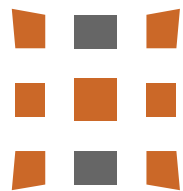


# Defining

Project Management and  
Owner's Representation



**H-CPM**  
HOSPITALITY CONSTRUCTION PROJECT MANAGEMENT





# WE ARE FOCUSED ON SUCCESS

## Why H-CPM:

We do what it takes to get the job done – right. Our clients retain our services time and time again because they know we represent them as if we are a branch of their company. At H-CPM, working within budget and time constraints is our number one priority. There is no project too large, too small or too complicated. Our project managers average over 15 years' experience in construction and owner representation. Our track record and numerous awards speak for itself. We have a clear and concise understanding and detailed knowledge of each brand and how they operate. **We are leaders in our field.**

## Commitment:

Honesty, integrity, tenacity and accountability are the actions we live by. We meet or exceed expectations and our team understands that we work each assignment as if it is our own asset. We believe working as a team hand in hand with our clients will produce the best possible results. H-CPM is committed to offering the highest level of service to our valued clients.

We consistently deliver outstanding owner representation and project management services to our clients, striving to perform flawlessly and exceed our business partners' expectations. We stay ahead of the competition by offering competent and reliable service.

## Expertise:

Our success is measured by our clientele's belief in our ability, our knowledge of the industry and expertise in our field. We provide our clients with a comfort level by meeting or exceeding their expectations of service, virtue and commitment.

“H-CPM has done a great job managing our projects thus far... looking forward to working with them in the future.”

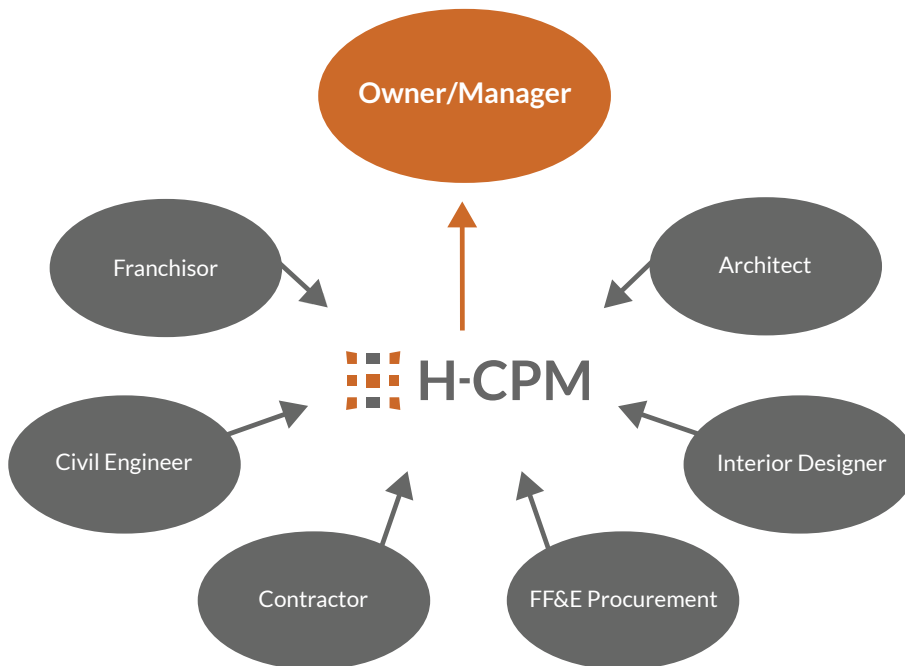
– Ted K.  
Interserv Hospitality

## Your partner for success:

H-CPM manages all aspects of a project from planning and due diligence through design, permitting, construction or any assignment in between. From the initial release to final completion, we understand the need to work in conjunction with the operations team throughout the course of the project. We believe that open and straight forward communication ensures a seamless working relationship. Our success provides investors and owners the ability to increase asset values.

“H-CPM has delivered excellent project management results on numerous complex projects at one of our premier assets. H-CPM leads with a strong fundamental approach in terms of scope, budget and schedule; and ensures all phases of the project are collaborative and communicative. Their track record and reliability are enabling us to expand our relationship and deploy H-CPM to other important capital projects in the portfolio.”

– Shawn Smith, Vice President, Asset Management  
DiamondRock Hospitality



“As an active purchaser of hotels and a very satisfied client of H-CPM, I can attest to the tremendous value they provide to both our acquisition program and annual Cap-Ex plans. Producing a reliable cost estimate on a brand PIP is an integral component of a successful hotel investment.”

– Marc Dober, Vice President, Asset Management  
Lightstone Group



## **Stephen Siegel**

H-CPM (Hospitality CPM)  
Construction Project Management/  
Owners Representative

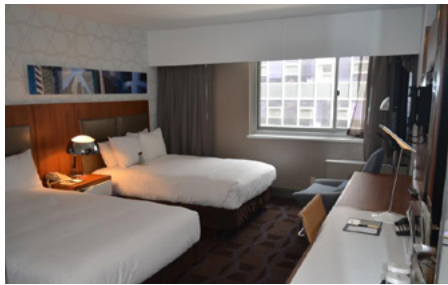
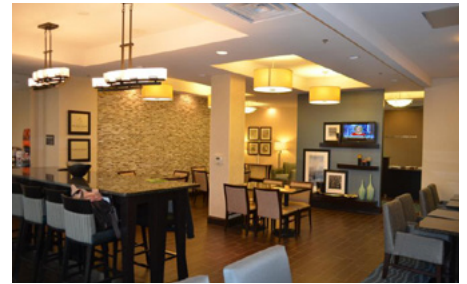
Stephen G. Siegel, president of H-CPM (Hospitality CPM) has over 25 years' experience and success in construction project management of existing hotels, new development projects and due diligence prospects. During his career he has managed over one billion dollars in new hotel construction, renovations, PIP and capital improvement projects. He has extensive industry expertise at both public and private corporate levels. His experience includes working on all major hotel brands including Hilton, Marriott, IHG, Starwood and Hyatt. Mr. Siegel has represented owners on multiple portfolios of hotels as well as single asset opportunities. He is also credited with winning awards from franchisors for the renovation/conversion projects he managed. He is considered an expert in the field of hospitality construction project management.

Mr. Siegel has held seats on various boards of non-profit organizations, a trustee for a low income senior living facility, a past member of the Board of Adjustment in Parkland, Florida and holds a Certified General Contractor license in the State of Florida.

His occupational experience includes holding a Senior Vice President position at Paramount Hotel Group, a privately held hotel management/development group and Vice President Construction for Prime Hospitality Corp, a publicly traded hotel company.

Mr. Siegel received his Bachelor's Degree and Master's Degree in Construction Management from the University of Florida, graduating with high honors.

# Recent Accomplishments



## Brands we've worked with:

- Autograph Collection • Renaissance • Courtyard • Residence Inn
- Fairfield Inn • SpringHill Suites • TownePlace Suites • Crowne Plaza
- Embassy Suites • DoubleTree • Hilton Garden Inn • Hampton Inn
- Hilton • Radisson • Aloft • Element • Sheraton • Holiday Inn Express



H-CPM is a construction project management and owner representation firm specializing in asset management of hotel renovations, repositioning and new construction projects. Based in Northern New Jersey, H-CPM team members average 15-20 years of experience and have managed over \$1.5B of hotel capital projects. Our talented professionals are recognized for completing projects in a timely manner, within budgeted costs and providing an efficient transition to the hotel operating team.

Experienced with all major lodging brands, H-CPM provides ownership with total representation, overseeing the complexities of hospitality capital improvements. We manage projects ranging in size from \$500K to over \$100M and our services are customized to meet client needs.

## Services include:

### Due Diligence

- Asset/Physical Plant Review
- PIP Review
- Inspections/Consultant Coordination
- Brand Recommendations
- Franchise Requirement Negotiation
- Pre-Construction Planning
- Preliminary Project Budgeting
- Coordination With Hotel Management
- Quality Control Review
- Conflict Recommendations and Resolution
- ADA Compliance Review

### New Construction/Renovation

- Site Selection Review
- Design, Contractor and Procurement Recommending
- Pre-Construction Coordination and Project Budgeting
- Construction Document Review
- Construction Monitoring/Quality Control
- Schedule Analysis
- Evaluate Changes and Budget Adjustment
- Payment Review
- Project Accounting and Fund Disbursement
- Closeout Documentation/Punchlist Implementation
- Coordinate Transition With Hotel Management

### QA/QC Service

- Site Observations
- Weekly calls with Ownership/PM/ Designer/Contractor
- Review Project Manager/Team Monthly Status Reports
- Recommendations – Vendors, Construction Activity/Scheduling
- Monthly Draw Reviews

### Brand Compliance

- Budget Analysis/Review
- Franchisor Vendor Coordination
- Vendor Recommendations & Negotiation
- Purchase Order Review
- FF&E Accounting
- Payment Process and Invoice Review
- Warehousing & Installation Oversight

### ADA Compliance

- Scheduling Assessments
- Team Coordination
- Assessment Report Review
- Coordination Design and Deficiency Modifications
- Guidance of Compliance and Planning
- Team Management of Required Corrective Action
- Confirmation of Non-Compliant Alteration

# Due Diligence/Acquisitions

## MARRIOTT

### Courtyard

- **Seattle, WA** – Physical plant review, preliminary project budget, inspections/consultant coordination for possible brand conversion
- **Willoughby, OH** – Physical plant review, PIP review, preliminary project budget, ADA compliance and review with designers
- **Houston, TX** – Physical plant review, PIP review
- **San Francisco, CA** – Physical plant review, preliminary project budget, pre-construction planning, inspection/consultant coordination for conversion opportunity
- **Durham, NC** – Physical plant review, PIP review, preliminary project budget, ADA compliance and review with designers
- **Warwick, RI** – Physical plant review, PIP review, preliminary project budget, ADA compliance and review with designers

### Residence Inn

- **Houston, TX** – PIP review, physical plant review, preliminary project budget
- **Bethesda, MD** – Physical plant review, PIP review, preliminary project budget, quality control review

### Springhill Suites

- **Houston, TX** – PIP review, preliminary budget review, physical plant review
- **Newark, NJ** – PIP review, preliminary budget review, physical plant review
- **Green Bay, WI** – PIP review, preliminary budget review, physical plant review

### Fairfield Inn

- **Austin, TX** – Physical plant review, PIP review, preliminary project budget, ADA compliance and review with designers

## HYATT

### Hyatt Place

- **Salt Lake City, UT** – Physical Plant review, Preliminary project budgeting, Inspections/consultant

tant coordination, PIP review, ADA compliance review with designers

## Hyatt House

- **San Diego, CA** – Physical Plant review, Preliminary project budgeting, Inspections/consultant coordination, PIP review, ADA compliance review with designers

## HILTON

### Embassy Suites

- **Ft Worth, TX** – Physical plant review, preliminary project budgeting, PIP review
- **Waltham, MA** – PIP review, physical plant review, Quality Control review, Inspections/Consultant Coordination
- **Columbus, OH** – Physical plant review, preliminary project budgeting, PIP review

### Hampton Inn

- **Fort Myers, FL** – Quality Control review, PIP review, Physical Asset plant review, preliminary project budgeting

### Home2 Suites

- **Seattle, WA** – Quality Control review, PIP review, Physical Asset plant review, preliminary project budgeting
- **Salt Lake City, UT** – Quality Control review, PIP review, Physical Asset plant review, preliminary project budgeting

### Hilton (Full Service)

- **Miami, FL** – Preliminary project budgeting, physical plant review, PIP review

## INTERCONTINENTAL

### MainStay

- **Austin, TX** – Physical plant review, PIP review, preliminary project budget, ADA compliance and review with designers

## INDEPENDENT

- **Miami, FL** – Physical plant review, preliminary project budget, inspections/consultant for condition assessment

# Renovation/New Construction

## MARRIOTT

### Autograph

- **New York, NY** – Conversion of a 748 room Radisson hotel to an Autograph by Marriott. Renovations included all guest rooms, meeting facilities, public areas and building exterior

### Renaissance

- **Pittsburgh, PA** – 18 year refresh including implementing a custom design package to guestrooms and concierge lounge, and public restrooms

### Courtyard

- **New York, NY** – Renovations include Cynergy guestroom package, Twilights package in public space, corridors, pool and exercise room. ADA upgrades, “Refreshing Business” business center concept and lobby
- **Willoughby, OH** – Renovated to implement Facets guestroom package, Transformation package in public space and “Refreshing Business” business center concept
- **Houston, TX (Convention Center)** – Change of ownership PIP including team coordination, renovations to guestrooms, public areas including the conversion of meeting rooms to guestrooms
- **San Francisco, CA** – Conversion of a 17 story Downtown independent hotel
- **New Haven, CT** – Change of ownership PIP including team coordination, renovations to guestrooms and corridors to Cynergy package, meeting facilities and building exterior

### Residence Inn

- **Plantation, FL** – Renovated public space implementing Gatehouse package and renovated kitchen and guestrooms
- **West Windsor, NJ** – 6 year refresh including renovated corridors, Gatehouse and guest rooms
- **Bethesda, MD** – Change of ownership PIP including various physical plant upgrades
- **Baton Rouge, LA** – 12 year refresh, renovating all public areas, Gatehouse and guestrooms

- **Houston, TX (Galleria)** – Renovating entire property to include all Public Space areas and guestrooms, and upgraded Market and Gatehouse
- **Houston, TX (Convention Center)** – Change of ownership PIP including team coordination, renovations to guestrooms and public areas including fitness center, marketplace and lobby
- **Miramar, FL** – Full soft goods renovation including lobby, public space and fitness center to incorporate “Possibilities” brand package

### Fairfield Inn

- **East Rutherford, NJ** – 12 year refresh including implementing “Perspectives” décor package to lobby and guestrooms, guestroom ADA compliance, breakfast area and exterior upgrades
- **Des Moines, IA** – 12 year refresh including exterior upgrades, market/lobby package, meeting room renovation, guestroom upgrades, ADA compliance
- **Jonesboro, AR** – 12 year refresh/change of ownership PIP which includes the market/lobby package, meeting room renovation, guestroom upgrades and ADA compliance
- **Key West, FL** – 18 year refresh including implementing “Perspectives” décor package to lobby and guestrooms, guestroom ADA compliance, breakfast area and exterior upgrades

### Springhill Suites

- **Des Moines, IA** – Implemented A.I.R. package in public space and guestrooms. General upgrades to exterior and breakfast area
- **Houston, TX** – Conversion of an Urban Apartment into a Springhill Suites

### Towneplace Suites

- **Little Rock, AR** – 6 year refresh/change of ownership PIP which includes the market/lobby package, renovation, guestroom upgrades and ADA compliance
- **Fayetteville, AR** – 6 year refresh/change of ownership PIP which includes the market/lobby package, renovation, guestroom upgrades



# Renovation/New Construction (cont)

## HILTON

### Embassy Suites

- **Waltham, MA** – Performed Atrium/Lobby refresh implementing Brand Moments package standards, Exterior renovations
- **Downey, CA** – Provided services for renovation of Atrium, guest rooms, including project cost budgeting and design and brand coordination
- **Columbus, OH** – Provided soft good renovations to public areas and corridors, team coordination with hotel operations, and scheduling

### Hampton Inn

- **Ft. Walton Beach, FL** – Implemented Perfect Mix lobby, Jump Start Fitness center, general upgrades to corridors, kitchen, exterior, guestroom renovations
- **Garden City, NY** – Implemented Perfect Mix lobby, Jump Start Fitness center, general upgrades to corridors, kitchen, exterior
- **Concord, NH** – Implemented Perfect Mix lobby, Jump Start Fitness center
- **Des Moines, IA** – Implemented Forever Young program for guest rooms and exterior

### Hilton Garden Inn

- **Emeryville, CA** – Renovations included implementing Stay Connected HSIA Solution, Project Grow program to lobby signage, pavilion, restaurant and guest rooms
- **New York, NY** – Renovations implementing Project Grow package to lobby, building luggage room to meet ADA standards
- **West Palm Beach, FL** – Renovations implementing Project Grow package to lobby and guest rooms
- **Pittsburgh, PA** – Conversion opportunity, team coordination, PIP implementation, physical plant review, project budgeting, ADA compliance review, implemented Project Grow requirement, ADA compliance review

- **Akron, OH** – Renovations implementing Project Grow package to lobby and guest rooms
- **Durham, NC** – Conversion opportunity, team coordination, PIP implementation, physical plant review, project budgeting, ADA compliance review, implemented Project Grow requirement, PIP review, project budgeting, review with designers

### Doubletree

- **Key West, FL** – 18 year refresh including implementing a custom design package to lobby, restaurant, meeting rooms, guestrooms, guestroom ADA compliance, and exterior upgrades
- **New York, NY** – Renovation includes redevelopment of lounge, modification of lobby, and corridor upgrades
- **Danvers, MA** – Overseeing CAP-EX initiative of the hotel and waterpark

### Homewood Suites

- **Charleston, SC** – Change of Ownership PIP including renovations of public areas, including upgrades to lobby, breakfast area, guest rooms, corridors, and patio areas and entrances

### Hilton

- **Burlington, VT** – Change of Ownership PIP including renovations of public areas, including upgrades to lobby bar area, executive lounge and patio areas to reflect elements of natural surrounding outdoor areas
- **Boston, MA** – Change of Ownership PIP including renovations to guestrooms, public areas including fitness center

## STARWOOD

### Sheraton

- **Oklahoma City, OK** – Renovation includes redevelopment of lounge and modification of lobby

### Four Points

- **Philadelphia, PA (Airport)** – Change of ownership PIP, upgraded guestrooms and bathrooms, public space and meeting rooms

# Renovation/New Construction (cont)

## Element

- Lexington, MA – Upgraded guestrooms, bathrooms, and public space

## Aloft

- Lexington, MA – Upgraded guestrooms, bathrooms, public space, meeting rooms and parking lot
- Bentonville, AR – Upgraded guestrooms, bathrooms, corridors, public space and meeting rooms
- Philadelphia, PA (Airport) – Upgraded guestrooms, bathrooms, public space and meeting rooms

## HYATT

### Hyatt House

- Santa Clara, CA – Upgraded guestrooms, bathrooms, public space and meeting rooms
- Emeryville, CA – Upgraded guestrooms, bathrooms, corridors, public space, meeting rooms and exterior
- San Ramone, CA – Upgraded guestrooms, bathrooms, public space and meeting rooms
- Austin, TX – Upgraded guestrooms, bathrooms, public space and meeting rooms

### Hyatt Place

- Fremont, CA – Upgraded guestrooms, bathrooms, public space, meeting rooms and parking lot

## CARLSON

### Radisson

- Jacksonville, FL – Conversion and renovations of guestrooms, meeting space, pool, corridors, lobby, and exterior

## INTERCONTINENTAL

### Crowne Plaza

- Englewood, NJ – 12 year refresh including implementing a custom design package to meeting rooms, guestrooms

### Holiday Inn Express

- Auburn, AL (2015 renovation of the year) – 18 year refresh including new lobby/market package, breakfast area, meeting room, guestroom and ADA upgrades

# Quality Assurance/Quality Control

## HILTON

### Doubletree

- Manhattan, NY – Site observation, weekly calls with ownership, Project Management monthly report status review, monthly draw review

## MARRIOTT

**Towneplace Suites** – Provided the following services for all listed properties as part of a portfolio acquisition: Budget review, project schedule maintenance, draw reviews, team supervision, project management reports review, mediate challenges, design, contractor and procurement recommending, site observation:

- Cleveland, OH
- Columbus, OH
- Worthington, OH
- Gahanna, OH
- Cincinnati Northeast, OH
- Cincinnati Blue Ash, OH
- Findlay, OH

**Springhill Suites** – Provided the following services for both listed properties as part of a portfolio acquisition: Budget review, project schedule maintenance, draw reviews, team supervision, project management reports review, mediate challenges, design, contractor and procurement recommending, site observation:

- Gahanna, OH
- Cincinnati Northeast, OH

**Courtyard** – Provided the following services for all listed properties as part of a portfolio acquisition: Budget review, project schedule maintenance, draw reviews, team supervision, project management reports review, mediate challenges, design, contractor and procurement recommending, site observation:

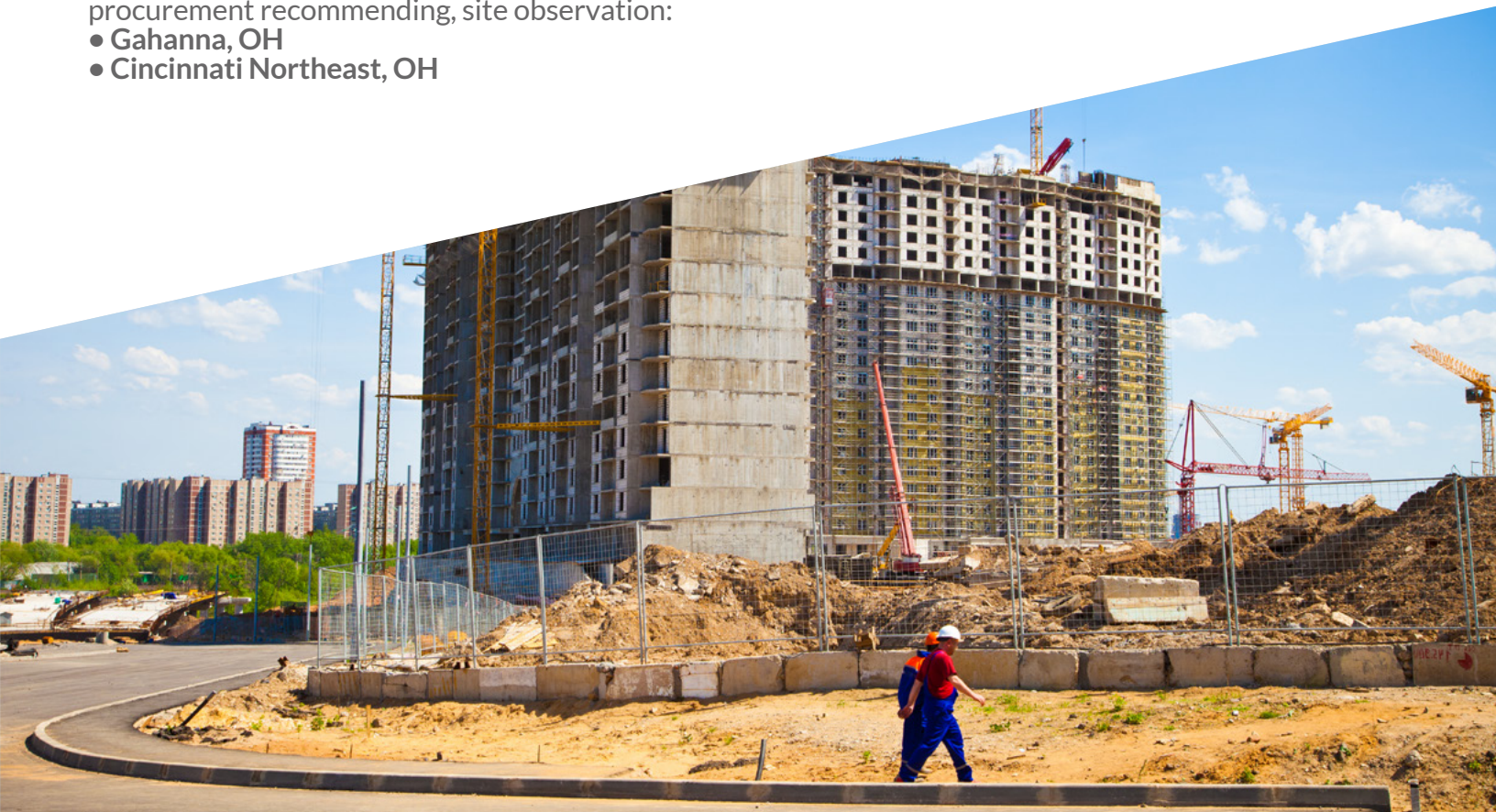
- Independence, OH
- Westlake, OH
- Cleveland, OH (Airport South)
- Cleveland, OH (Airport North)
- Covington, OH
- Maumee, OH
- Rossford, OH

**Residence Inn** – Provided the following services for all listed properties as part of a portfolio acquisition: Budget review, project schedule maintenance, draw reviews, team supervision, project management reports review, mediate challenges, design, contractor and procurement recommending, site observation

- Worthington, OH

### Renaissance

- Pittsburgh, PA – provide observation, weekly calls with ownership, Project Management monthly report status review, monthly draw review





H-CPM.com

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