

Aimbridge
Hospitality™

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PROPOSAL

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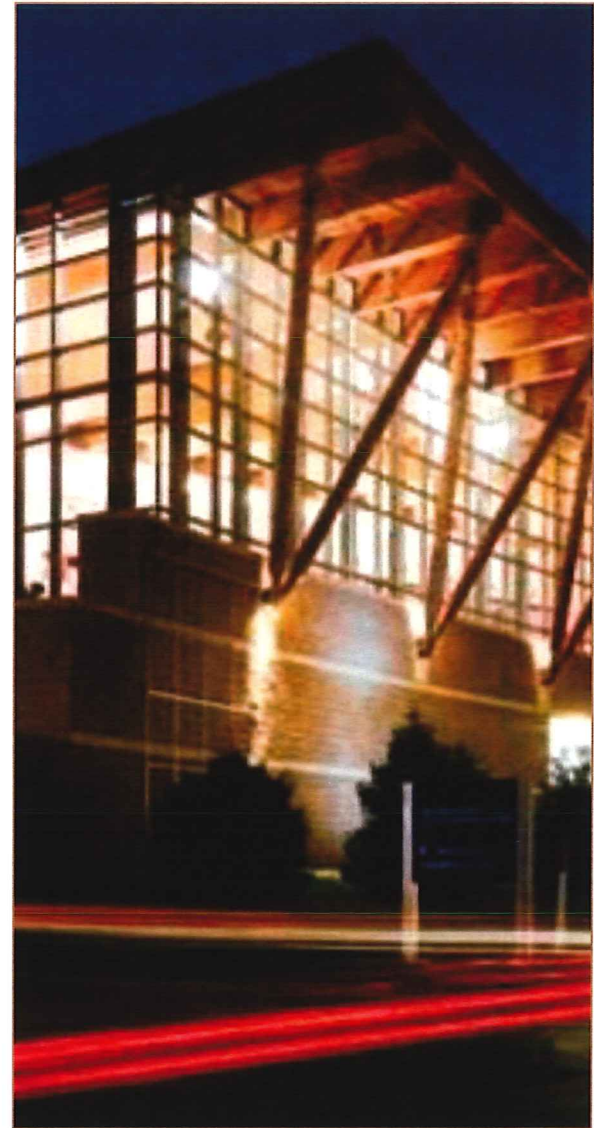
3:00 P.M. Friday, April 5, 2019

Aimbridge
HospitalitySM

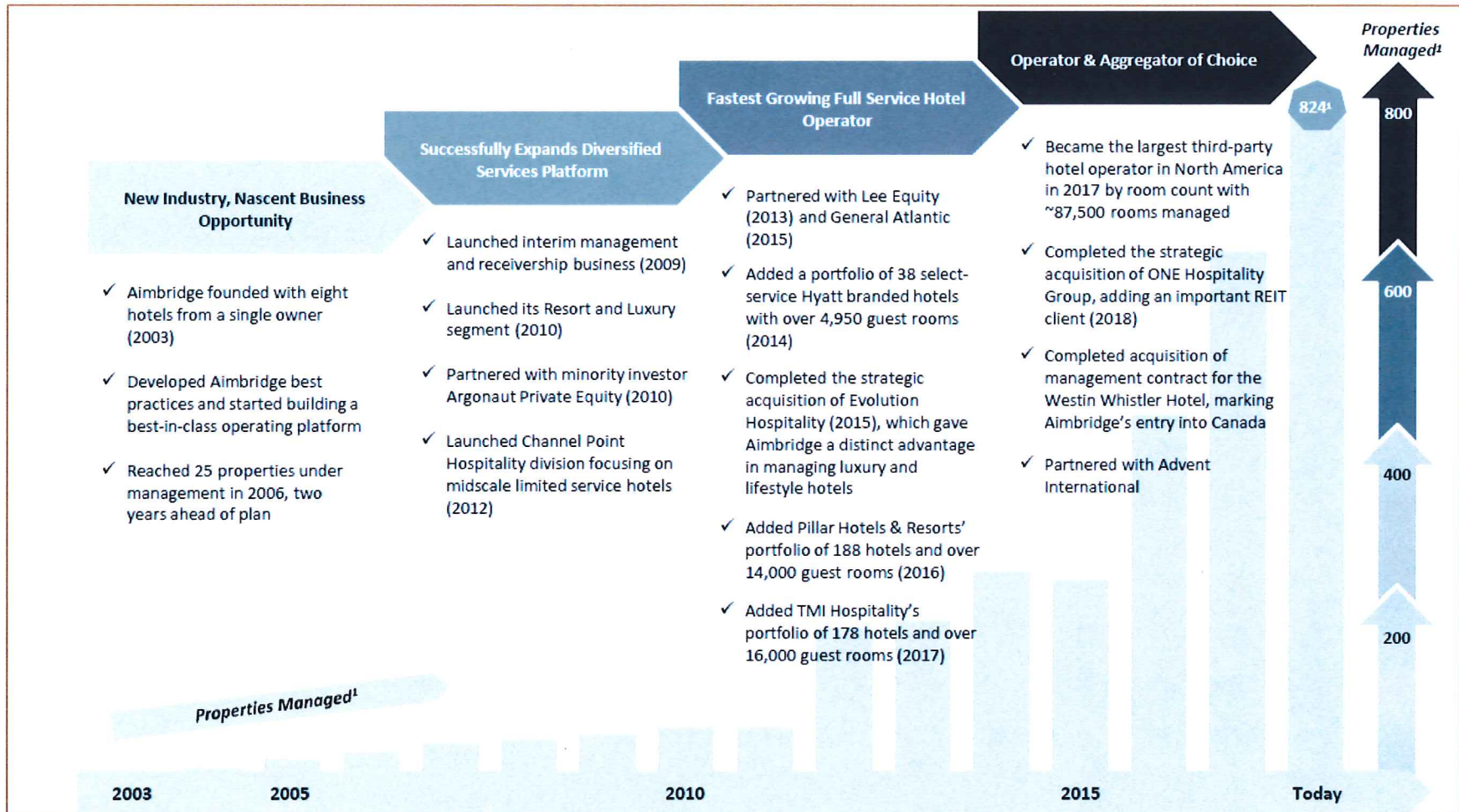


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AIMBRIDGE IS THE LARGEST 3RD PARTY HOTEL OPERATOR IN NORTH AMERICA





BRANSON CONVENTION CENTER, Branson, Missouri

220,000 square feet of usable space • includes exhibit hall with 47,125 square feet and ballroom with 22,703 square feet

FOOD & BEVERAGE EXPERIENCE

BANQUETS & CATERING FOCUS

Our sales and F&B teams are aligned in their joint-focus of driving banquet contribution and selling social/corporate catering space to the local community. With many of our banquets & catering operations yielding profit margins of 40%+, we believe a strong banquets & catering operation is the backbone to a profitable F&B department.



FOOD & BEVERAGE EXPERIENCE

FOOD & BEVERAGE TOOLS & SERVICES

- Concept development
- Corporate in-house marketing department for full menu development and printing
- Menu creation/engineering tools - Ensure the team is up to date with current trends for food and beverage presentation
- Property take over – Evaluate culinary operation, develop new concept and execute clear and concise plan into motion
- Kitchen design for development projects
- Standardized banquet/catering delivery
- F&B purchasing consolidation, leading to additional efficiencies and cost reductions
- Recipe/Cost Cards (including color photos of all food items)
- Daily food and beverage cost tracking and evaluation tools for new/existing menus
- Corporate task force for additional support (for short staffed or struggling properties)
- Certified TIPS and food safety trainers
- Outside food safety inspection process
- Development and support of our own food concepts

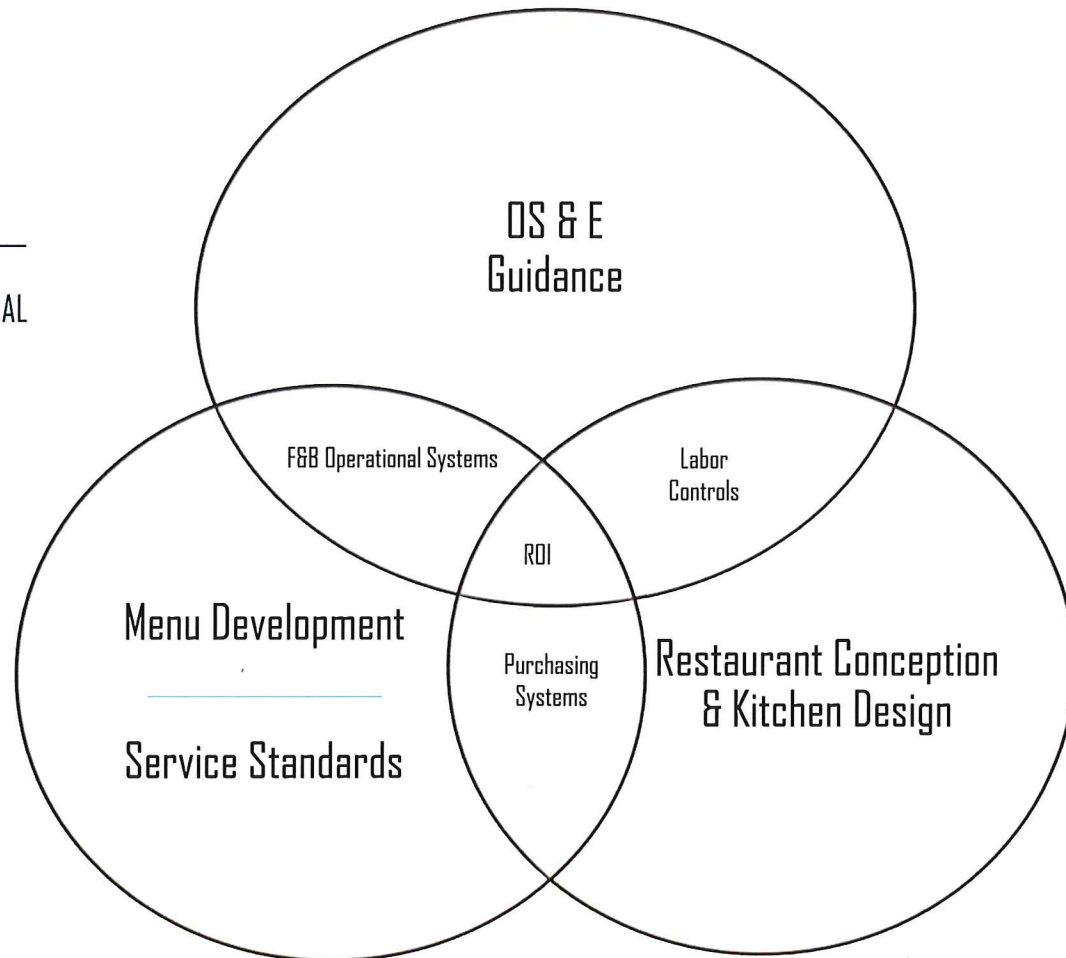
FOOD & BEVERAGE EXPERIENCE LEADERSHIP

PAUL LYNCH

Vice President of Food & Beverage

45 YEARS OF FOOD & BEVERAGE OPERATIONAL LEADERSHIP

- Opened hotels with every major brand: Marriott, Hilton, Hyatt, Radisson Blu, IHG, Four Seasons
- Island & Resort Experience
 - Four Seasons Resorts, Nevis
 - Four Seasons Resort, Dallas Las Colinas
 - Four Seasons Resort, Maui @ Wailea, HI

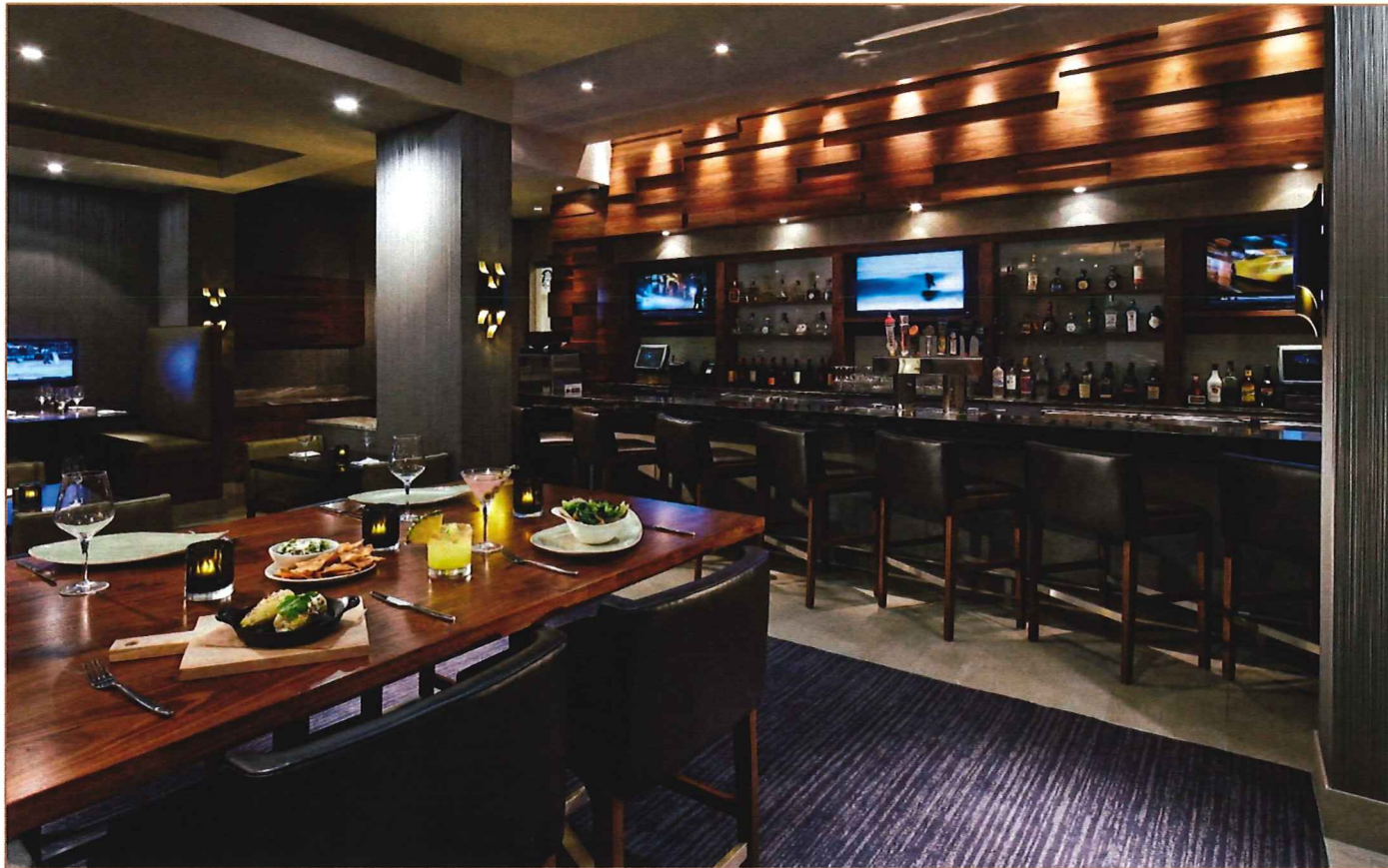


FOOD & BEVERAGE EXPERIENCE

Examples

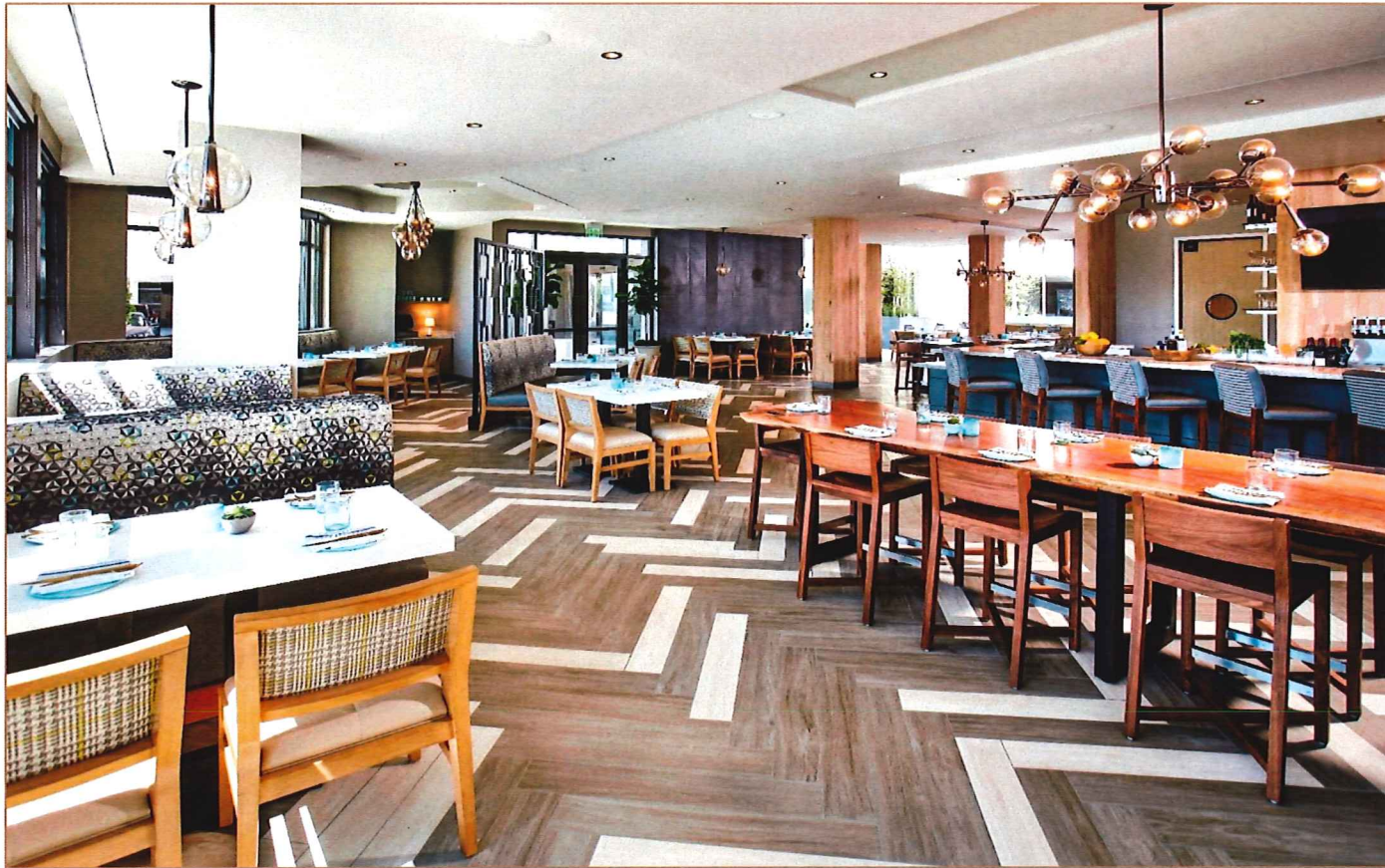
Hotel	Restaurant	Concept
Carneros Resort	Farm Restaurant	Classic items with Napa Valley nuances
Carneros Resort	Boon fly Café	Modern rustic cuisine in a contemporary roadhouse atmosphere
The Queen Mary	Sir Winston's	Fine dining in regal art deco venue with ocean views
Hard Rock Hotel San Diego	Mary Jane's	Retro, upscale twist on a classic diner
San Mateo Marriott	California Grill & Bar	Fresh California cuisine in a relaxed setting
Hilton Garden Inn/Homewood Suites San Diego Bayside	Pacific Standard Coastal Kitchen	Locally-sourced artisanal provisions, paying homage to Little Italy's past as a fishing community
Riviera Palm Springs	Cantala	Simple goodness, focusing on seasonal and sustainable ingredients
Hotel MDR	Barbianca Local Kitchen	Northern Italian fare with a hint of Napa Valley influence
Hilton San Diego Mission Valley	Polanco Kitchen & Bar	Latin flavor with a California Baja twist
Riviera Palm Springs	Gypsy Rose	Retro lounge evoking bohemian glam

FOOD & BEVERAGE EXPERIENCE



POLANCO KITCHEN & BAR (Hilton San Diego Mission Valley)

FOOD & BEVERAGE EXPERIENCE



PACIFIC STANDARD COASTAL KITCHEN (San Diego Bayside)

FOOD & BEVERAGE EXPERIENCE



MARY JANE'S (Hard Rock Hotel San Diego)

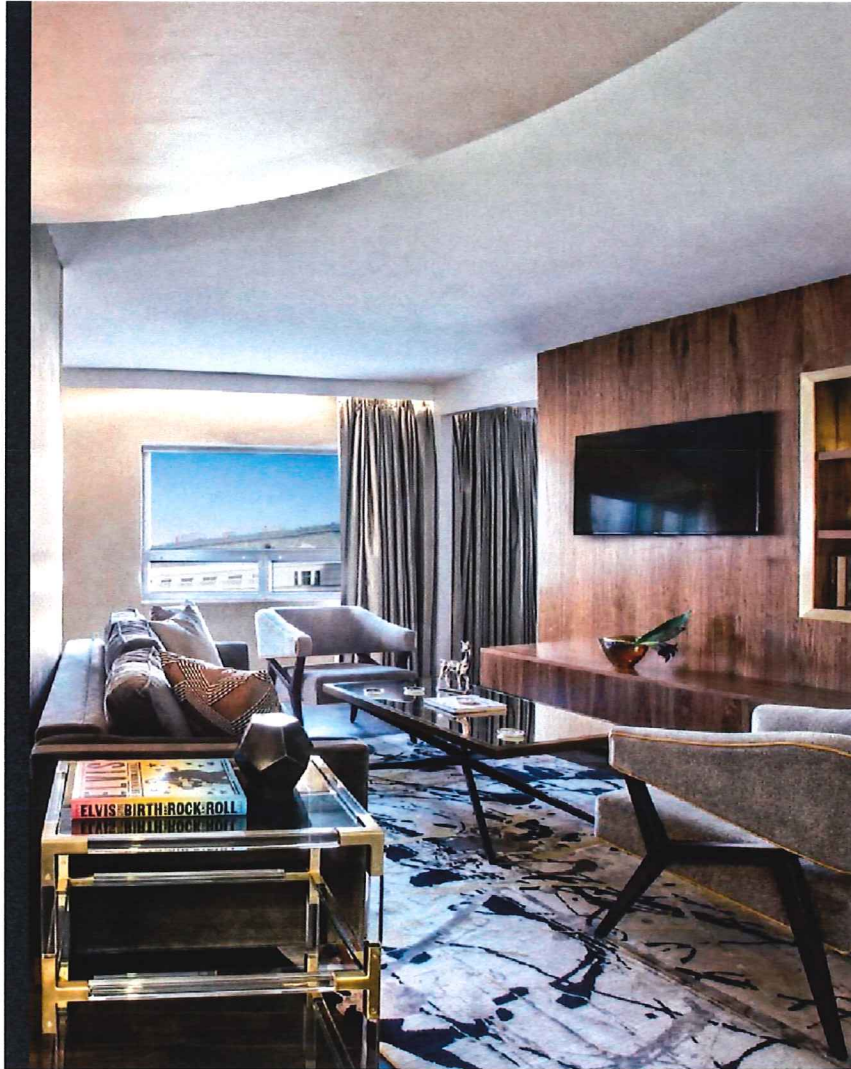
RESTAURANT CONCEPTING, DESIGN & MARKETING



COMPANY OVERVIEW

Conference Center/Meeting Space Experience

Property	Location	Rooms	Meeting Space
Wyndham Riverwalk	San Antonio, TX	410	+ 22,000 sq. ft.
Marriott Dallas Quorum	Dallas, TX	547	+ 22,000 sq. ft.
Sheraton McKinney	McKinney, TX	187	+ 20,000 sq. ft.
Hyatt Regency Houston Galleria	Houston, TX	325	+ 12,000 sq. ft.
Queen Mary	Long Beach, CA	346	+ 80,000 sq. ft.
Hard Rock San Diego	San Diego, CA	420	+ 40,000 sq. ft.
Pasadena Hilton	Pasadena, CA	296	+ 27,000 sq. ft.
Marriott San Mateo	San Mateo, CA	187	+ 20,000 sq. ft.
Hyatt Fisherman's Wharf	San Francisco, CA	165	+ 20,000 sq. ft.
Hyatt Deerfield	Chicago, IL	301	+ 10,000 sq. ft.
The Windsor Court	New Orleans, LA	322	+ 10,000 sq. ft.
DoubleTree Orlando	Orlando, FL	742	+ 62,000 sq. ft.
Sheraton Lake Buena Vista	Orlando	489	+ 13,000 sq. ft.
Hyatt Regency Bloomington	Bloomington, MN	302	+14,000 sq. ft.

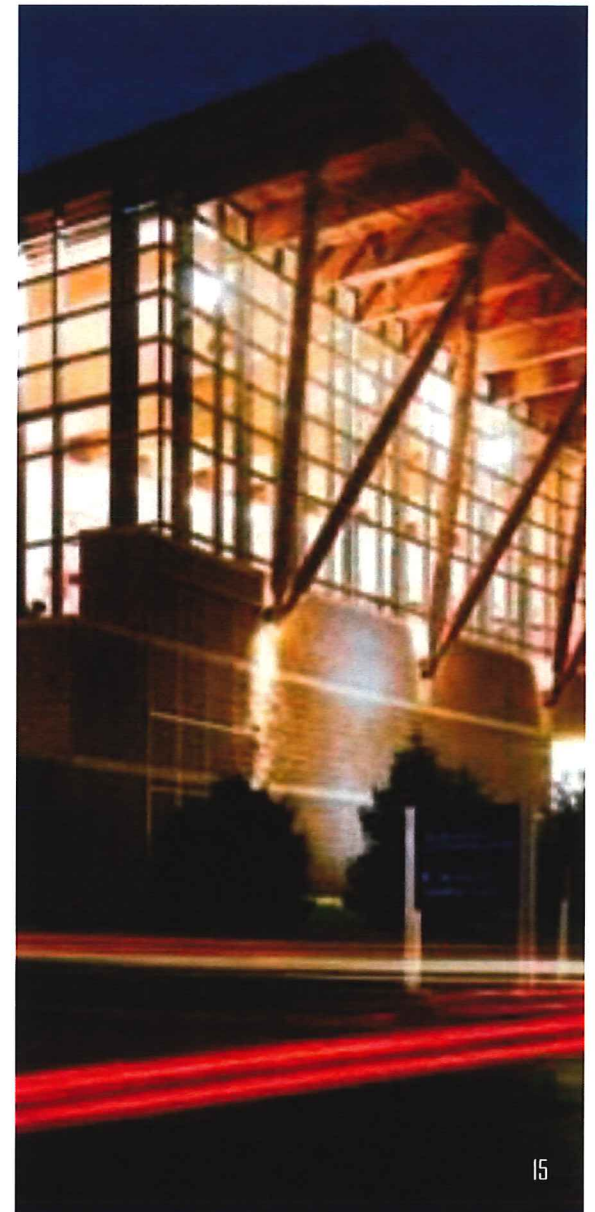


Aimbridge Hospitality offers the only solution to the management of the Branson Convention Center that is totally aligned with the goals of the City of Branson. The synergies and efficiencies that will be realized by combining the teams at the Hilton Branson Convention Center and the Branson Convention Center itself will result in more sales, more revenue for the City of Branson and operational cost saving efficiencies.

THE AIMBRIDGE ADVANTAGE

Driving Revenues/Taxes to the City of Branson – Aimbridge is in lockstep with the City of Branson in our shared goal of more people, spending more money, on lodging, restaurants, entertainment and shopping in Branson. The more people that come through Branson and come back each year, the more revenue we collectively generate. However, this needs to be done strategically and with the Hotel and Convention Center managed separately, that strategy piece is currently lacking.

The number of people coming to the Convention Center on a given day is irrelevant - they aren't necessarily spending any money in the City. The number of people staying in hotel rooms, for as many nights as possible, patronizing our shows, our restaurants and our shops is what drives revenue to the City. Right now, that alignment is lacking and selecting Aimbridge to strategically use our Revenue Management expertise to pattern manage the demand for the Convention Center and hotel rooms will result in significantly improved revenues.



WHAT IS PROVIDED BY AIMBRIDGE HOSPITALITY?

By engaging Aimbridge Hospitality to be the operator, you will receive the following services:

Sales Synergies – This is a critical aspect of the partnership between Aimbridge and the City of Branson.

- a. Customers want one point of contact for the Hilton Convention Center. One set of documents, one set of contracts, and one person to they can reach out to in order to make it easy to do business in Branson.
- b. The Convention Center is currently at risk of losing multiple customers because the current standalone operation is making decisions on business in the vacuum of their goals. A partnership between Aimbridge and the City of Branson will allow the sales and leadership the ability to speak with one voice to customers of the Hotel and Convention Center, securing the return of some of our best customers for years to come.
- c. The Sales Engine of Aimbridge Hospitality and Hilton Worldwide Sales can be unleashed to bring in more business for the City and the region. In its current state, Hilton & Aimbridge are bringing potential business to the City that is being turned away because the goals of the Convention Center and Hilton Hotel are not aligned. A large convention for multiple nights can be summarily dismissed if the Convention Center does not want to release space to the Hilton. Under Aimbridge management, each piece of business can be evaluated for its benefit to the complex as a whole. This will naturally result in more revenue for the City. There are over 200 sales professionals within the Hilton and Aimbridge organizations with no other option in Missouri for conventions, and with Aimbridge managing the Convention Center, all of their leads can be funneled through one entity for a better outcome.

AIMBRIDGE HOSPITALITY

Operations and Efficiencies – The Aimbridge team at the Hilton is already at the Complex 24 hours a day, seven days a week. The team there has often helped out on days when the Convention Center is dark and there is not enough Convention Center staff to deal with physical plant issues, weather related issues, etc. The ability to consolidate positions across Sales & Operations, combined with the current structure that shares certain common areas and departments, will streamline the operational costs markedly. Aimbridge has several practices in place that ensure the property team's focus is not only on topline but also cost containment:

- **Forecast Review (Weekly)** –The Forecast Review call is held weekly with the senior property level team and the property's respective Regional Vice President/Director of Operations. The purpose of this meeting is to track and understand any major variances between our forecasts and budgets. Unlike many other management companies, we update our forecasts on a weekly basis in order to provide our partners with the timeliest information.
- **Financial Review (Monthly)** – The Financial Review is a monthly call in which the Regional Vice Presidents/Directors of Operations and Sales & Marketing, General Managers, Director of Sales, and Revenue Manager participate. The team spends approximately half of the call discussing sales (STAR review, pace report, goal tracking, target accounts, etc.) and half of the call discussing operations (cost containment strategies and variances to budget).
- **Performance Review (Monthly; Corporate Level)** – The Performance Review meeting is held monthly with our Senior Management and Regional Management teams. These meetings include discussions on shifting market share, improving revenue, driving profit through cost containment, and guest service. Any issues identified result in an "Action Plan" that the individual property teams must address.

AIMBRIDGE HOSPITALITY

Sales Approach – Aimbridge stands apart from other management companies because of our relentless focus on sales. We bring a unique tenacity to our pursuit of sales, expecting not only our Sales Teams, but our General Managers and Assistant General Managers, to be heavily involved in the sales process. We hold our property-level teams accountable through hands-on oversight from our corporate office, which results in strong top-line revenue performance and robust returns for our owner-partners. Our scale also means that we have more sales contacts and leads than other operators, and we are able to leverage these relationships for the benefit of all of our managed properties. Aimbridge also already has many of the necessary relationships with local organizations that are imperative to attract citywide events through our efforts to sell rooms and meeting space at the Hilton Branson.

Aimbridge ensures that all on-property team members are focused on their short-term and long-term sales goals through our Aimbridge Business Review. The Aimbridge Business Review (ABR) is a daily meeting attended by the General Manager, Assistant General Manager, Director of Sales, and Sales/Event Managers. This stand-up meeting is led by the General Manager and is meant to ensure that all on-property team members are focused on their sales goals from the beginning of each day and facilitate a discussion of how all the potential business will fit in to the events calendar on a long-term basis, taking into account low and high demand periods, historical convention booking trends including booking lead-times, etc., to maximize revenues. Unlike other management companies, we fully expect our General Manager and Assistant General Manager to be involved in the sales process. Another tool Aimbridge deploys to drive topline results is the weekly revenue strategy call. The Revenue Strategy call is held weekly with the General Manager and the property's respective Regional Vice President/Director of Sales & Marketing and Revenue Manager. In these meetings, top line revenue strategies are discussed along with rate changes, local and brand promotions, citywide group pace and convention calendar. Ecommerce and website accuracy is also discussed in these meetings.

AIMBRIDGE HOSPITALITY

Summary Sales & Marketing Plan

Leverage Expanded Sales and Marketing Resources

1. Leverage the Hilton Brand.

- Tap into Hilton Worldwide Sales, adding 700 sales professionals from our brand's leading network of national account managers, generating qualified business for Branson.
- Take advantage of renewed emphasis and brand initiatives marketing to the demands of today's conference-goers through Hilton's Thrive, Hilton LightStay and Travel With Purpose initiatives.
 - Unique food and beverage
 - Refreshed meeting room setups
 - Healthy group experiences
 - Reduced carbon footprint

2. Leverage Aimbridge

- Utilize the nation's largest independent hospitality management company's national sales force and Boomerang, their internal lead service, representing a multitude of brands and over 800 hotels.
- Maximize our internet marketing using Second Wave, Aimbridge's e-Commerce team.

3. Cooperative Trade Shows

- Combine our efforts and resources to expand our presence at trade shows where mutually beneficial opportunities exist to showcase our venues as one.
- Expand on our relationship with industry organizations such as Connect, and demonstrate cohesive marketing message.

4. Expand FAM Tours

- Showcase our partnership and ease of doing business with "one stop shop" to meeting and conference planners.

5. Engagement with Branson Convention and Visitor's Bureau (CVB)

- Optimize effectiveness of Branson CVB destination marketing by strategically placing ads and partnering with the Branson CVB where it makes sense.



Aimbridge Hospitality's internal sales lead referral program, Boomerang, is designed to build increased market share through associates uncovering new opportunities. The program encourages and incentivizes sales team members to refer business to other hotels in the Aimbridge Hospitality family. Boomerang is an extension of your existing sales team and creates a nationwide sales network for all hotels and owners, regardless of brand affiliation or hotel location.

Boomerang provides an incentive to the referring associate for group, catering, and business travel opportunities, which supports cross-selling and enhanced client relationships across the Aimbridge portfolio.

AIMBRIDGE HOSPITALITY

1. Improved Efficiency

Aimbridge will establish booking guidelines for the Convention Center that will result in maximum benefit of the City through the following:

- Alignment of trade show participants and efforts
- One stop shop for the customer
- Alignment of marketing efforts
- Reduced duplicity related to costs
- Re-introduce sales goals to include convention center revenue targets

2. Community Outreach

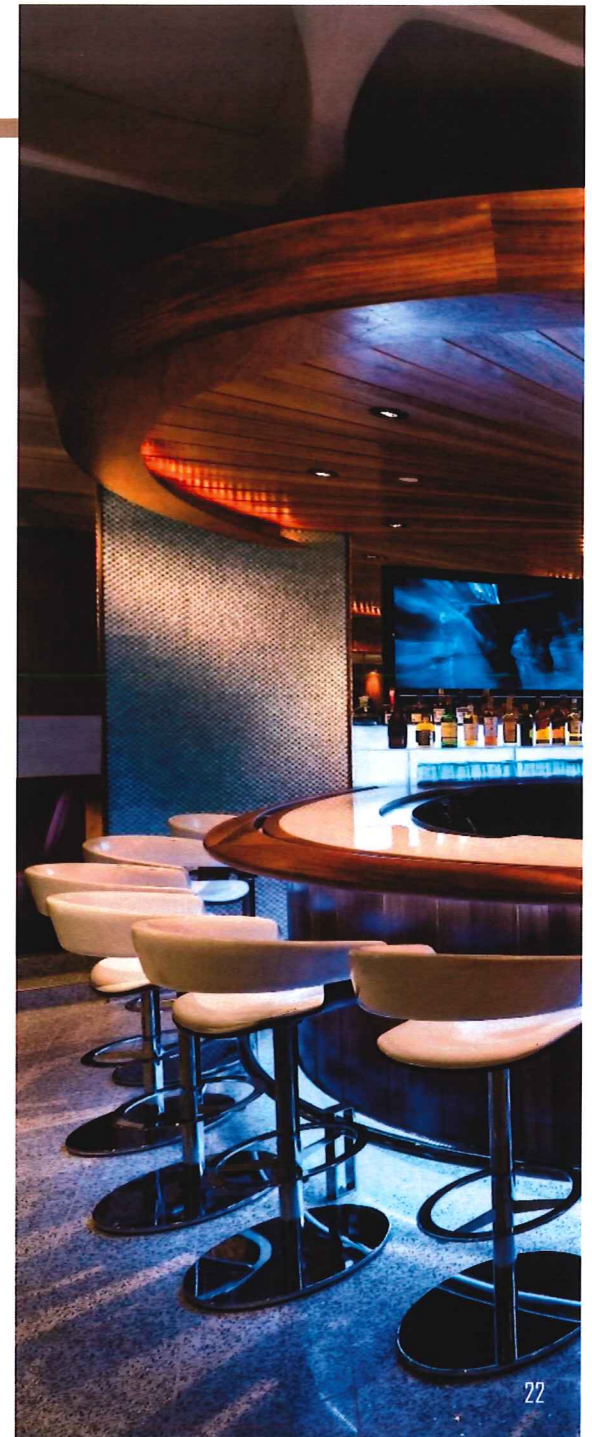
Communication to community business partners about upcoming conventions and number of attendees will be improved through the following:

- Infuse Hilton Blue Energy culture into the Branson Convention Center to benefit our guests, our community and our associates.
- Create Convention Center task force to engage with leaders from the chamber, CVB, airports, local transportation companies, and other hotels at times, including a quarterly meeting to review past and future marketing successes.

AIMBRIDGE HOSPITALITY

Notable Properties in Aimbridge Portfolio – Aimbridge manages over 800 properties with varying programming and amenities, however the follow properties demonstrate our experience in managing facilities, either through Aimbridge as company or the industry professionals that will comprise the leadership team at the Convention Center, with significant meeting and exhibition space, high quality food and beverage operations, and parking garages.

- Windsor Court Hotel
- Dallas/Addison Marriot Quorum
- Wyndham Riverwalk
- Renaissance Cleveland Downtown
- Doubletree Hotel Entrance to Universal Studios
- Hyatt Regency Louisville
- Branson Convention Center
- Cedar Rapids Convention Center Complex
- Hilton Anatole Dallas





DoubleTree Hotel at the Entrance to Universal
742 rooms • 63,000 Square Feet of Meeting Space •
Five F&B Outlets: American Grill, Angelo's Pizza,
Lakeside Pool Bar, Starbucks, Sunshine Café •
Orlando, FL

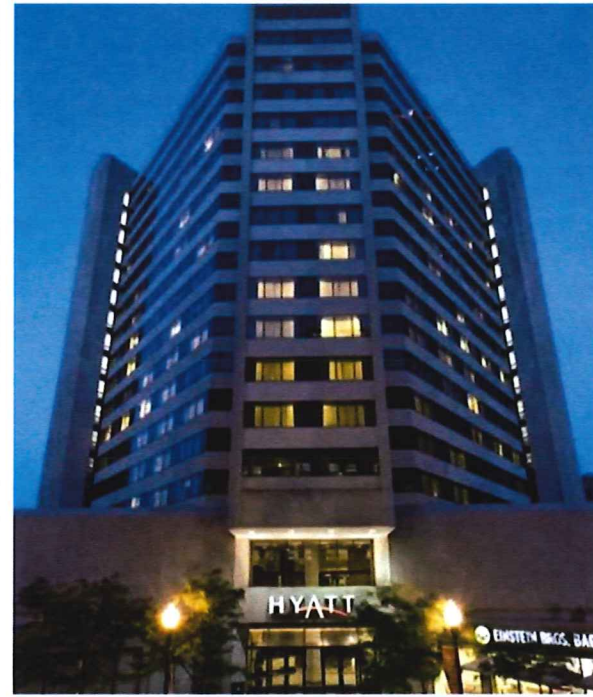


Renaissance Cleveland Downtown
491 rooms • 59,888 Square Feet of Meeting Space •
Two F&B Outlets: Sans Souci, Lobby Court Bar
• 300 Space Parking Garage • Cleveland, OH



Wyndham Riverwalk

410 rooms • 44,000 Square Feet of Meeting Space •
One F&B Outlet: 111 Bar & Grill • 600 Space
Parking Garage • San Antonio, TX



Hyatt Regency Louisville

393 rooms • 25,500 Square Feet of Meeting Space •
Three F&B Outlets: Sway, Starbucks, Chipotle •
Louisville, KY - Adjacent to the Kentucky
International Convention Center



Branson Convention Center
220,000 Square Feet of Usable Space • Branson,
MO
Bill Tirone – Former Director of Sales and
Marketing/ Assistant General Manager



Hilton Anatole Dallas
1608 rooms • 600,000 Square Feet of Meeting Space •
Five F&B Outlets: SĒR Steak + Spirits, Media Grill + Bar,
Counter Offer, Terrace, Gossip Bar • Dallas, TX
Mike McGilligan – Former GM

AIMBRIDGE HOSPITALITY

Stewards of Physical Asset – Aimbridge aims to provide guests the highest level of experience which not only influenced by the service component but also by the physical asset component. Aimbridge strives to maintain the physical assets we operate in not only for the benefit of our guests but also for the benefit of our owner-partners. Aimbridge has a robust preventative maintenance program in effect at all of our properties to get ahead of potential maintenance issues, enabling us to consistently provide our guests with great experience while also reducing the potential cost of total replacing equipment or furnishing. Aimbridge offers corporate support to our properties in regards to repairs and maintenance and capital expenditure projects through our in-house design and construction team which is led by Wade Fischer. Aimbridge is also already assisting in the City's aim to maintain and preserve the Convention Center through its roll as manager of the attached Hilton Hotel.

Our involvement in hotels and meeting space / exhibition spaces across the country enables us to keep a strong pulse on customer trends and needs as it relates to design and quality of facility offerings in order to drive bookings / sales and customer satisfaction. These customer trends are gathered and shared companywide by our staff at the property and corporate level, which includes our VP construction and design, to determine best practices to present cost-efficient and high ROI solutions and suggestions to our owner-partners of how their facilities can be modified / improved to remain highly competitive and desirable for our potential customers. Through our experience managing complex assets, Aimbridge is fully capable in spearheading and/or assisting the City with various contracts and agreements involving facilities, products and services related to the BCC. Aimbridge, through its size and pricing power nationwide, not to mention economies of scale that could be achieved with the Convention Center and the Hilton Branson on a local level, will be able to command advantageous pricing from vendors and contractors for any services or products the Convention Center may require reducing the overall cost-structure of the operation.

AIMBRIDGE HOSPITALITY

Work Force – Aimbridge already has the infrastructure in place through its leadership team at the Hilton Hotel to deploy a customer friendly, cost efficient staffing at the Convention Center. The opportunity to combine and streamline the sales teams of both the Hotel and Convention Center will result in a more efficient and collaborative team while also providing cost savings through elimination of redundant roles. Our operations leaders also have plenty of experience running large convention centers / hotel properties with significant meeting space that will enable them to install best practices to staffing deployment resulting in high guest satisfaction and just as importantly to drive the profitability of the operation.

Aimbridge shares the views of the City of Branson in assembling a team based on equal employment opportunity and creating a diverse workforce and already has such a philosophy and practice in place nationwide. Aimbridge is an Equal Opportunity Employer and maintains the policy of recruiting and retaining the best qualified personnel who demonstrate the ability to perform competently and work well with others. It is our policy to provide equal employment opportunity regardless of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, pregnancy, genetic information, marital status, sex, gender, age, gender identity or gender expression, or sexual orientation of any person or any condition or status protected by state or local law. This policy of nondiscrimination prevails throughout all aspects of the employment relationship, including recruitment, selection, placement, transfer, promotion, layoff/recall, termination, training, working conditions, benefits, and compensation. It is the policy of Aimbridge to comply with the Americans with Disabilities Act (ADA). We will not discriminate against any qualified Associate or job applicant because of a physical or mental disability. We will make reasonable accommodations for Associates or applicants with disabilities who are otherwise qualified to safely perform the essential functions of their job, unless it would create an undue hardship. All employment practices, terms, and conditions of employment and privileges of employment are conducted on a non-discriminatory basis.

WORKFORCE (continued)

Aimbridge has launched the WLead program which is designed to attract, retain, develop and elevate the women of Aimbridge by providing them a platform where they can sharpen their skills, communicate and work towards their career goals and connect with other women in the industry. The WLead program has launched a number of sub-committees to carry-out its goals:

Development

- Training workshops and guest speakers
- Professional development plans/tool kits

Outreach

- Leadership opportunities through community service
- Brand awareness to attract and retain top talent

Mentorship Program

- Open dialogue around career goals
- Connections between those developing and those who have achieved

Communications

- Showcase, measure and share success
- Surveys, newsletters, social media
- Field integration

AIMBRIDGE HOSPITALITY



As an institutional third-party operator, Aimbridge has a fully development Emergency Preparedness procedures in place at all of our properties, including the Hilton Branson. Aimbridge will implement these procedures at the Convention Center upon takeover. Our operations team at the Hilton can provide more detail regarding the existing procedures upon request.

AIMBRIDGE HOSPITALITY

Experience of supplier with services required by the City of Branson – The team that Aimbridge will bring to the management of the Convention Center is well versed in providing the services required by the City of Branson through its affiliation with HCW and Bill Tirone who had previously served as the Director of Sales and Marketing/ Assistant General Manager for the BCC in addition to being involved directly with the growth of the City of Branson by serving on the Branson Lakes Area Chamber of Commerce and CVB as immediate past-chair and as a member of the Destination Marketing Council. Aimbridge, as the largest third-party hotel management company in the United States, prides itself on its ability to provide its ownership partners, which range from private equity groups to REITs to high-net worth individuals, with a high-touch, sales orientated management and sophisticated accounting and reporting capabilities

Capacity to assume new business – Aimbridge is the largest third-party hotel management company in the U.S. is uniquely qualified to takeover large and complicated properties quickly and efficiently through its access to its experienced operations professionals and corporate infrastructure, that includes in house revenue management, digital marketing, purchasing and procurement, accounting, legal, and business analytics teams. We have demonstrated this on several occasions while taking over management of large single asset properties such as the DoubleTree Orlando Entrance to Universal which contains 700 guestrooms and 60,000 square feet of meeting space or large portfolios of properties such as the 38 Hyatt Houses and Hyatt Places we assumed management of all at once without issue.

AIMBRIDGE HOSPITALITY

Total cost competitiveness – In addition to the aforementioned cost saving synergies we will bring by managing both the Hilton Hotel and the Convention Center through the elimination of redundancies, we are one of the industry's largest purchasers of health insurance, food & beverage inventory, and operating supplies allowing us to negotiate extremely favorable pricing on behalf of our owner-partners. We participate in Concierge by FoodBuy – the industry's most lucrative procurement rebate program. Additionally, we offer an industry leading low-cost property and G/L insurance program. These benefits directly impact the bottom line of the hotels we operate helping to drive profits for our owner-partners. In addition, Aimbridge has invested significant resources in developing industry-leading accounting/reporting systems, revenue management tools, analytical tools, and e-commerce/marketing platforms. This allows us to more effectively monitor the performance of the properties we manage while providing accurate and timely information to our owner-partners.



AIMBRIDGE HOSPITALITY

Total cost competitiveness — Proposed cost structure

- **Manager** — Aimbridge Hospitality, d/b/a Pillar Hotels and Resorts, LLC (“Manager”)
- **Owner** — City of Branson
- **Term** — Per the RFP, the Initial Term of the management contract shall be three (3) years. The contract shall not bind, nor purport to bind, the City for any contractual commitment in excess of the original contract period. The City shall have the right, at its sole option, to renew the contract for two (2) additional three-year periods, or part thereof. In the event the contract is renewed, all terms, conditions, and provisions of the original contract shall remain the same and apply during the renewal period.
- **Base Management Fee** — Base management fee will be based on a percent of Total Operating Revenues agreed to upon negotiation with the City of Branson. We are confident that between this fee and our incentive to turn the Center profitable, Aimbridge will be the most competitive bidder.
- **Incentive Fee** — To Be Determined. Aimbridge is open to discussing a highly incentivized Incentive Management Fee that is tied to Gross Operating Profit (“GOP”) / profitability of the Convention Center. However, this TBD Incentive Management fee combined with the Base Management Fee shall not exceed 5% of the Total Operating Revenues of the Convention Center in any calendar year.
- **Accounting Fee** — In lieu of a fully staffed on-site accounting department, the City has the option of utilizing Aimbridge centralized accounting, that is conducted out of our Plano, TX corporate offices for a TBD monthly flat fee.

AIMBRIDGE HOSPITALITY

Breadth of services available

- **Operations** - Aimbridge will oversee all day-to-day operations of the Convention Center including hiring and training staff, procuring operating supplies and inventories, payroll processing, benefits administration, preparing annual budgets and general oversight of the on-site property team.
- **Sales** - Aimbridge will oversee the Convention Center's Group, and Catering, sales teams holding all team members accountable for their individual sales goals.
- **Marketing** - Aimbridge will oversee basic property marketing efforts, provide annual e-commerce and search engine optimization evaluations, and provide overall advertising support services.
- **Centralized Accounting** - Aimbridge's Centralized Accounting function includes centralized accounting services over the hotel level accounts, including the monthly distribution of summary and departmental P&L statement and balance sheet, real-time support from our Plano, TX based centralized accounting team, filing of sales, use, and occupancy taxes, and processing of property level payables.
- **Centralized Revenue Management** - Aimbridge's Centralized Revenue Management function includes the services of a centralized revenue manager (CRM). A CRM is an affordable revenue expert who manages rates, inventories, revenue management systems/software, brand (i.e. Hilton) revenue management tools, and is responsible for putting into place a strategic revenue optimization plan for the hotel that includes all distribution channels.
- **E-Commerce Marketing Services** - Aimbridge's in-house digital and marketing agency, Second Wave Hospitality, can be engaged to provide e-commerce marketing services for the Convention Center on a subscription or a la carte basis. Second Wave's most notable capabilities include, but are not limited to, website creation, search engine optimization and marketing, brand positioning, paid media and marketing strategy.

AIMBRIDGE HOSPITALITY

Financial stability – The majority of Aimbridge is owned by Global private equity investment company Advent International which is one of the largest private equity companies in the world.

Quality control process – As the operators of the attached Hilton Branson Convention Center Hotel it will be important to maintain the same service and cleanliness levels within the Convention Center that are expected of the Hotel. As a Hilton branded property, the Hotel is subject to Hilton's quality assurance (QA) program where every hotel is inspected periodically by a Hilton QA Auditor who judges the hotel based on cleanliness, condition, guest safety, and brand standards. In addition, guests are asked to submit surveys based on their stays as part of the Satisfaction and Loyalty Tracking (SALT) program. This program helps identify any issues that may arise in the Hotel or Convention Center enabling the management team to quickly address it. Currently, any guest staying at the Hilton that is attending an event at the attached Convention Center that has a poor experience with service level or cleanliness at the Convention Center and reports this on the SALT survey will not have this issue addressed or fixed since the attached properties are managed by two separate companies. If the Convention Center comes under the management of Aimbridge, the two properties will be run as one seamless experience for the guests. In addition to SALT, Aimbridge uses Meeting Planner Survey (MPS). Our MPS survey is a state of the art customer feedback tool that consolidates the number of surveys customers receive enabling Aimbridge to be as efficient as possible in tracking and addressing customer needs.

AIMBRIDGE HOSPITALITY

Training – We are able to provide our team members well-defined and advancing career paths. The career growth opportunities we offer allow us to attract and retain the best employees in the industry. Additionally, with over 25,000 employees across the U.S., Canada, and the Caribbean, we are able to tap into a deeper well of operational knowledge and experience than other management companies. The shared knowledge of our team members allows us to refine best practices, create efficiencies, and develop unique revenue generating strategies greatly benefitting our owner-partners.

IT system infrastructure - Since Aimbridge manages the Hilton Branson Convention Center Hotel sharing the IT infrastructure will not be an issue. Aimbridge Hospitality's preferred technology partner is Irving, TX based Centrada Solutions (Centrada). Centrada provides a complete spectrum of managed IT services and more details regarding these services is outlined later in this document.



Technology Considerations

Aimbridge Hospitality's preferred technology partner is Irving, TX based Centrada Solutions (Centrada). Centrada provides a complete spectrum of managed IT services for hotels, management companies, owners, and brands. We work hand-in-hand with Centrada to determine each hotel's individual IT needs to develop solutions that are unique for each property. We have worked with Centrada for years, and they are the IT provider for the majority of the 830+ hotels we operate.

Services Provided By Centrada Include:

- Guest High Speed Internet
- Guestroom Entertainment
- E-mail
- Property Management Systems
- Point of Sale Systems
- Sales & Catering Software
- Administrative Networks
- Key Systems
- PBX Systems

Music/Audio Systems

Apart from these on-property IT solutions, Aimbridge relies on our own internal JD Edwards-based accounting software and a proprietary analytics, forecasting, and budgeting tool developed in-house called Horizon.

Insurance Considerations

Due to our scale, Aimbridge is typically able to secure better insurance pricing than our competitors. For this reason, the majority of our owner-partners work with us to obtain insurance quotes for their hotels.

Aimbridge Will Provide The Following Coverages And Allocate The Costs To The Hotels Accordingly:

- Employment Practices Liability Insurance (EPLI) – Based on number of employees
- Crime – Based on number of guestrooms
- Workers Compensation – Based on payroll
- Cyber – Based on number of guestrooms

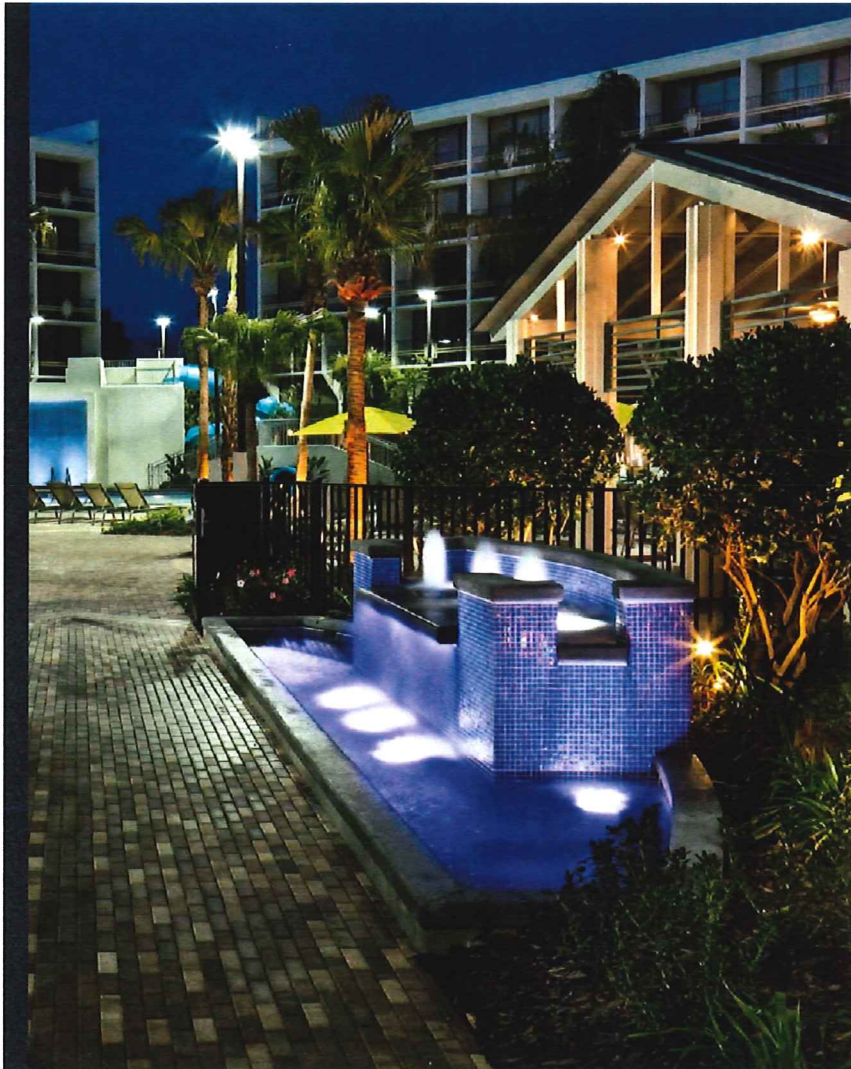
The Following Coverages Can Be Provided By Aimbridge Or Owner At The Owner's Discretion:

- Property
- General Liability
- Umbrella
- Auto

AIMBRIDGE HOSPITALITY

Operational systems experience – As an intuitional operator, Aimbridge has extensive experience with point of sale systems, security camera systems, and sign systems since all of these exist at a large majority of the properties we currently manage. Aimbridge uses UltiPro to provide HR, payroll, and benefits services to our employees.

Destination Marketing Organizations Experience – Across the entire 800+ property portfolio of Aimbridge Hospitality we work every day with Destination Marketing Organizations to bring business to our hotels and conference centers across North America. Several Aimbridge leadership members have extensive experience working with DMOs, most notably Mike McGilligan, Vice President of Operations, has been a Board Member of the Visit Dallas Convention & Visitors Bureau twice and was Vice Chair of the Dallas Tourism Public Improvement District. In these capacities, he worked to bring business to the Dallas Convention Center, participated in the approval of the annual Marketing Plan of Visit Dallas, and helped design programs that bridged the gap between customers and the Convention Center Authority. The Dallas TPID was instrumental in bringing more than \$50MM in business to the Convention Center and Hotel community, as well as developing and arts program which generated business for the City through grants to the Arts Community. His extensive experience with DMO's in San Diego, Chicago and Dallas will be a wonderful complement to the team in Branson.



The following pages provide an overview of the key personnel within Aimbridge who will ultimately be responsible for ensuring the success of the Branson Convention Center along with overviews of their experience. We approach all of our management takeovers with a team mentality, and our success is driven by the wide variety of experiences and knowledge our senior leadership team brings to each of our endeavors.



ROBERT BURG
PRESIDENT CHIEF OPERATING OFFICER

Robert Burg has been with Aimbridge since 2003 and has 28 years of experience in the hospitality industry. Robert is responsible for the overall operations, performance, owner relations and capital planning for all of the properties in the Aimbridge portfolio. In addition, he oversees the relationship and implementation of over 32 different national hotel brands. His extensive experience and industry knowledge provide the foundation for the company's core strength of producing superior results at top and bottom line.

Prior to joining Aimbridge, Robert was most recently the Senior Vice President of Operations for Wyndham Hotels and Resorts. While at Wyndham, Robert's operational experience included luxury, full service, select service and extended stay. Robert was also the Sr. Vice President for the Summerfield Suites brand.

He led the entire chain of the Summerfield Suites brand in operations, development, and revenue for the upscale, extended-stay product. Among many of his accomplishments during his tenure, he created and implemented specific sales strategies that enabled the portfolio to increase market share and revenues.

Robert has a degree in Culinary Arts from the Culinary Institute of America. He currently serves on Hilton's Operations Advisory Board for Embassy Suites and Starwood's Owner Advisory Boards for Sheraton Hotels and Aloft and Element Hotels. Robert is also on the Board of Directors for the Juvenile Diabetes Research Foundation.



MIKE MCGILLIGAN
VICE PRESIDENT OF OPERATIONS

Mike McGilligan is Vice President of Operations for Aimbridge Hospitality. He oversees full-service hotels across the country, including:

- Hilton Branson Convention Center
- Hilton Promenade at Branson Landing

Mike has spent over two decades in hospitality, beginning his career in Philadelphia in the Guest Quarters Regional Accounting Office and quickly moving over to Doubletree National Sales. He then moved to Washington D.C. where he worked in Sales leadership roles of increasing responsibility before moving into Operations.

He has been the General Manager of meeting & convention hotels in New York City, La Jolla, Dallas and Chicago. In his most recent role before joining Aimbridge, Mike was General Manager of the iconic 1608-room Hilton Anatole in Dallas. One of the largest meeting venues in the Southwest, the Anatole boasts over 600,000 sq. feet of convention and exhibit space and in 2018 was named

by Cvent as the 5th Best Meeting Venue in the United States.

Throughout his career Mike has served on many Boards including:

- IHLA
- The Cotton Bowl
- The DCVB

He has had the honor of being a guest lecturer at the University of Pennsylvania's Wharton School of Business, representing Hilton Worldwide on the White House Business Council and appearing as a guest on Fox News to discuss the hotel community's outreach during the California wildfires.

Mike is the recipient of the following awards and honors:

- General Manager of the Year award by Hilton
- Top 40 Under 40 Executives list by Dallas Morning News
- Received the State of Illinois Hotelier of the Year award



BILL TIRONE
VICE PRESIDENT OF HOTEL MANAGEMENT

Bill Tirone is the Vice President of Hotel Management at HCW Hospitality. Bill has a wide range of experience and is a 41 year veteran in the industry and has worked for Hyatt, Marriott, Hilton and the St. Louis Convention and Visitors Commission as the Director of Trade Show and Convention Sales for the Americas Center.

The concentration of his experience is in sales, marketing, revenue management as well as facility operations. Bill has extensive experience in opening facilities, developing marketing strategies from the ground up, creating brand identity, developing group and transient markets, hiring and training sales teams, executing strategies that have a return on investment for investors.

Bill led the pre-opening and post opening sales activities for the Branson Convention Center as the Director of Sales and Marketing/ Assistant General Manager. Bill also handled the pre and post opening sales activities for the Cedar Rapids Convention Complex which houses over 70,000 sq. feet of meeting and exhibition space as well as the 6,500 seat US Cellular Arena.

Bill serves on the Branson Lakes Area Chamber of Commerce and CVB as immediate past-chair and is also a member of the Destination Marketing Council. Bill has also chaired the Meetings and Conventions task force for the CVB and served on the Board of Directors for the Branson Lakes Area Lodging Association.



ROB SMITH
SVP OPERATIONS

Rob Smith has over 30 years executive leadership in the hospitality industry, including extensive experience at the General Manager level in upscale, large box, full-service Hotels, Resorts and Casinos in the US and the Caribbean. He has directly overseen more than 150 million dollars of hotel renovations and several brand repositioning projects.

He was the CEO of the Aruba Hotel and Tourism Association and the CEO of the Aruba Convention and Visitors Bureau. In this role he reported to a public private sector board of 13 individuals and also had oversight of the tourism company through the board. He had a combined DM budget of \$47m in ad spend only. He led the organization through a privatization where as the room tax was committed to get 100% DMO spend and all personnel would be

a part of the government budget. This continued spend has held Aruba's combined occupancy at or above 82% in each following year and grew rev-par from sub \$100 to \$200+ over a 10 year period.

He also was a part of the crisis management as Chairman of the Strategic Crisis Communications Committee during the Natalie Holloway situation.

He is an alumni of the University of South Florida, majoring in Business Finance and American Studies.



ANN L. CHRISTENSON
EVP CHIEF HUMAN RESOURCES OFFICER

Christenson comes to Aimbridge from Moorhead, MN, bringing more than 20 years of human resources experience. Before joining Aimbridge Hospitality, she was the Chief People & Culture Officer for TMI Hospitality, where she oversaw all HR processes and internal communications. Before that, she was the Executive Vice President of Human Resources and Support Services for Sanford Health, an integrated health system based in the Dakotas with more than 28,000 employees. Christenson is a Moorhead Chamber of Commerce Board member and has a Bachelor's degree from Concordia College and a Master's degree from Minnesota State University Moorhead.



WADE FISCHER
SVP, PROJECT MANAGEMENT

Wade Fischer comes to Aimbridge Hospitality with over 20 years in hospitality focused development and project management. Most recently, Fischer served as the Chief Operating Officer and partner of Brine Wells Development, where he focused on re-adapt hospitality developments. Prior to Brine Wells Development, Fischer served as the Vice President of Design and Construction at Pyramid Hotel Group where he oversaw several high-profile projects from Hawaii to Florida and as the Project Director at CNL Hotels & Resorts.



KEVIN DETZ

SENIOR VICE PRESIDENT AND CHIEF ACCOUNTING OFFICER

Kevin Detz joined Aimbridge in 2014 and has over 15 years of experience in accounting and auditing. Detz is responsible for the company's operational accounting including financial statement preparation, accounts payable, payroll, tax compliance and internal controls for all hotels under management.

Prior to joining Aimbridge, Detz was Vice President at Goldman Sachs in its hospitality group. While at Goldman Sachs, Detz's primary responsibility was to oversee the accounting of approximately 350 hotels. Detz oversaw the acquisition and transition of a large public hotel REIT into the Goldman Sachs hospitality platform. Detz also managed the audit process for the hotel portfolios, which included the interpretation and application of technical accounting releases. Prior to his time with Goldman Sachs, Detz was an Audit Manager for Ernst & Young, LLP in its

South Florida offices. Detz's client base included the following industry types: real estate, retail and equipment rental. During his time with Ernst & Young, Detz was involved in several public debt and equity offerings, including the lead role on an initial public offering. Detz started his career with Arthur Andersen, LLP before transitioning to Ernst & Young in 2002.

Mr. Detz graduated Magna cum Laude from Duquesne University in Pittsburgh, Pennsylvania with a B.S. in Business Administration. Detz is a licensed Certified Public Accountant and a member of the AICPA.



LEE PALASCHAK
SENIOR VICE PRESIDENT OF OPERATIONS

Lee Palaschak joined Aimbridge Hospitality in 2007 and has over 25 years of Hospitality Experience working within multiple markets and hotel brands at an executive level. Palaschak is responsible for operations, performance, owner relations and capital planning for assigned full-service properties in the Aimbridge portfolio.

Palaschak joined Aimbridge as part of the Eagle merger and was very quickly recognized and promoted due to his vast hospitality knowledge and exceptional performance. For Aimbridge Hospitality, Palaschak has held the positions of Area General Manager for Cincinnati, Regional Director of Operations for Ohio, Regional Vice President.

Prior to joining Aimbridge, Palaschak worked with Commonwealth Hotels where he worked as a General Manager at the Embassy Suites Columbus/Dublin and at the Marriott Cincinnati RiverCenter, which is a 325 key asset with oversight to the 12,000 square foot convention center. Prior to that, he worked with Winegardner & Hammons Management Company (WHI) as an Assistant General Manager and as a General Manager. During his tenure with WHI, Mr. Palaschak successfully led 7 properties, with multiple awards for Quality Excellence and Market Share Leadership.

Mr. Palaschak holds a B.A. degree and is a graduate of Michigan State University School of Hotel and Restaurant Management. He currently serves on the Marriott Rooms Advisory Board of Directors.

PARTNERS

PRIVATE EQUITY



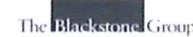
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RLJ



FAMILY OFFICE



Crow Family Trust



GEORGE KAISER
FAMILY FOUNDATION



LIFECO & FINANCIAL INSTITUTIONS



WHO IS **SECOND** WAVE
digital + creative agency

\ Who is Second Wave?

SECOND WAVE DIGITAL + MARKETING:

is a collective of innovative digital, marketing and creative minded individuals with expertise in hospitality. By design we are an in-house marketing agency with efforts focused solely within the Evolution and Aimbridge Hospitality portfolios.

\ Capabilities

E-COMMERCE

Website Creation
Search Engine Optimization and Marketing
Content Strategy

CREATIVE

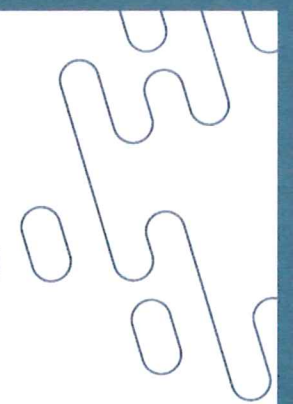
Graphic Design
Logo Creation
Photography and Video

MARKETING

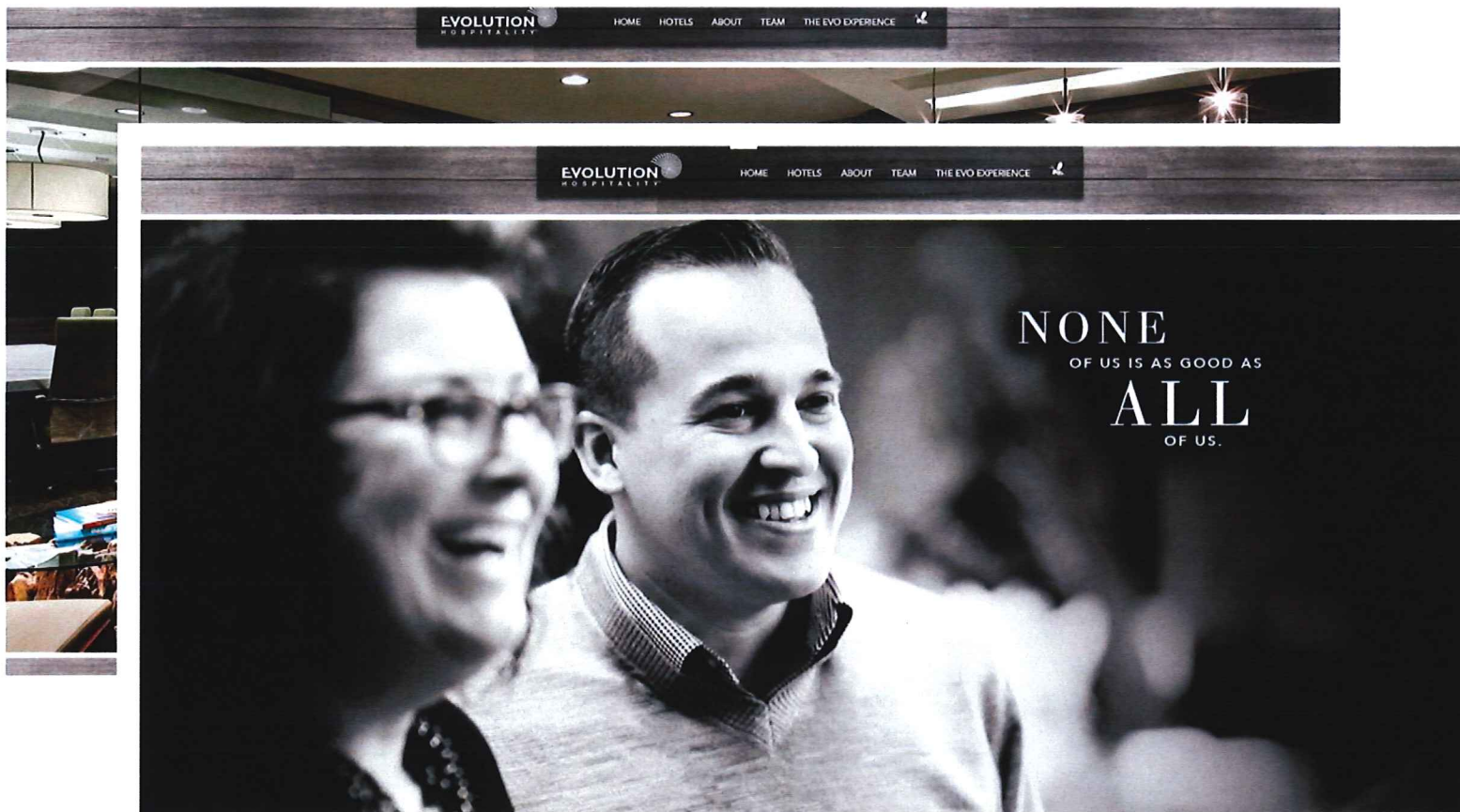
Brand Positioning
Paid Media
Marketing Strategy

E-LEARNING

Tidal Wave Courses
E-commerce Certification
Changing the Paradigm



Website



Eblasts

ROCK STAR SUITE SALE
2018 OFFER: 25% OFF SUITE RATES (TAXES EXTRA)

Rock Star Suite with two bedrooms, two bathrooms, two living areas, two full kitchens, two balconies, two patios, two fireplaces, two TVs, two desks, two chairs, two sofas, two armchairs, two ottomans, two coffee tables, two end tables, two lamps, two ceiling fans, two ceiling lights, two ceiling fans, two ceiling lights, two ceiling fans, two ceiling lights.

LUSH VIEWS
Brighten up with two bedrooms, two bathrooms, two living areas, two full kitchens, two balconies, two patios, two fireplaces, two TVs, two desks, two chairs, two sofas, two armchairs, two ottomans, two coffee tables, two end tables, two lamps, two ceiling fans, two ceiling lights, two ceiling fans, two ceiling lights.

LUXE LIVE
Brighten up with two bedrooms, two bathrooms, two living areas, two full kitchens, two balconies, two patios, two fireplaces, two TVs, two desks, two chairs, two sofas, two armchairs, two ottomans, two coffee tables, two end tables, two lamps, two ceiling fans, two ceiling lights, two ceiling fans, two ceiling lights.

LAVISH INDULGENCE
Brighten up with two bedrooms, two bathrooms, two living areas, two full kitchens, two balconies, two patios, two fireplaces, two TVs, two desks, two chairs, two sofas, two armchairs, two ottomans, two coffee tables, two end tables, two lamps, two ceiling fans, two ceiling lights, two ceiling fans, two ceiling lights.

glide into the holidays

STAY & SKATE PACKAGE
Take up and get your SKATE ON! Experience the hot days on the city at the Adagio. Book your stay before August 31st, and you'll receive two complimentary tickets to the program (room required in 2018). Join us from 5:00 PM to 10:00 PM, join with us in our up with our skate roller at 7:00 PM.

BOOK BY AUGUST 31 AND RECEIVE
Two complimentary tickets to Skate Roller Skate
+
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800.228.8888 • www.adagio.com

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Promo Code: **ANZA**

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The hotel is a fully accessible facility for guests with disabilities. For more information, please contact us at 916.860.7800.

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WITH THE CHAMBER ORCHESTRA OF PHILADELPHIA

SUNDAY, FEBRUARY 26, 2018 7:00 PM
MONDAY, FEBRUARY 27, 2018 7:00 PM

Grab dinner at the exclusive Prime Rib and join the Chamber Orchestra and Yale University organist master Jeffrey Brantner as he gives his own greatest composer in a concert of improvisation as the great composer would have intended. A part of the Chamber Orchestra Improvisation Series, Brantner will improvise on themes heard in the concert, just like in 1741.

YOU WILL RECEIVE:

- ONE (1) \$50 GIFT CARD for Dinner at The Prime Rib
- TWO (2) PREMIUM ORCHESTRA SEATS
- TWO (2) BRIBE VOODOOS to PECO Box of the National Center of the Performing Arts

BOOK NOW

Or contact Mary D. Arsenault at (315) 290-7713
mary.arsenault@warwick-hotels.com
availability is extremely limited

LEARN MORE ABOUT THE CONCERT

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Collateral



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Unwind at the end of the day with a cold craft beer or a delicious glass of wine and enjoy discount prices during our daily happy hour*.

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*Happy hours served only in Graze Tavern and not available for take-out or to-go delivery.



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PETITE EATS
 Dusted egg +
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 \$12.95
 Biscuits +
 maple syrup
 \$6.95

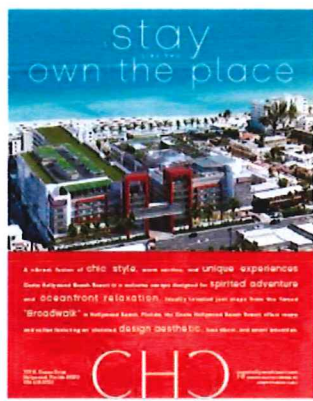
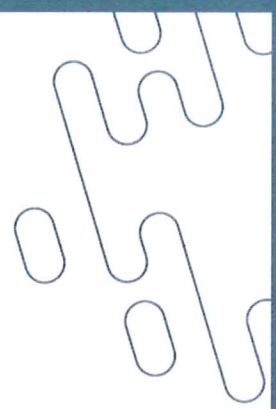
HAPPY HOUR
 DAILY 4-6 PM

COCKTAILS
 \$12.95
 \$14.95
 \$16.95

CRAFT BEER
 \$5.95
 \$6.95
 \$7.95

WINE BY THE GLASS
 \$5.95
 \$6.95
 \$7.95

Collateral



FIRST
WE EAT,
THEN WE
DO
EVERYTHING
ELSE.

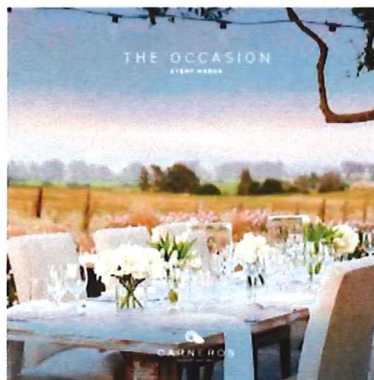
in-room dining



#NOTNOW
M&R



BRILLIANT
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AMINC
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LIEVE
NTIFUL
ONG



Restaurant & Logo Development

PACIFIC STANDARD
coastal kitchen



GRAZE
BISTRO & BAR



POLANCO
KITCHEN & BAR



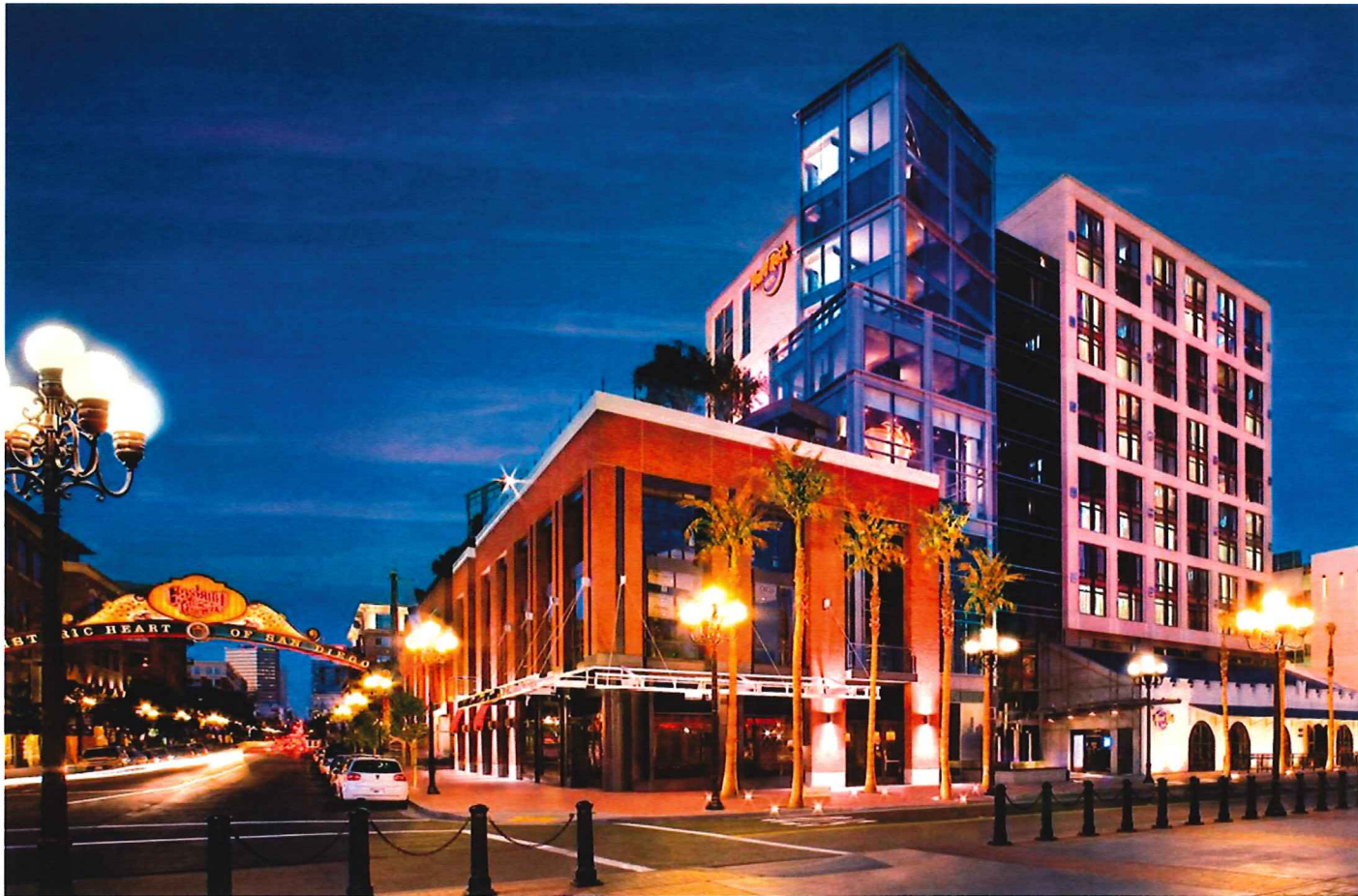
barbianca
LOCAL KITCHEN



PHOTOGRAPHY & STYLING



PHOTOGRAPHY & STYLING



PHOTOGRAPHY & STYLING



BENEFITS OF SCALE

- Aimbridge has a market leading position in size, information, service capability and talent
- Highest limits and lowest deductibles of any 3rd party operator

PEOPLE

- Approximately 30,000 employees
- Robust and diverse portfolio attracts the highest level of talent
- More growth opportunities than competitors to keep key talent engaged
- Scale provides competitive employee benefits at great pricing

PLATFORM

- Robust e-commerce/online marketing acumen/training
- Proprietary sales and revenue management and tools
- Industry's best IT and accounting/reporting/data analytics

PROCUREMENT

Industry's most powerful purchaser of:

- Employee health insurance
- Food & beverage
- Corporate property and G/L insurance program
- Total insurable value \$4.5B
- Able to negotiate favorable terms due to large volume





Aimbridge HospitalitySM

5851 Legacy Circle, Suite 400 | Plano, TX 75024
972-952-0200

Robert Burg
President & COO
P: 972.952.0200
F: 972.792.7883

Mike McGilligan
Vice President of Operations
P: 646.210.5871
F: 972.792.7883



Type of Entity

Aimbridge will operate the Branson Convention Center as Pillar Hotels and Resorts, LLC a Delaware limited liability company (f/k/a Pillar Hotels and Resorts, L.P). Pillar Hotels and Resorts, LLC is wholly owned subsidiary of Aimbridge Hospitality Holdings, LLC.

Provider's Philosophy

Our Philosophy is to consistently deliver exceptional service with the help of dedicated, caring Associates thus outperforming the competition. We value passionate people who love to be challenged and desire the freedom to contribute to the overall success of the organization. We strive to create a workplace culture that values family, work life balance and community.

Federal Employee Identification Number

20-2002670

Missouri Immigration Law Affidavit

Aimbridge is compliant with Missouri Immigration Law and will provide the signed Affidavit upon notification of successfully winning the RFP bidding process by the City of Branson.

Holiday Inn & Convention Center
1001 Amber Avenue
Stevens Point, WI 54482

April 1, 2019

To whom it may concern:

Our ownership group has 3 hotels, 2 full service Holiday Inns, and an Express. In March 2014, we brought in Aimbridge Hospitality to manage the hotels. Our only regret is that we didn't do so much earlier.

Aimbridge's expertise is sales & marketing, revenue management, financial analysis, expense control, and operational acumen, has increased top line revenues in all 3 hotels.

The above hotel is the largest of the three and will generate about \$3.7 Million in Food & Beverage Revenues. Prior to Aimbridge taking over management of the hotels, we were dissatisfied with the profit contribution from the F&B operations.

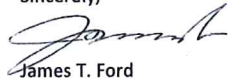
Aimbridge immediately sent in 2 F&B experts, from other managed hotels, to advise our staff. Those individuals made several inexpensive changes and profit margins were soon at acceptable levels.

At our Marshfield hotel, we completed an IHG mandated Property Improvement Plan, which included a complete renovation of the restaurant and bar. Aimbridge's Corporate F&B Expert assisted us in the design, new menus, new pricing, and new menu selections. The F&B operations have been improving each month.

Aimbridge has considerable resources to address any problem. I strongly recommend Aimbridge Hospitality as a management company. They have expertise in all areas of hotel management.

Please feel free to contact me at 715-630-7227.

Sincerely,



James T. Ford
Operations Manager & Board of Managers Liaison



March 27, 2019

To the Selection Committee for Management of the Branson Convention Center,

Thirteen years ago Collector Cars International was the first company and I was the first person to sign a multi-year agreement with the Branson Convention Center and the Hilton Hotels. Since that time we have been a loyal client holding two events per year and bringing over one hundred thousand visitors to the area. Based on our experiences with the two entities for over a decade we have a few observations I feel are worth relating to the Selection Committee concerning the two facilities being united under one management company.

When the center and the hotels operated as one unit, the process was seamless. I did not have to contact multiple individuals to get answers or get things accomplished. There was one sales person, one event person, one contract and one final bill. The process was efficient.

In 2014 when the split occurred, I dealt with two sales people, two event people, two contracts and two bills and frankly two different attitudes and personalities that were not always focused on the same objective. Currently, if I'm on the phone talking to the hotel and I have a question regarding the convention center, I am told "I'm sorry you will have to call the center", whereas in the past I could get all my questions answered with one call. Eliminating the need to repeat the same details to two individuals just makes for good customer service and that is part and parcel of the success of Branson, Missouri. Good customer service.

There have been many instances where clients attending our events have attempted to get questions answered only to be told they would have to direct their question to "the convention center side" or "the hotel side". Ultimately, the goal should be to make doing business with the facilities easy, not frustrating.

Therefore, I would be greatly in favor of the two facilities being united under one management company.

I would ask that in consideration of my request you take into consideration the fact that we have hosted over one hundred thousand people to our event and paid the city well over one million dollars in the process even though all the "committees" have not once asked for our opinion. I doubt seriously that you have a qualified comparable.

Regards,

Jim Cox

P.O. Box 6907, Branson, MO 65615
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B R A N S O N C O L L E C T O R C A R A U C T I O N



Midwest Public Risk
19400 East Valley View Parkway
Independence, MO 64055

March 25, 2019

Stan Dobbins and Branson Board of Alderman
City of Branson
110 W. Maddux St, #210
Branson, MO 65616

Re: Decision for Management of the Branson Convention Center

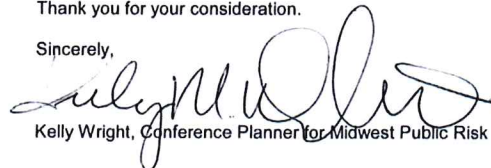
I am a conference planner for an event that brings hundreds of guests to Branson each year for both education and fun. Our event produced over \$100,000 in guestroom revenue and over \$50,000 in food and beverage revenue, in addition to the economic impact to venues and shops at the Branson Landing and the rest of the Branson area while our attendees are on property. Recently, I learned that the Branson Convention Center management contract is up for rebid.

Our company has executed events both under one management company and under the arrangement that has existed since 2014 of two management companies. As a planner, it is an added complication to have multiple points of contact in order to get tasks completed, a complication created by the property lines and separate management. At points throughout the planning process, I may be speaking with a representative of one entity about a need, only to learn that it must be asked of a representative of the other entity.

I would ask that the individuals responsible for deciding the fate of this bid consider a meeting planner's perspective. The simplicity of one sales person, one event person, one negotiation, one bill to review, and the subsequent efficiencies this brings to a planner's day is hard to place a value on. I support the two facilities being placed under one management company.

Thank you for your consideration.

Sincerely,



Kelly Wright, Conference Planner for Midwest Public Risk

816.292.7500

www.mprisk.org

Wednesday, April 03, 2019

To Whom It May Concern:

Dear Sir/Madame,

Re: Recommendation – Aimbridge Hospitality

Please accept this Letter of Recommendation regarding Aimbridge Hospitality – a Hospitality Management Company (Aimbridge) in support of its endeavor to expand its hotel management portfolio. It is with great pleasure that I submit this information as an owner of one of Aimbridge's largest managed properties. I believe Aimbridge has a strong application worthy of your careful consideration. Aimbridge manages over 600 hotels in the United States and Caribbean.

Specifically, Aimbridge was selected to provide hospitality management services to our full-service, 742 room property in Orlando Florida. The hotel includes two - 18 floor towers and over 63,000 square feet of flexible indoor/outdoor meeting space, including 19,500 square foot of exhibit space. The property sits adjacent to Universal Resort Orlando, and is in the heart of all that Orlando has to offer locals and tourists alike.

The management team undertook a multi-million dollar renovation beginning in 2016 with a completion in 2017. Along with new aesthetics, the hotel underwent a successful rebranding, resulting in awards and recognitions including:
2017 Aimbridge Hospitality Hotel of the Year
2018 Lodging Member of the Year, Central Florida, Mark Politte, General Manager
2018 Aimbridge Hospitality Director of Sales of the Year, Brenda Rouse-Fitzpatrick
2018 Hilton Sales MVP, Brenda Rouse-Fitzpatrick
2019 First Franchise selected to host a Hilton Worldwide Sales team meeting

Aimbridge Hospitality is responsive, demonstrates excellent quality control, balances finances and hires and manages a reputable staff. Working with a management company requires considerable negotiation of duties and expectations and Aimbridge has been exceptionally receptive to discussions, processes and refinements reflecting our vision.

As the owner of the DoubleTree by Hilton at the Entrance to Universal Orlando, we have been impressed with Aimbridge and its commitment to surpass budget each fiscal year.

Should you have a need to further evaluate Aimbridge's experience, please do not hesitate to contact the undersigned at (876) 936-7923 or via email at Brenda_martin@sagicor.com.

Thank you for your kind consideration and best wishes in your selection process.

Yours sincerely,



Brenda-Lee Martin
CEO, Sagicor Real Estate X Fund Limited



REAL ESTATE X FUND

Sagicor Real Estate
X Fund Limited
20 Micoud Street
Castries, St. Lucia
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DIRECTORS | Richard O. Byles (Chairman) | Rohan Miller (CEO) | Dr. the Hon. R. Danny Williams, O.J., C.D. | Michael Fraser
Dr. M. Patricia Downes-Grant | Stephen McNamara | Vinay Walia | Peter Pearson | MCSI Inc. (Company Secretary)

March 7, 2019

To the Selection Committee for Management of the Branson Convention Center;

I just finished hosting our 10th Conklin National Convention at the Branson Convention Center and I am in the process of negotiating another four years. I've been a loyal client that brings over 1500 people to Branson the first weekend in February generating thousands of dollars in economic impact at a time of year where Branson is slow.

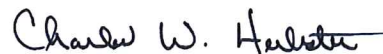
When I first started bringing our convention to Branson the Branson Convention Center and Hilton Hotels were operated as one unit. From a planning perspective, it was a seamless arrangement. The negotiation process was much easier. I dealt with one individual who could make the best decisions for all of the facilities and could weigh the various revenue streams and formulate a win/win for all parties. Now the process is cumbersome because neither entity can negotiate for the whole.

Moving on to the planning phase of the event, my team had to deal with two events planners and again, these individuals can only comment or commit to their own facility. I have events that cross into both facilities and one facility plans the event to their specs whereas the other plans the event to a different set of specs. So the same event will have two different looks. Please keep in mind that most people do not know the hotel and center have separate ownership groups. They think the facility is one big hotel, which is probably the original intent from when they were built.

As the owner of a multi-million dollar company, this duplication of both staffing inconsistency and product would not be something I would want to provide my customers. I know that you have a choice coming up during your selection process and I would encourage you to consider joining the two facilities under one management team with the same set of standards.

Thank you for your consideration.

Sincerely,



Charles W. Herbster
President, Chief Executive Officer and Owner of Conklin Company, Inc.