, Florida



Wellington's **Bar**  
Albany, New York

# PORTFOLIO

## BBL Hospitality Hotel Portfolio *[cont.]*



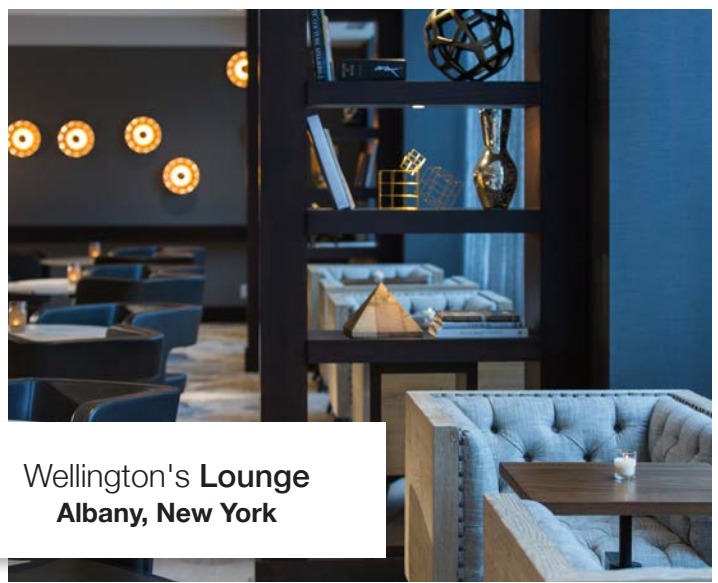
Homewood **Suites**  
Port Saint Lucie, Florida



Renaissance **Albany**  
Albany, New York



Courtyard **by Marriott**  
Port Saint Lucie, Florida

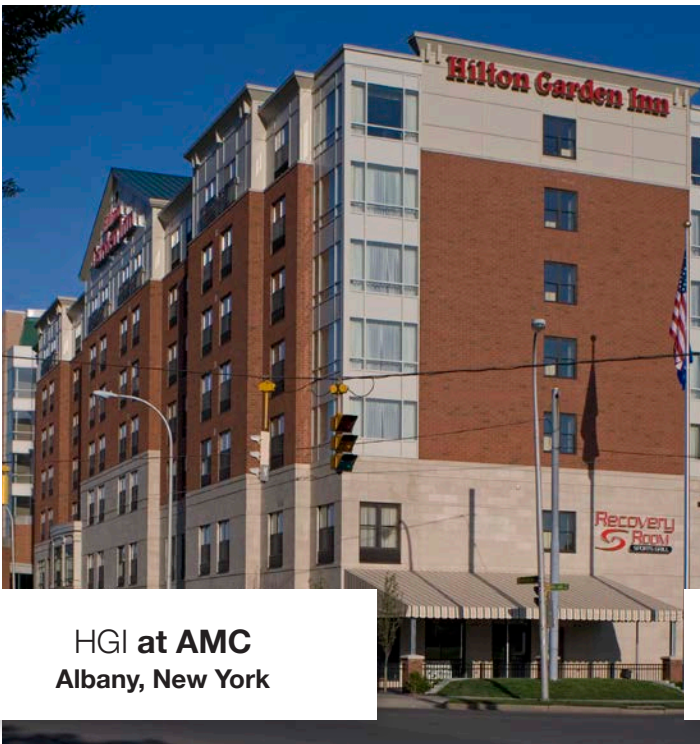


Wellington's **Lounge**  
Albany, New York

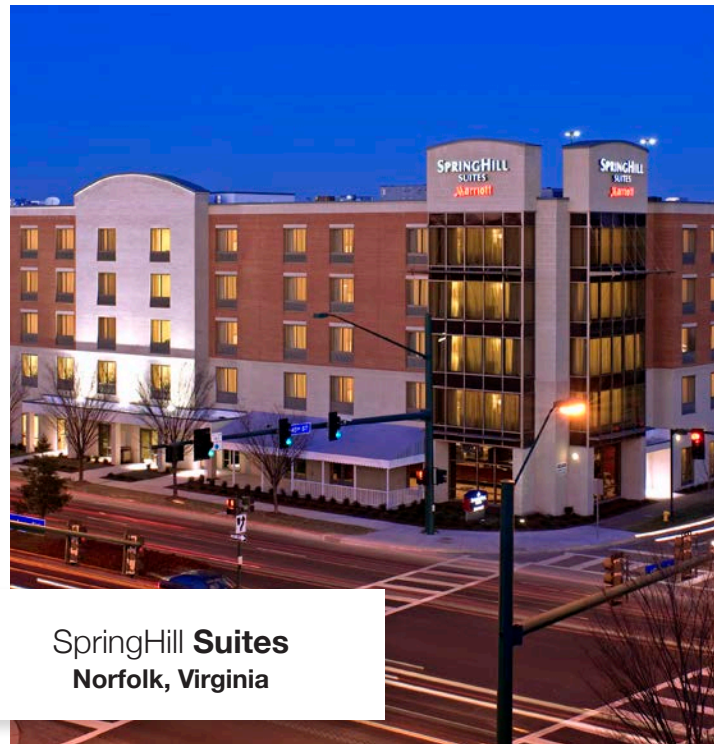
# PORTFOLIO

## **BBL Hospitality Hotel Portfolio** *[cont.]*

BBL Hospitality has several successful hotels affiliated with college campuses. The Hilton Garden Inn at Albany Medical Center sits on University Heights campus, which serves as an amenity to Albany Medical College, Albany School of Pharmacy, Sage College of Albany, and Albany Law School. Our Hilton Garden Inn, Troy hotel is adjacent to Rensselaer Polytechnic Institute and was constructed collaboratively with the institution's administration to ensure we met the meeting and accommodation demands of the Institute. Lastly, our SpringHill Suites by Marriott at Old Dominion University neighbors the University's Convocation Center and is an integral part of the ODU community.



**HGI at AMC**  
Albany, New York



**SpringHill Suites**  
Norfolk, Virginia



**SECTION 4**  
**Case Studies**

# CASE STUDIES

## Hilton Garden Inn

Troy, New York  
Guest Rooms: 127 rooms  
Square Footage: 132,750

The Hilton Garden Inn, Troy sits less than a mile from Rensselaer Polytechnic Institute (RPI) with 127 guests rooms, a banquet facility named "The Rensselaer" with a landscaped outdoor

garden area, amphitheater-style conference center and various meeting rooms. The hotel hosts guests affiliated with the College, from alumni to athletes, and features a Recovery Sports Grill on site.



Hilton Garden Inn **Troy**  
Troy, New York

*The Hilton Garden Inn (HGI), managed by BBL Hospitality, opened in Troy in August 2009. The management team there has been instrumental in working with Rensselaer to develop and maintain an extremely beneficial relationship, both with the hotel as well as with the banquet and conference facility. Their efforts to make the HGI facilities known to a broad cross section of Rensselaer's community and their ability to work with all of us, both as a group and individually, to meet the Institute's needs has made HGI a preferred supplier for hotel space, meeting rooms, and conference/event facilities.*

– Paul Martin, Assistant Vice President for Administration at RPI



Don Led Duke **Library**  
HGI Troy



The **Rensselaer**  
HGI Troy

# CASE STUDIES

## SpringHill Suites by Marriott at Old Dominion University

Norfolk, Virginia  
Guest Rooms: 114 suites  
Square Footage: 69,000



SpringHill Suites **at ODU**  
Norfolk, Virginia

Old Dominion University Real Estate Foundation selected BBL to develop, construct and manage a hotel for the campus' University Village. The

hotel is situated next to the University's Convocation Center. The hotel includes a variety of amenities for ODU, visiting professors, parents, prospective students, athletes and entertainers.

*I've served as the Athletic Director for seven years and our partnership between Springhill Suites and ODU has been fantastic during that time. Each year it becomes a stronger relationship to the extent that I feel like SpringHill team is the same as ODU athletic staff. We travel to away events together. We direct visiting teams and families to the hotel while they help take care of us when we bring important visitors to campus, such as recruits or potential University hires. I can't imagine a closer relationship between a hotel property and a University, and I feel very fortunate to be part of this mutually beneficial partnership.*

**- Dr. Camden Wood Selig, Director of Athletics at ODU**



SpringHill Suites **at ODU**  
Norfolk, Virginia

# CASE STUDIES

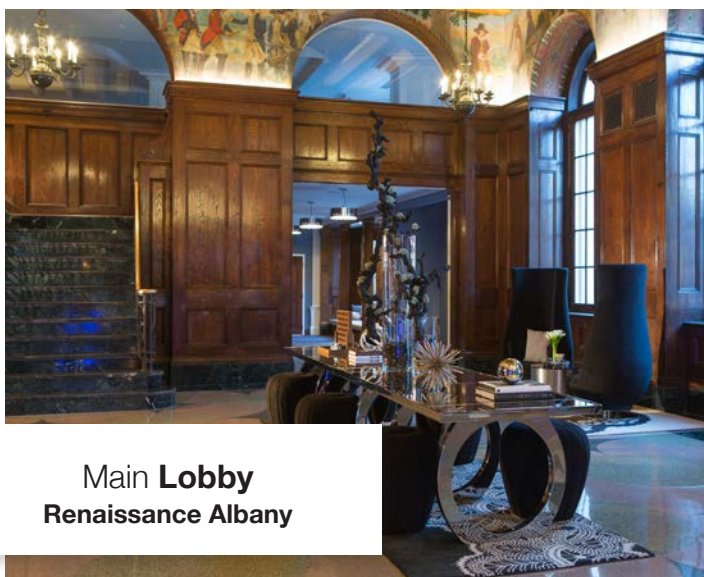
## Renaissance Albany

**Albany, New York**  
**Guest Rooms: 203 rooms**  
**Square Footage: 198,381**

The Renaissance Albany is located in the heart of the Capital of New York State in the historic DeWitt Clinton Hotel built in 1927, and sits at the base of the Capitol steps. The hotel combines old world charm with modern touches that relate back to the culture and history of both New York State and the Capital Region. The Renaissance Albany features a ballroom, banquet and meeting space, and a full-service restaurant, Wellington's, serving locally inspired small dishes and libations, all within walking distance of the New York State Capitol, Empire State Plaza, NYS Legislative Offices, Times Union Center and the beautiful Hudson River.



Renaissance **Albany**  
**Albany, New York**



Main **Lobby**  
**Renaissance Albany**

*For over four decades, one of the great architectural treasures in Albany, the DeWitt Clinton, named after a governor and a place where the likes of John F. Kennedy stayed, stood vacant in the heart of Downtown Albany, directly across the street from the State Capitol building and City Hall. That changed with the infusion of \$49 million in private funds by BBL/Columbia Group to build the only luxury lifestyle hotel in the Capital Region and one of only 162 flagship Marriott hotels in the world. The attention to architectural detail and the restoration of its former grandeur showed a respect for Albany's history and the building has become a symbol of the ongoing revitalization of Albany's Downtown.*

*Renaissance has also stepped up as a leading community partner, filling 80 percent of their ambassador jobs with Albany residents. Renaissance leaders hold seats on the Capital Region Workforce Development Board and the Cultural Heritage and Tourism Partnership. They have spent time visiting summer camps and youth centers teaching Albany's teens about how to succeed in the hospitality business and how to apply and interview for a job. As Albany's Mayor, I am grateful to their commitment to Downtown and to the entire city.*

**- Hon. Kathy Sheehan, Mayor of Albany**



# CASE STUDIES

## Recovery Sports Grill

10 Locations

Average Capacity: 200

Average Square Footage: 6,000-7,000

Recovery Sports Grill is more than just a sports grill and bar—it's a family and fan friendly restaurant with great food and drink, and a casual atmosphere tied together by both local and professional sports.

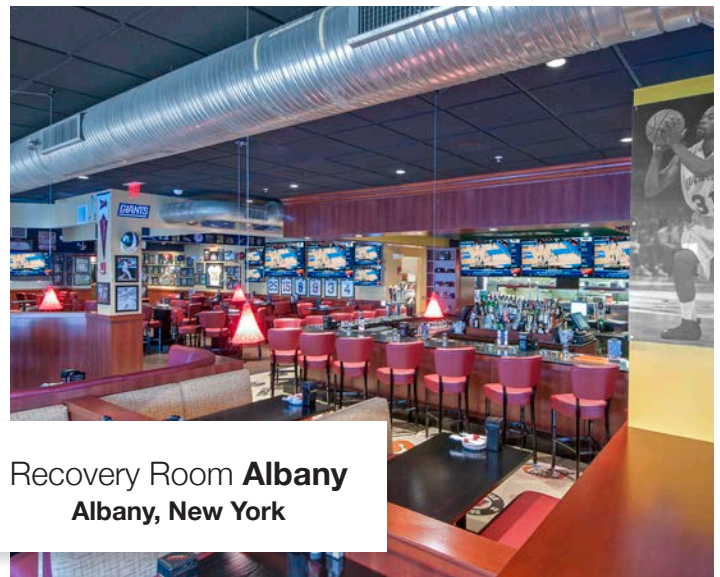
Recovery Sports Grill started as the Recovery Room Sports Grill in 2007, a single location across from Albany Medical Center in Albany, New York. The name came from the restaurant's proximity to the hospital, with the idea being that Recovery Room would serve as a getaway for those who were at the hospital during trying times, as well as the local sports buffs. The stores are located in New York, New Jersey, Virginia, West Virginia, and Florida.



RSG **East Greenbush**  
East Greenbush, New York



RSG **Monarch**  
Norfolk, Virginia - ODU



Recovery Room **Albany**  
Albany, New York

# CASE STUDIES

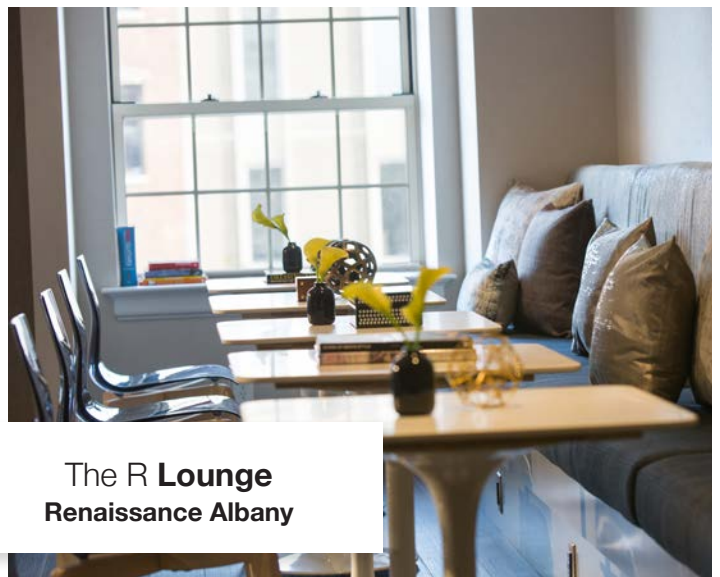
## Photos



**Wellington's  
Renaissance Albany**



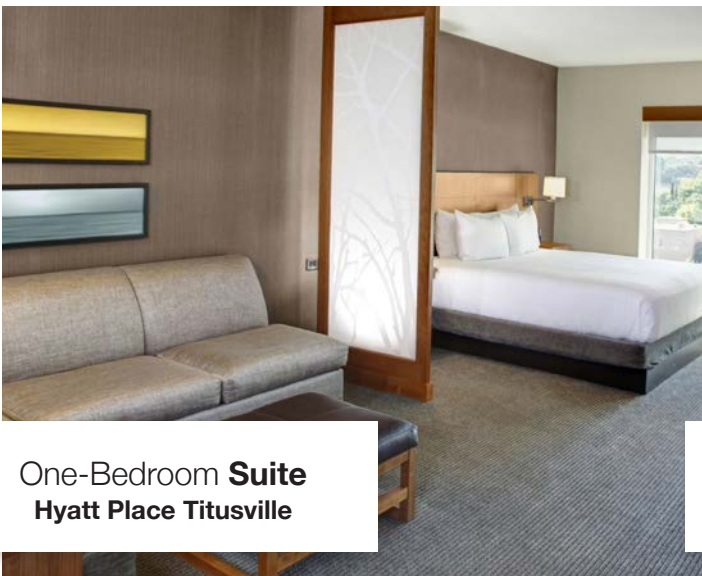
**The Shelf  
Renaissance Albany**



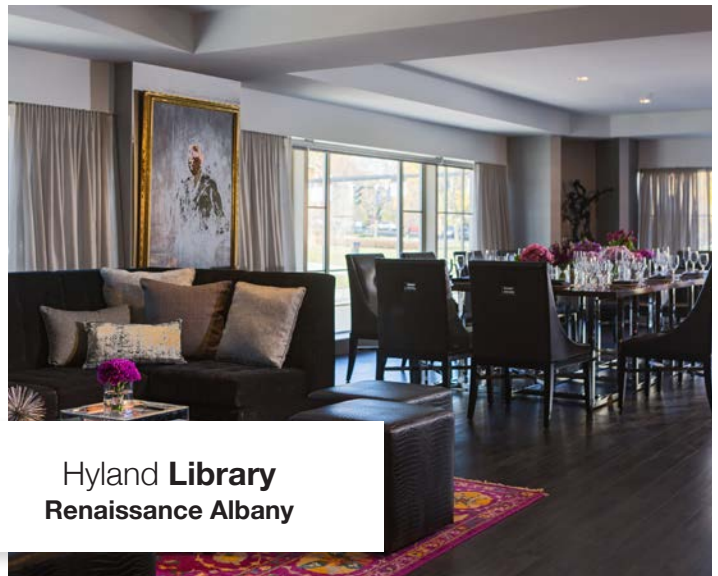
**The R Lounge  
Renaissance Albany**

# CASE STUDIES

## Photos *[cont.]*



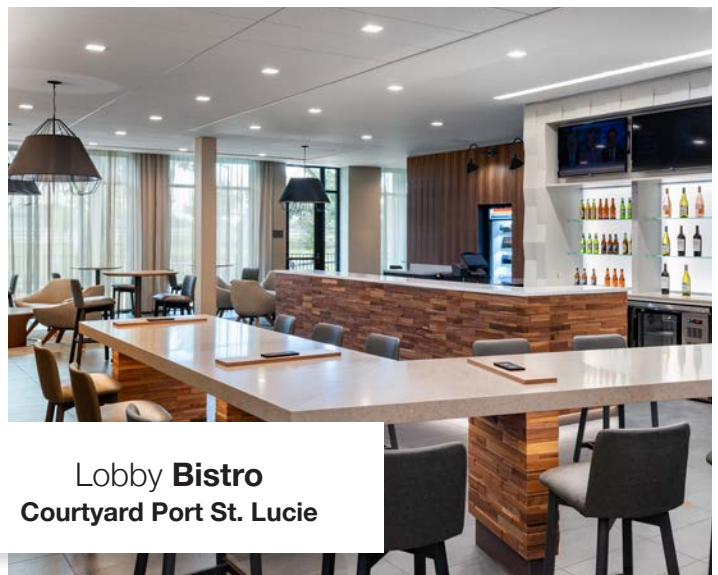
One-Bedroom **Suite**  
Hyatt Place Titusville



Hyland **Library**  
Renaissance Albany



King **Room**  
Renaissance Albany



Lobby **Bistro**  
Courtyard Port St. Lucie

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