

Hotel Investment Group

2655 Camino Del Rio North Suite 330 San Diego, CA 92108

Phone: (619) 293-3349 Fax: (619) 291-4872

www.hotelinvestmentgroup.com

March 4th, 2019

Port of San Diego - Waterfront Development
3165 Pacific Highway
San Diego, CA 92101

Sub: San Diego Bay Development Opportunity – RFP 18-19ME

To Whom It May Concern:

I, Bhavesh “Bobby” Patel, am the authorized representative and have authority to enter into a binding agreement and authorize changes on behalf of Hotel Investment Group (“**HIG**”). I am proud to present the following proposal as both a developer and operator to obtain the development rights to RFP 18-19ME (“**Project**”).

HIG is a small minority owned business founded in 1992 in Fresno, California. I am the Chief Executive Officer and Chairman of the Board. My family and I moved to San Diego in 1999 when we bought our first hotel in San Diego, Pacific Inn & Suites, on Pacific Highway across from the County Administration building. Obviously, the Port, Little Italy, Seaport Village, and the Gaslamp Quarter, were in our backyard, and we witnessed firsthand the evolution of our beautiful city. My children were raised in our fine city and my business has flourished much like the Downtown area has. San Diego will forever be my home, and my business is committed to serving our city and the community.

One major reason why I am entering into this bidding process is because I recognize there is a segment of people who for economic reasons are being precluded from enjoying our wonderful city and its coastline. I feel I am in a position to help rectify that which is wrong. It is my opinion, all people—regardless of their economic status—should have the same opportunity to enjoy our beautiful coastline and all of San Diego’s treasures. Additionally, I commend the Port Authority for being forward thinkers in recognizing and wanting to solve this problem.

HIG’s mission statement is to treat our employees and associates with the utmost care, integrity and respect knowing they in turn will carry forward the same sentiment towards our guests, and in doing so, profits will naturally follow. Our mission statement is the cornerstone of its success.

HIG has secured the trust and confidence of Marriott Hotels & Resorts. It is for this reason, HIG is certified by Marriott Hotels to not only build and operate our own Marriott properties, but also to build and manage third-party assets as well.

Hotel Investment Group has built many hotels for itself, joint ventures, and other unique synergies. With an eye for detail, quality, efficiency, and green initiatives, HIG has built and opened in May of 2015 a 104-room Holiday Inn Express Hotel and Suites located at Hotel Circle, San Diego. This flagship Intercontinental Hotel Group property was built with state-of-the-art specifications while opening on time and on budget. The hotel ranks in the 95th percentile for all Holiday Inn Express hotels nationwide in Guest Service, Quality Assurance, Average Daily Rate, Occupancy, and RevPAR. The hotel has achieved Medallia prestige since its inception. This achievement is a testament to the quality of construction and HIG's corporate culture. It is the same commitment and dedication we will put forth into the subject Project if awarded the opportunity.

HIG's vision for "The Project" is to build an affordable 200-room modern, comfortable, forward designed lower cost overnight accommodation. Attributes such as state of the art WiFi, high definition TVs, great technology and the latest gadgets will be the cornerstone of this hotel. Since the Project is located in close proximity to Lindbergh Field and the beauty of the bay, the theme of the hotel will be Charles Lindbergh, aviation, and shades of the blue water. It will be prevalent and blended consistently throughout the hotel including but not limited to the beautiful open space lobby. For the extra budget conscious traveler who wishes to save money by not eating out, we will provide extended stay rooms equipped with energy efficient micro-kitchens. No corners will be cut, guests will enjoy free WiFi, plush bedding, and a quality hotel room at an affordable price with great value.

Since we build and operate our own hotels, we can design an efficient building (value engineered) that is well laid out and is operationally efficient. Our construction process is performed with an eye for detail and a tremendous amount of care and in doing so, our seasoned construction teams combined with high quality finishes yield the best accommodations for our customers. Some of our projects in San Diego include; The Holiday Inn Express & Suites Hotel Circle, Hotel Aqua Mar, and Hotel Iris. For more detailed information please visit our website at www.hotelinvestmentgroup.com.

Humbly speaking, we believe that HIG should be the developer of choice because:

- We have the expertise and focus required to execute the subject Project.
- We have great financial partners: Wells Fargo, Pacific Western, First Choice Bank and Torrey Pines Bank.
- We are a small minority owned business that calls San Diego home.
- We are passionate and believe in the intent and Port Authority's goal of affordable hotels in Downtown San Diego for all to enjoy.

In closing, we believe in this project, and I sincerely appreciate the opportunity to participate in this bidding process. If you have any questions, please do not hesitate to contact me. My particulars are as follows:

Firm Name: Hotel Investment Group
Address: 2655 Camino del Rio North, San Diego, CA 92108
Phone: (619) 302-7549
Fax: (619) 291-4872
Email: bobbyp@hotelinvestmentgroup.com

As requested, we have enclosed the following documents for your consideration:

- A. Lessee Questionnaire – Form 317
- B. Project Description
- C. Preliminary Marketing Plan
- D. Project Design Concept Drawings (Site Plan, Elevations, Context/Perspective Drawings)
- E. Project Schedule
- F. Project Team (Organization Chart, Approach, Biography/Resumes)
- G. Project Experience
- H. Capability to Perform (Financing Plan and Personal Financial Statement)
- I. Development and Operating Proforma
- J. Development Example for Representative Site Visit

Sincerely,



Bhavesh "Bobby" Patel
Chief Executive Officer & Chairman of the Board
Hotel Investment Group

Lessee Questionnaire - Form 317

Redacted - Intentionally Removed

Hotel Investment Group

2655 Camino Del Rio North Suite 330 San Diego, CA 92108

Phone: (619) 293-3349 Fax: (619) 291-4872

www.hotelinvestmentgroup.com

March 4, 2019

Re: **Project Hotel**
San Diego, CA

Our vision for the project is to understand the needs of our client & guests to create a contemporary design that reflects their needs and goals. Today's hotel guests are well traveled and their expectations are high. With every guest on their smart phone sharing experiences with family, friends, or anyone willing to listen & hence we have to stay ahead of trends.

Project Hotel is located on the Pacific Highway and with close proximity to the airport, our goal is to address today's travel culture in a new and meaningful way by adopting emerging technologies and sustainable global trends to create unique hospitality experiences which impact the future of travel in a positive way. Our basic and simple concept is to design a hotel and create spaces which offer our traveling guests the comforts of home and a goodnight sleep at an affordable cost.

Our extensive background in Hospitality design and our ability to be flexible and innovative to fulfill our visions. Our design is mindful of brand identity and the experience the design is intended to capture and convey.

The exterior contemporary building colors are designed to blend with context and at the same time stand out with the accent red for the travelers on the freeway to identify.

Our Lobby and Public Areas are designed by adopting the home-away-from-home concept with communal seating for business, personal, and family spaces which are warm and inviting.

- The gross leasable square footage for the hotel will be 90,550 SF.
- Maximum height of the hotel is 55'-0" and 4 floors.
- 90 degree parking is adopted which is convenient, safe, and economical. Drive aisles are 26'-0" and parking spaces are 9'-0" wide x 19'-0" deep. Total parking provided is 163 standard car spaces, 6 motorcycle spaces, and bike racks for 12 bikes.
- The hotel interior will be designed with a boutique flavor and theme to incorporate the history of San Diego and the airport.
- The hotel will be green friendly with passive solar design and solar panels installed on the roof.
- The hotel will have state of the art Wifi.
- The proposer will develop and operate the site and the Annex building.

The hotel will have a drop-off area with a canopy, lobby, reception, and breakfast area where continental breakfast will be served. The breakfast area will be designed with communal seating layout for group meetings, study groups, etc for after breakfast activities. The public areas will also include a conference room for small gatherings and indoor heated pool, fitness center, and a guest laundry.

The guestrooms will include King bedrooms, Double Queen bedrooms, King Suites, Double Queen Suites, and 20 Suites with kitchenettes as extended stay for families and guests who so desire.

The hotel is expected to be California's first Avid by Intercontinental Hotel Group. The Avid brand was created for the economy guest and this presents a perfect opportunity for both IHG and San Diego to unveil the newest hotel line of a world-renown brand. The Avid is made for the guest who looks for high quality in all things but needs to meet a budget. The Avid projects the nest of both worlds in providing quality at an affordable rate. The competitive set for the proposed Avid will be the likes of the Motel 6, Pacific Inn & Suites, the Hampton Inn, the Holiday Inn Express, the Wyndham Garden, and the Porto Vista.

Annex Building: As per the annexation of the building this will be based on conversations with the Lessor.

HOTEL INVESTMENT GROUP **SALES & MARKETING PLAN**

PROJECT HOTEL

SAN DIEGO, CALIFORNIA

Executive Summary

The Project Hotel will become an established lower cost hotel located in the San Diego, California. The hotel is proposed to be part of the renowned chain of Intercontinental Hotel Group. IHG has recently launched a new brand, the Avid, to provide high quality accommodation for lower costs; thereby, increasing the guest's value for the brand.

The marketing plan addresses following major attributes:

- Growing need to increase the high rated businesses
- Increasing the market share
- Segment wise in depth analysis to increase travel to San Diego
- Channel wise in depth analysis to incentivize guests to stay at the Project Hotel
- Laying down the processes to ensure the customer is satisfied

Introduction

Today's hotel guests are well traveled and their expectations are high. With every guest on their smart phone sharing experiences with family, friends, or anyone willing to listen & hence we have to stay ahead of trends. Project Hotel is located on the Pacific Highway and with close proximity to the airport, our goal is to address today's travel culture in a new and meaningful way by adopting emerging technologies and sustainable global trends to create unique hospitality experiences which impact the future of travel in a positive way. Our basic and simple concept is to design a hotel and create spaces which offer our traveling guests the comforts of home and a goodnight sleep at an affordable cost.

The Brand – The Parent brand of The Project Hotel is well established and gives a high end perception in the market at a lower cost.

Targeting and Positioning Decisions

Referring the market overview section, our targeting and positioning should be based on different strategies depending on the market segment, viz:

- **Domestic Travelers:** San Diego hosts nearly 35.8 million visitors each year, and is a top U.S. destination. About 24% of overnight visitor groups included children, 28% of private home visitor groups, 22% of hotel groups, and 4% of business/convention visitor groups traveled with children. Of the overnight visitors to San Diego: 75% of people were here on a pleasure/vacation trip or

were visiting friends and family, 23% of people were here for business or a convention, and around 1% of the people came for shopping or other personal reasons.

- **International Travelers:** International guests staying in San Diego have always been a key market segment for us with almost 18% of our total visitors in 2017. There are many characteristics of this market segment that are extremely important to us and help us understand what the contributing factors are for these visitors.
- **Events:** San Diego due to its size is able to attract a lot of events. This is evident in the overall city performance as well. Being a competitive product in terms of brand value and domestic recognition, Project hotel can charge a lower cost to capture the economy segment.

Product and Brand Decisions

Product Marketing Decisions – The Project Hotel offers distinct product with exclusive service levels. In the first operating year, the hotel plans to promote its product by its improved interiors and established service levels compared to the market. Following aspects will be covered:

- Theme of advertisement and media releases will focus on the local design elements of the hotel. Concentration will be on print media.
- Printing of new brochures to be distributed across the hotels in the chain, sales offices and to be handed over to the major business sources.
- Organizing familiarization trip for sales office employees working in different locations and major business sources in order to showcase the actual product offering

Brand Marketing Decision – Brand value enhancement to be undertaken in line with the corporate marketing strategy. Owing to renovation and product upgrading, brand value can be revamped this year to maximize the room revenue. On a local level, the hotel will get associated with the high end exclusive shopping arcades, monthly magazines etc for joint promotional activities.

Channel Decisions

As per historical data, maximum revenue for the city hotels is achieved from reservations offices, sales offices and electronic channels (GDS Channels). The Project Hotel will attain a strong channel support by concentrating on following aspects:

- **Sales Offices:** Sales blitz to the domestic feeder markets to be done by the hotel sales team. An aggressive push is required from Sales offices to increase the business. For this, new brochures will be helpful.
- **GDS Channels:** The hotel receives GDS/ Electronic channel booking requests from Galileo, Sabre, Worldspan and Amadeus. Out of these, Galileo and Amadeus contribute maximum to the city hotels.

Marketing Communications Decisions

- **Advertising:** Advertisements to appear in print media in feeder markets. Advertising this year will concentrate on the enhanced product features which have been added during the renovation of the hotel.
- **Sales Promotions:** Channel selective sales promotion for Amadeus will be initiated as earlier discussed. Familiarization Trip is to be arranged for the major business sources in order to showcase the improved product (As discussed earlier).
- **Personal Selling:** Sales team will continue to visit the tour groups and maintain the relationship with existing users (Retention Accounts) and to flourish the relationship with the competitor users (Hit Accounts).
- **Direct Marketing:** Reservation department will be given an authorization to go 1 level below the approved Best Available Rate as mentioned on the Demand Calendar in case they feel the customer is not willing to pay the rate of the day.

Customer Service and Internal Marketing

Customer Feedback System is in place as per the corporate office guidelines. All the feedback as received is being addressed by the General Manager within 24 hours of feedback receipt. The practice will continue to be followed. The sales team will send E-Mailers to their respective clients about any new activity taking place in the hotel or is related to the hotel. The sales team will take customer feedback after the sale and feed it into the online Customer Feedback System as per the process.

People Decisions

The Project hotel attracts a healthy talent pool due to its brand and generous salaries. In the forthcoming year, employees in direct guest contact especially the once from Front office and reservations will be authorized to take their own decisions which is discussed further in the next section.

Process Decisions

In order to make the decision process faster, employees working in the Front Office Department are authorized to do the following in order to do customer recovery in case of a complaint:

- Charging one slab lower than the Best Available rate of the day.
- Including a breakfast complimentary in the rate
- Including a complimentary airport pick up/ drop in the rate.
- Including a complimentary fruit basket/ cookies platter in the room.

APPENDIX 1

The 7 P's Marketing model

PRODUCT	PLACE/ EASE OF ACCESS	PROMOTION	PRICE	PEOPLE	PHYSICAL EVIDENCE	PROCESS
Physical Features	Channel Type	Promotion blend	Flexibility	Employees	Facility design	Flow of activities
Service Level	Accessibility	Sales people	Price Level	Customers	Equipment	Number of steps
Service mix/ packaging	Intermediaries/ Third parties/ Agents	Advertising	Terms	Communicating culture and values	Signage	Level of customer involvement
Accessories		Sales promotion	Differentiation		Employee dress	
Branding		Direct Marketing	Allowances		Physical location	
		Publicity				

The Sales and Marketing plan uses the above 7 P model to attain the objectives as mentioned in the plan.

Glossary

RPD	Rooms Sold per day
ARR	“Also known as ADR is a statistical unit that is often used in the lodging industry. The number represents the average rental income per occupied room in a given time period. ADR along with the property's occupancy are the foundations for the property's financial performance. The ADR can be calculated by dividing the room revenue by the number of rooms sold” (Wikipedia, 2010).
Occupancy	“Occupancy is the percentage of available rooms that were sold during a specified period of time. Occupancy is calculated by dividing the number of rooms sold by rooms available” (STR Global, 2010).
Competitive set	“A competitive set consists of a group of hotels by which a property can compare itself to the group's aggregate performance. There must be a minimum of three hotels in any competitive set and a minimum of four hotels in Europe, excluding the subject hotel. To protect proprietary data, a single hotel or brand can not exceed 40% of the competitive set for North

	American hotels and 50% for hotels outside of North America. A single hotel company (i.e. Marriott brands, Choice brands, etc.) may only comprise 60 percent of the competitive set room supply” (STR Global, 2010).
Market Share Percentage	Also referred to as Occupancy Penetration Index. “An index designed to measure a hotel's share of the segment's (comp set, market, tract, etc.) demand (demand = rooms sold). It is calculated as: (Hotel Occupancy / Segment Occupancy) x 100 = Occupancy Index. (STR Global, 2010)
Other Revenue	“Includes all other revenue excluding room revenue and F&B revenue” (STR Global, 2010).
RevPAR (Revenue Per Available Room)	“Revenue per Available Room (RevPAR) is the total guest room revenue divided by the total number of available rooms. RevPAR differs from ADR because RevPAR is affected by the amount of unoccupied available rooms, while ADR shows only the average rate of rooms actually sold” (STR Global, 2010).
RevPAR Premium	Also referred to as RevPAR (Yield) Index. “A RevPAR (Yield) Index measures a hotel’s fair market share of their segment’s (competitive set, market, submarket, etc.) revenue per available room. If a hotel is capturing its fair market share, the index will be 100; if capturing less than its fair market share, a hotel’s index will be less than 100; and if capturing more than its fair market share, a hotel’s index will be greater than 100” (STR Global, 2010).
Room Revenue	“Total room revenue generated from the sale or rental of rooms” (STR Global, 2010).

PROJECT HOTEL

PACIFIC HIGHWAY - AIRPORT
SAN DIEGO, CALIFORNIA

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CIVIL

NOT INCLUDED IN THIS SUBMITTAL

LANDSCAPE

NOT INCLUDED IN THIS SUBMITTAL

STRUCTURAL

NOT INCLUDED IN THIS SUBMITTAL

ARCHITECTURAL

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MECHANICAL

NOT INCLUDED IN THIS SUBMITTAL

PLUMBING

NOT INCLUDED IN THIS SUBMITTAL

ELECTRICAL

NOT INCLUDED IN THIS SUBMITTAL

PROJECT DATA

LEGAL DESCRIPTION OF PROPERTY
PROJECT HOTEL
PACIFIC HIGHWAY - AIRPORT
SAN DIEGO, CALIFORNIA

ROOM TABULATION

	TOTAL PER FLOOR
FIRST FLOOR	41
SECOND FLOOR	53
THIRD FLOOR	53
FOURTH FLOOR	53
TOTAL	200

- 200 ROOM HOTEL WITH BREAKFAST AREA AND OUTDOOR PATIO, INDOOR HEATED POOL, CONFERENCE ROOM & FITNESS CENTER.
- FOUR STORY HOTEL.
- 163 PARKING SPACES.

AREA SUMMARY

FIRST FLOOR	23,500 SF
SECOND FLOOR	22,350 SF
THIRD FLOOR	22,350 SF
FOURTH FLOOR	22,350 SF

TOTAL GROSS BUILDING AREA = 90,550 SF

OCCUPANT LOAD



SITE LOCATION

VICINITY MAP
NO SCALE



CODE INFORMATION:

2010 CALIFORNIA BUILDING CODE
INTERNATIONAL BUILDING CODE (IBC) 2010
2010 CALIFORNIA ELECTRICAL CODE (CEC)
2010 CALIFORNIA MECHANICAL CODE (CMC)
2010 CALIFORNIA PLUMBING CODE (CPC)
2010 CALIFORNIA ENERGY CODE (CEC)
2010 CALIFORNIA FIRE CODE (CFC)
OCCUPANCY GROUP: R-1
TYPE OF CONSTRUCTION: IIA-1 HRL (ONE HOUR FIRE RATED, FULLY AUTO SPRINKLED)
SEISMIC ZONE: SITE CLASS D
ZONE: C-4
ZONE ATLAS: 45-0°
HEIGHT OF PARAPET: 45-0°
OCCUPANCY CLASSIFICATIONS: R1 (HOTEL), B (OFFICE), S1 (STORAGE), A2 (BREAKFAST)

GROSS BUILDING AREA

FIRST FLOOR	23,500 SF
SECOND FLOOR	22,350 SF
THIRD FLOOR	22,350 SF
FOURTH FLOOR	22,350 SF

TOTAL GROSS BUILDING AREA: 90,550 SF

PATIO

BREAKFAST PATIO: 715 SF

ALLOWABLE AREA

PLUMBING ANALYSIS

PARKING ANALYSIS

200 GUESTROOMS

TOTAL PARKING SPACES PROVIDED	= 163
ACCESSIBLE PARKING SPACES REQUIRED	= 7
ACCESSIBLE PARKING SPACES PROVIDED	= 8
ACCESSIBLE VAN SPACES REQUIRED	= 2
ACCESSIBLE VAN SPACES PROVIDED	= 2

MOTORCYCLE

MOTORCYCLE PARKING SPACES: 6

BIKE RACK

3 BIKE RACKS WITH 4 BIKES EACH = 12 BIKES

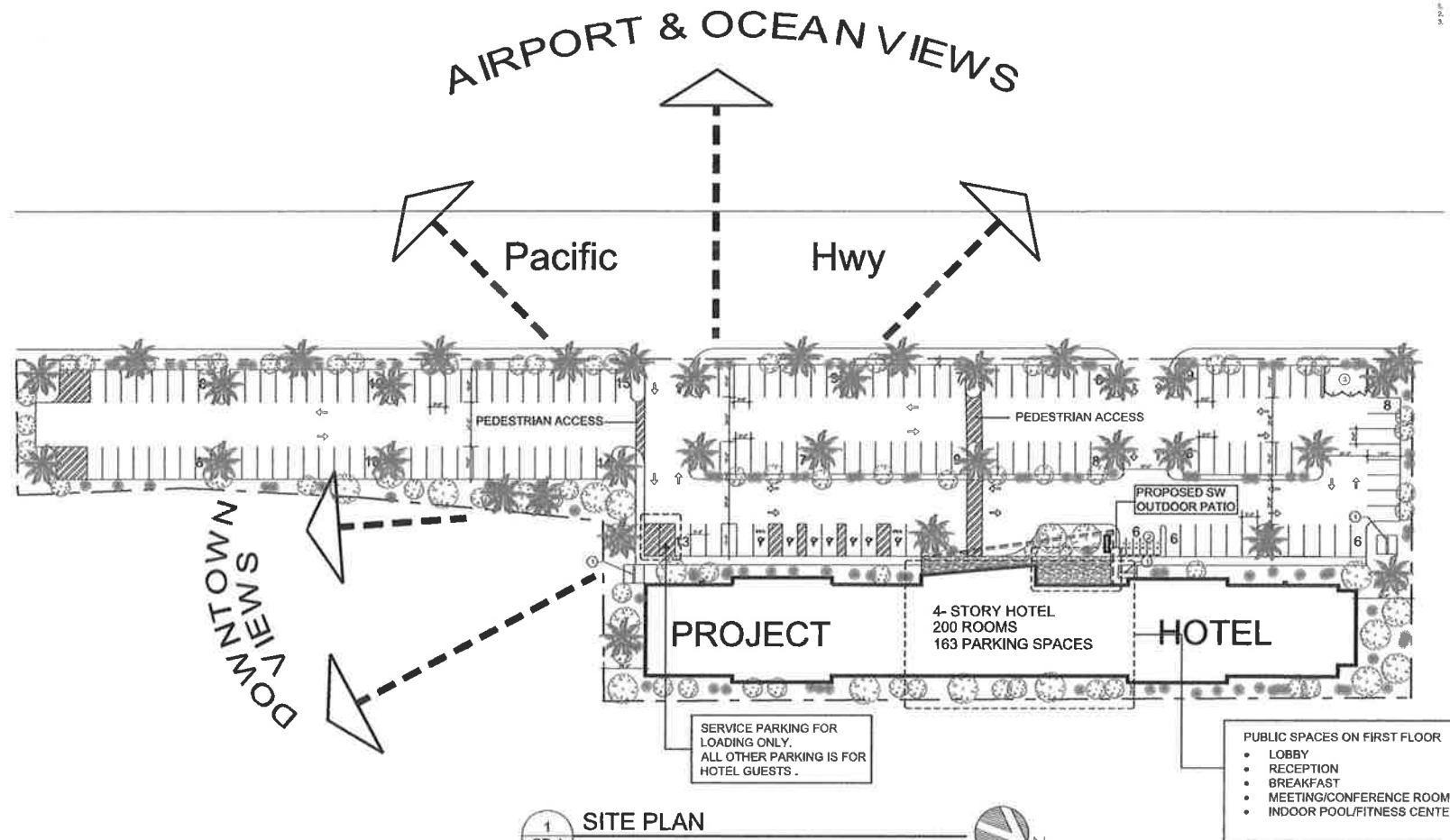
PROJECT TEAM

OWNER:	SHIVA MANAGEMENT INC. 3275 ROSECRANS, SUITE 400A SAN DIEGO, CA 92110
ARCHITECT:	AFRA CONSTRUCTION AND DESIGN 2501 YALE BLVD, SUITE 102 ALBUQUERQUE, NEW MEXICO 87106 OFFICE: (505) 242-1745 FAX: (505) 242-1737 CONTACT: TAPAZOLU HUSSAIN EMAIL: thussain@afraconstruction.com
ENGINEER:	OMEGA ENGINEERING CONSULTANTS 4540 WINDSOR AVE, SUITE B SAN DIEGO, CA 92121 OFFICE: (619) 524-4404, 54-11 CELL: (619) 747-1852 CONTACT: ANDREW J. KAHN, P.E.
LANDSCAPE:	EMERALD DESIGN 280 N. HANCOCK BLVD, SUITE 232 FULLERTON, CA 92633 TELEPHONE: 714-113-1103 CONTACT: CHARLES LAMB EMAIL: clamb@emeralddesign.com
STRUCTURAL:	ELK GROUP INC. 3240 G. JUAN TABO NE ALBUQUERQUE, NEW MEXICO 87111
PLUMBING:	TARLETON ENGINEERING P.O. BOX 2234 TACOS, NM 87571
MECHANICAL:	TARLETON ENGINEERING P.O. BOX 2234 TACOS, NM 87571
ELECTRICAL:	TARLETON ENGINEERING P.O. BOX 2234 TACOS, NM 87571

AFRA CONSTRUCTION & DESIGN

2501 Yale Blvd. SE, Suite 102 - Albuquerque, NM 87106 - Tel: 505-242-1745 - Fax: 505-242-1737

March 4, 2019



KEYED NOTES

1. BICYCLE RACK - FOR 4 BIKES EACH
2. MOTORCYCLE PARKING SPACES
3. TRASH ENCLOSURE

SITE PLAN

Afra Construction & Design
2601 York Blvd Ste 102
Alhambra, CA 91806
Tel: 909.310.1121
Fax: 909.310.1122

PROJECT HOTEL
San Diego, CA

REV	DATE	DESCRIPTION	APP'D

SP-1

03/04/2019

PARKING ANALYSIS

200 GUESTROOMS

TOTAL PARKING SPACES PROVIDED	= 163
ACCESSIBLE PARKING SPACES REQUIRED	= 7
ACCESSIBLE PARKING SPACES PROVIDED	= 8
ACCESSIBLE VAN SPACES REQUIRED	= 2
ACCESSIBLE VAN SPACES PROVIDED	= 2



1 FRONT (SOUTH WEST) BUILDING ELEVATION
A200 SCALE: 1/16" = 1'-0"

REFER TO THE COLORED BUILDING ELEVATIONS
 (A201 & A202) FOR SPECIFIC COLORS IN SPECIFIC AREAS.

**COLOR CHART FOR EIFS
 (EXTERIOR FINISH SYSTEM)**

Color	Finish	System	Notes
1	PAVES SAND PAVES 80% (80) GRAY WHITE	25 year color warranty LITE GRAY 80%	100 year color warranty SHADOW GREY 80%
2	PAVES SAND PAVES 80% (80) GRAY WHITE	25 year color warranty LITE GRAY 80%	100 year color warranty SHADOW GREY 80%
3	PAVES SAND PAVES 80% (80) GRAY WHITE	25 year color warranty LITE GRAY 80%	100 year color warranty SHADOW GREY 80%

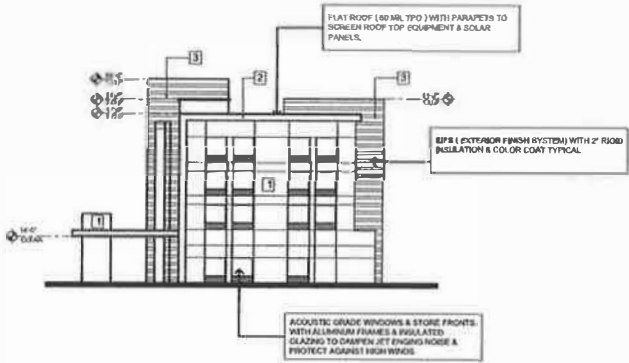
BUILDING ELEVATION

Afra Construction & Design
 2501 Yule Blvd SE Suite 102
 Albuquerque, New Mexico 87106
 Tel: 505.252.1741
 Fax: 505.252.1741

**PROJECT HOTEL
 San Diego, CA**

REV	DATE	DESCRIPTION	APPROVED

A200
 03/04/2019



1
A201

SIDE (SOUTH EAST) BUILDING ELEVATION

SCALE: 1/16" = 1'-0"

REFER TO THE COLORED BUILDING ELEVATIONS
(A202 & A203) FOR SPECIFIC COLORS IN SPECIFIC AREAS.

**COLOR CHART FOR EIFS
(EXTERIOR FINISH SYSTEM)**

Color	Finish (Dryer color system, dryer color system)	Color (Dryer color system, dryer color system)	Color (Dryer color system, dryer color system)
1	Finish color system, dryer color system	Color system, dryer color system	Color system, dryer color system
2	Finish color system, dryer color system	Color system, dryer color system	Color system, dryer color system
3	Finish color system, dryer color system	Color system, dryer color system	Color system, dryer color system

BUILDING ELEVATION

Afra Construction & Design
2581 Teal Blvd SE Suite 102
Albuquerque, NM 87110
Tel: 505.241.1151
Fax: 505.241.1151

**PROJECT HOTEL
San Diego, CA**

REV	DATE	BY	APP

A201
03/10/2019



1
A202

FRONT (SOUTH WEST) BUILDING COLOR ELEVATION

SCALE: N.T.S

COLOR CHART FOR EIFS
(EXTERIOR FINISH SYSTEM)

Color	PAINTS (7 year color warranty, all types of substrates)	Dryvit (5 year color warranty)	Sto (10 year color warranty specifies substrate system)
	PARIS SAND FINE LB NAC185482 DE GRAY 9500 WHITE	LITE GRAY 500	SHADOW GREY 1840
EC-02 Dark Gray	PARIS SAND FINE LB NAC185482 DE GRAY (PHYSICAL)	AVISO-03 10305 SandBlue Dark Gray	STO IT K Fine Color RALB-0032
EC-03 Red	PARIS SAND FINE LB NAC185780 RED (PHYSICAL)	AVISO-03 10305 SandBlue Red	STO IT K Fine Color RALB-0031

COLOR
BUILDING ELEVATION

Afra Construction & Design
2501 Tule Blvd SE Suite 100
Albuquerque, New Mexico 87106
713.924.2143
Fax: 713.924.1137

PROJECT HOTEL
San Diego, CA

REV	DATE	DESCRIPTION	APP'D

A202
03/04/2019



1
A203 SIDE (SOUTH EAST) BUILDING COLOR ELEVATION
SCALE: N.T.S

COLOR CHART FOR EIFS
(EXTERIOR FINISH SYSTEM)

Exterior	Interior	Exterior	Interior
Exterior	Interior	Exterior	Interior
Exterior	Interior	Exterior	Interior
Exterior	Interior	Exterior	Interior
Exterior	Interior	Exterior	Interior
Exterior	Interior	Exterior	Interior
Exterior	Interior	Exterior	Interior
Exterior	Interior	Exterior	Interior
Exterior	Interior	Exterior	Interior
Exterior	Interior	Exterior	Interior

COLOR
BUILDING ELEVATION

Afra Construction & Design
2901 Yule Blvd, Ste 102
Alhambra, CA 91803
Tel: 626-251-1121
Fax: 626-251-1121

PROJECT HOTEL
San Diego, CA

REV	DATE	DESCRIPTION	APPROVED

A203
03/04/2019



PROJECT HOTEL - CONTEXT PERSPECTIVE

PACIFIC HIGHWAY - AIRPORT SAN DIEGO, CALIFORNIA

SHIVA MANAGEMENT

AFRA CONSTRUCTION & DESIGN

2501 Yale Blvd. SE, Suite 102 - Albuquerque, NM 87106 - Tel: 505-242-1745 - Fax: 505-242-1737

SHEET
A300



PROJECT HOTEL - BUILDING PERSPECTIVE

PACIFIC HIGHWAY - AIRPORT SAN DIEGO, CALIFORNIA

SHIVA MANAGEMENT

AFRA CONSTRUCTION & DESIGN

2501 Yale Blvd. SE, Suite 102 - Albuquerque, NM 87106 - Tel: 505-242-1745 - Fax: 505-242-1737

SHEET
A301

Hotel Investment Group

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Phone: (619) 293-3349 Fax: (619) 291-4872

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March 4, 2019

Project Schedule for Project Hotel

Award of Contract----- 45 Days
 Development Agreement & Project Entitlements----- 60 Days
 Project Design & Financing----- 180 Days
 Permit Process----- 90 Days
 Construction----- 480 Days

Total completion time is 2 years and 4 months from the Award of Contract date.

	2019												2020												2021											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.			
Award of Contract																																				
Development Agreement & Project Entitlement																																				
Project Design & Finance																																				
Permit Process																																				
Construction																																				

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www.hotelinvestmentgroup.com

March 4, 2019

Project Team for Project Hotel:

Developer:

Hotel Investment Group
2655 Camino del Rio North, Suite 330
San Diego, CA 92108

Hotel Investment Group has been in business for 27 years. We specialize in Hospitality, Commercial, and Office Real Estate and Development.

The Development Department at Hotel Investment Group has developed over 25 hotels for several franchises such as Marriott, IHG, Wyndham, Choice Hotels, and some non-franchised hotels.

Hotel Investment Group has developed hotels primarily in California and Texas.

Hotel Investment Group has a Development staff of 5 that manages the project with the team from acquisition of the site to cutting the ribbon to ensure no detail goes unnoticed.

Operator:

Hotel Investment Group
2655 Camino del Rio North, Suite 330
San Diego, CA 92108

Hotel Investment Group additionally manages all of their own assets as well as third party buildings. HIG manages various types of assets including, but not limited to: Hospitality, Residential, and Office buildings.

Hotel Investment Group has managed over 60 buildings in the last 27 years.

Hotel Investment Group's Management Team consists of 17 people who are dedicated to ensuring the 5 core functions of Management: Revenue, Profit, Quality, Sales & Marketing, and Leadership.

Hotel Investment Group is financially stable and has no lawsuits or litigations.

Bhavesh "Bobby" Patel
CEO & President of Hotel Investment Group
40 years of experience in Hotel Development and Management

Darshan Patel, Esq.
COO & Chief Legal Counsel
10 years of experience in Hotel Development and 20 years of experience in Hotel Management

Victoria Baker
Vice President of Development
17 years of experience in Hotel Development and Hotel Management

Pooja Patel
Vice President of Design
7 years of experience in Hotel Development and 15 years of experience in Hotel Management

Richard Alan Smith, Esq.
Vice President of Political Relations & Legal Counsel
42 years of San Diego Political Experience and Land Use

Versha "Vicky" Patel
Director of Revenue
37 years of experience in Hotel Management

Aarti Patel
Vice President of Operations
15 years of experience in Hotel Management

Project Team for Project Hotel

Architectural:

Afra Construction & Design
2501 Yale Blvd SE
Albuquerque, NM 87106

Afra Construction & Design has been in business for 18 years. We specialize in Hospitality, Restaurants, Healthcare, Commercial, Office, and Clean Room Design.

The hospitality design studio at Afra Construction & Design has designed over 62 hotels for several franchises such as Marriott, Hilton, IHG, Choice Hotels, and some non-franchised hotels.

Afra Construction & Design has designed hotels in California, New Mexico, Texas, Wyoming, Arizona, and Colorado.

Afra Construction & Design has a staff of 3 registered Architects, and 4 Designers. Ours is a small business and we do 30-45 million dollar projects per year and are financially stable. We do not have any lawsuits or litigations.

Tafazzul Hussain, AIA
Principal Architect and President of Afra Construction & Design
29 years of experience in Architecture and over 20 years experience in Hotel design.

James W. Green, AIA
Architect & Project Manager - Afra Construction & Design
26 years of experience in Architecture and 12 years experience in Hotel design.

Ross Small, AIA
Architect & Project Manager - Afra Construction & Design
26 years of experience in Architecture and 10 years experience in Hotel design.

Project Team for Project Hotel:

Structural:

JJK Group, Inc.
3240 Juan Tabo Blvd NE
Suite C
Albuquerque, NM 87111

Jim Kapuranis, P.E.
Founder of JJK Group Inc. has worked with Afra Construction & Design for the past 18 years on almost every Hotel as our Structural Engineer.

JJK Group has a staff of 2 registered professional engineers, 2 drafters, and a receptionist.

JJK Group is financially stable and has no lawsuits or litigations.

JJK Group works on an average of 9-12 million dollar's worth of Structural design per year.

Project Team for Project Hotel:

Mechanical, Electrical, and Plumbing:

Tarelton Engineering
P.O. Box 2234
Taos, NM 87571

Mike Tarelton, P.E. and founder of Tarelton Engineering, has worked with Afra Construction & Design for the past 14 years as MEP design engineer for most of our Hotel designs.

Tarelton Engineering has a staff of 2 registered engineers and 2 designers and 1 office staff.

Tarelton Engineering is a financially stable small business firm and has no lawsuits or litigations.

Project Team for Project Hotel:

Civil:

Omega Engineering Consultants, Inc.
4340 Viewridge Ave, Suite B
San Diego, CA 92123

With over 30 years of extensive land planning and civil engineering design, technical report preparation and construction administration services Andrew Kann has a thorough knowledge of all civil engineering aspects for commercial, municipal and residential projects from conception to the final phase of construction. Andrew has designed projects as large as 300 unit subdivisions and 20 acre office/commercial sites to as small as a single family residence. With this wide range of project exposure, he has become aware of crucial design aspects ranging from site constraints and project suitability to storm water runoff issue related to storm water quality and quantity. Andrew's experience brings value engineering to all his designs and allows for a well thought out constructible project.

Relevant Experience:

- Kona Kai Resort— Expansion, San Diego
- Coronado Island Marriott—renovation, Coronado
- Holiday Inn Express, San Diego
- Hilton San Diego Resort, - renovation, San Diego
- Hotel Indigo Renovation, Del Mar
- Court Yard by Marriott, El Cajon
- Staybridge and Holiday Inn Hotels, Carlsbad
- Hampton Inn and Homewood Suites, Chula Vista
- Home2, Carlsbad
- Hampton Inn, Mission Viejo
- Holiday Inn Express, Anaheim
- Home2, City of Temecula
- Hilton Garden, Temecula
- Holiday Inn Express and Spring Hill Suites, Santa Clarita

Omega Engineering is financially stable and has no lawsuits or litigations.

Andy Kaan
Principal of Omega Engineering

Project Team for Project Hotel:

Landscaping:

Emerald Landscape Architecture Design
305 North Harbor Blvd.
Suite 222
Fullerton, CA 92823

Charles S. Lamb

- LDA Foundation Design Competition, 1985 – California First Runner-up Residential Design Division
- Volunteer Consultant to “The Tree People”, 1986 - 1987
- Cornerstone Landscape Design Award, 1999 - Commercial Design Division
- City of Rancho Cucamonga Award of Excellence, 2002 – Retail Design Division
- Buena Park Landscape Excellence Award – Nutrilite Facility - 2005
- Licensed Landscape Architect – CA #3098-1989, NV #532-1998, AZ #37530-2002, VA #1652-2010

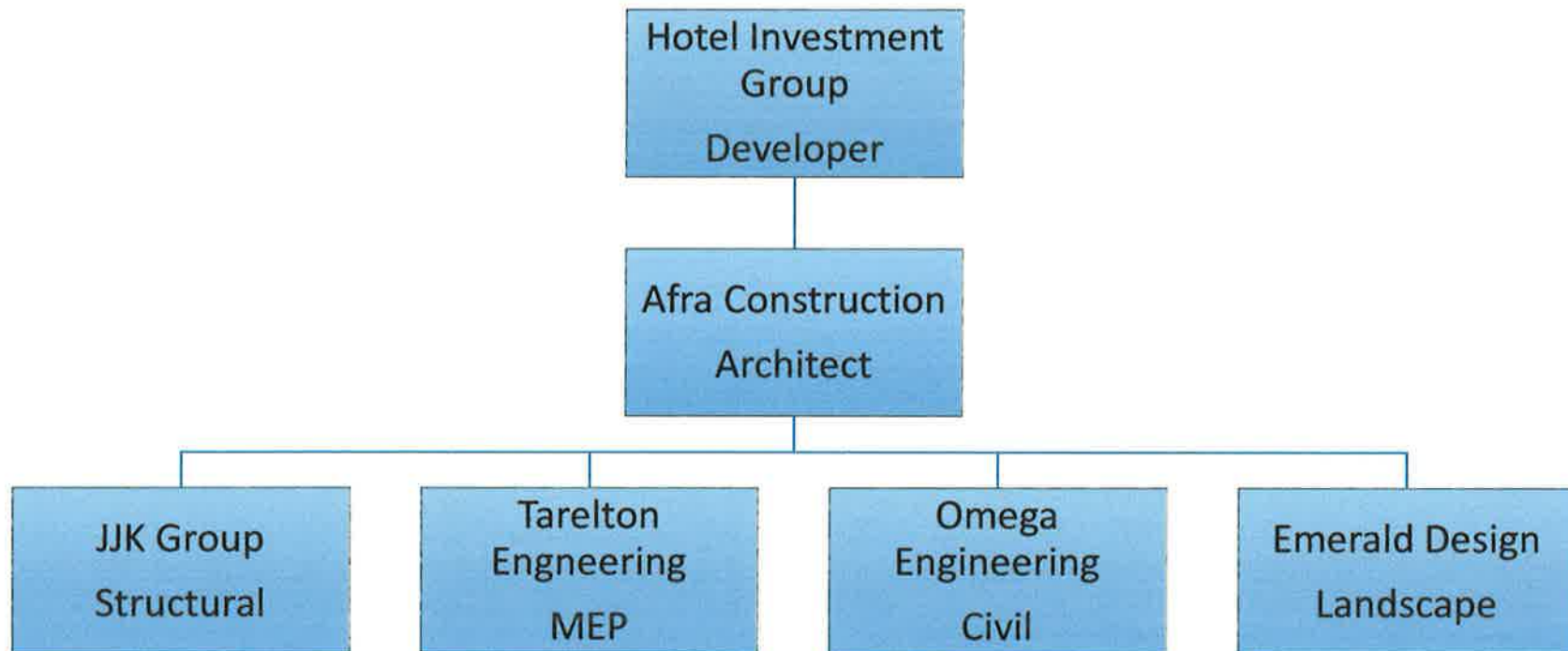
Relevant Experience:

- Holiday Inn Express Mission Valley – 625 Hotel Circle San Diego, CA
Conceptual and Construction Document Preparation – Planting, Irrigation, and Installation Inspections. - Hospitality Development - Completed 2014
- Town Place Suites – 9232 Tech Way San Diego, CA
Conceptual and Construction Document Preparation – Hardscape, Planting, Irrigation, and Installation Inspections. - Hospitality Development – Completed 2018.
- Holiday Inn Express and Suites – 1418 S. Manchester Avenue Anaheim, CA
Conceptual and Construction Document Preparation – Hardscape Planting, Irrigation, and Installation Inspections. - Hospitality Development - Completed 2016
- Hotel Indigo – 435 W. Katella Avenue Anaheim, CA
Conceptual and Construction Document Preparation – Hardscape, Planting, Irrigation, and Installation Inspections. - Hospitality Development - Completed 2012

Emerald Design is financially stable and has no lawsuits or litigations.

Charles S. Lamb
Principal of Emerald Design

PROJECT TEAM ORGANIZATION CHART



Hotel Investment Group

2655 Camino Del Rio North Suite 330 San Diego, CA 92108

Phone: (619) 293-3349 Fax: (619) 291-4872

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March 4, 2019

Project Team Approach for Project Hotel

Afra Construction & Design's project team approach is basic, simple, and highly effective.

- Empower the entire team from day one.
- Establish goals, milestones, and have bi-weekly meetings to follow-up.
- Check-list:
All team members to have to follow the Afra established check-list for Schematic Design, Design Development, 30%, 60%, 90% and 100% Construction Documents (This check-list is developed from our vast experience in hotel design & construction. By following this check-list our goal is to eliminate or minimize change orders during construction.)
- Coordination between disciplines. Once our in-house team coordinates our 90% Construction Documents between Architecture, Civil, Landscape, Structural, and MEP we bring in our construction management team for a final coordination. This eliminates any surprises during construction and avoids change orders.
- Construction Cost Estimates:
We use our cost estimators from our Construction team for 30%, 60%, and 100% Construction Document estimates to control cost and improve quality.
- Value Engineering:
With our design and construction background we always adopt the design-build approach with all of our projects. With our Architect's, Engineer's, Sub-Contractors, and Construction Manager's, we always value engineer our projects for materials, Construction Techniques, Systems and Equipment, which provides our clients with most value for their investment.

BHAVESH K. PATEL



Bhavesh K. Patel has more than 40 years of experience as an owner, operator, and a developer, within the hospitality industry. Bhavesh has made his mark in the industry by being a disciplined investor and seeing the opportunities that others have missed. His ability to see what others do not see in an investment has been the corner stone of his success. He knows how to identify the problems, deploy the appropriate amount of human capital and monetary resources to resurrect any “sinking ship.” Once the ship has been righted, he positions himself to either operate or sell the asset for a considerable profit.

Bhavesh attended the University of Mississippi where he studied Banking and Finance with a minor in Marketing. He started his hospitality career when he partnered with his family to start a consulting firm, CBA Consultants, whose main objective was to profit for investors through real estate investment vehicles. The consulting company specialized in feasibility studies, franchise selection, cost benefit analysis of branding, defining space and best usage, arranging financing, construction supervision, re-branding and property pre-openings. All the while, he also successfully ran the family hotel and real estate portfolio.

In 1990, Bhavesh purchased his first hotel located in Fresno, California. In a short span of two years he quickly grew his portfolio to three hotels. While each hotel presented its own set of unique challenges, Bhavesh turned around each asset in short order. In 1994, Bhavesh built his first hotel, The Holiday Inn Express in Fresno. Between 2000-2002, Bhavesh purchased two Vagabond Inn hotel portfolios, consisting of 36 hotels located in Oregon, Washington, Arizona, and California. Upon purchase, he re-branded each of the hotels based on their respective target markets. In doing so, he maximized the REVPAR, ADR, and occupancy, in a very short amount of time.

Bhavesh has a tremendous amount of passion, drive, and commitment to excellence. He is defined by his hard work, honesty, and good character. These traits were engrained in him by his father, who worked his way from being a factory laborer to owning two successful convenience shops in London, England; thus, himself realizing his entrepreneurial dream.

As Chairman and CEO of Hotel Investment Group, Bhavesh has become one of the biggest hospitality success stories. In 2007, Bhavesh began a journey that would last 8 long years in building the brand-new Holiday Inn Express in San Diego’s Hotel Circle. He built a hotel that most thought could never be built given Mission Valley’s notoriety for its high barrier of entry and strict regulation of the building code. Tenacity, hard work, and perseverance, are the main reasons the project not only succeeded, was completed on time and under budget.

Bhavesh has bought, sold, constructed, and managed, more than 40 hotels to date. He has successfully partnered and forged relationships with different brands such as: Wyndham Worldwide, Intercontinental Hotel Group, Best Western, Choice Hotels, Vagabond Motor Hotels, Hilton Worldwide, and Hyatt Hotels. He has built a multimillion-dollar portfolio that continues to grow and expand. Recent projects include the opening of his private lifestyle collection of hotels. He started this brand to give guests an exceptional experience and differentiate it from the cookie cutter franchise brands. This lifestyle brand gives a certain unique characteristic and niche to the discerning guest. Three hotels are presently under this label and the success has exceeded the original expectation.

As a family man, Bhavesh and his wife have raised three outstanding children. Today their children – Darshan, Pooja and Aarti are successful in their own right. Darshan (son) 26, Lawyer/Chief Operating Officer of Hotel Investment Group; Pooja (daughter) 24, soon to be lawyer – currently designer of all boutique hotels; Aarti (daughter) 22, finishing her master’s degree and currently working in my company’s People and Culture department.

Bhavesh has served on the executive committee of the Asian American Cultural Society. He is an active and long-standing member of the California Hotel & Lodging Association (CH&LA), American Hotel & Lodging Association (AH&LA) and the Asian American Hotel Owners Association (AAHOA) where he has served on the executive committee.

Law Office of R. Alan Smith

1595 Zephyr Avenue
El Cajon, CA 92021

(619) 952-0968
ouralan@earthlink.net

March 1, 2019

Ref: Bhavesh "Bobby" Patel

To Whom It May Concern:

Over the past several years I've been involved in several commercial real estate development projects with Bhavesh "Bobby" Patel. In my 45 years of law practice, and 35 years in the political and government affairs arenas, I've met and worked with all types of entrepreneurs:

- The "pipe dream visionaries" who never deliver on their promises and who never can bring their vision to fruition.
- The "practical visionary" with extraordinary business savvy, who always deliver on what they promise, who know how to turn vision into reality.

Bobby Patel is the latter:

- He is a no-nonsense entrepreneur with a sharp mind for detail, particularly in delivering commercial real estate projects on time and under budget.
- He has a talent for understanding markets, seeing opportunities that others don't see, and turning diamonds in the rough into sparkling diamonds.
- He is relentless in his due diligence, ensuring that there are no surprises in any commercial real estate development project he undertakes.
- A consummate problem solver, his mental gears are always engaged, working to solve a problem or develop an opportunity.

Bobby Patel is a cut above most entrepreneurs who I know. I highly recommend him as a strategic partner or ally in any commercial real estate development project that you may be contemplating.

Sincerely,



R. Alan Smith, Esq.

**Tafazzul Hussain, AIA**

President & Principal Architect - AFRA Construction & Design, LLC
 2501 Yale Blvd. SE – Suite 102
 Albuquerque, NM 87106
 P: (505)242-1745 F: (505) 242-1737 E: thussain@afradesign.com

Education: March/1987/University of New Mexico
 March/1980/Bangalore University – India
 Registration: Registered Architect/New Mexico/1995/#003071
 New Mexico (CID) General Contractor /2000/ #354851

Tafazzul Hussain, AIA is the principal architect and founder of AFRA Construction & Design. In addition to being an architect, Mr. Hussain is also a licensed general contractor. Mr. Hussain has practiced architecture for 29 years and has experience in Hospitality, Medical/Institutional, Commercial, Office/Retail, and Residential projects. Mr. Hussain possesses the technical capability and familiarity with large scale projects necessary to lead his design team in ensuring that projects proceed smoothly, efficiently, and stay within budget. Mr. Hussain has expertise in project management, construction management, programming, conceptual design, design development, site/landscape planning and design, roof design, feasibility studies, construction cost estimating, construction documents, coordination between disciplines, value engineering, and quality assurance. He involves himself in project development and implementation activities from contract preparation through project close-out. The design/build approach of his firm allows him to provide clients with a high value service by accurately assessing and managing projects, maintaining activities on schedule and reducing change orders.

HOSPITALITY PROJECTS

- Fairfield / Town Place Suites, Marriott, Barstow, CA
- Avid – HGI - Victorville, CA
- Candlewood Suites-HGI- Oceanside -CA
- Comfort inn & Suites – Choice Hotel – Phonenix,AZ
- Hampton Inn & Suites – Victorville, CA
- Home 2 Hilton – El Centro, CA
- Springhill Suites – Durango, CO
- Holiday Inn & Suites – Copper Pointe – Albuquerque, NM
- Homewood Suites, San Antonio – Albuquerque, NM
- Element by Marriott – Denver, CO
- Holiday Inn Express – Taos, NM
- Holiday Inn Express – Broomfield, CO
- Holiday Inn Express – Santa Fe, NM
- Hampton Inn & Suites – Las Cruces, NM
- Mainstay Extended Stay – Hobbs, NM
- Holiday Inn Express & Suites – Hobbs, NM
- Baymont Inn & Suites – Hobbs, NM
- Comfort Inn & Suites - Lovington, NM
- Holiday Inn & suites – Clovis, NM
- La Quinta Inn & Suites – Hobbs, NM
- Hilton Garden Inn – Albuquerque, NM (2 locations)
- Hampton Inn & Suites - El Centro, CA
- Holiday Inn Express - Albuquerque, NM
- Hampton Inn and Suites - Artesia, NM
- Comfort Inn - Artesia, NM
- Holiday Inn & Suites- Albuquerque, NM
- Homewood Suites, Airport – Albuquerque, NM
- Hampton Inn & Suites, Ruidoso, NM
- Best Western- Portales , NM
- Comfort Inn & Suites – Amarillo , TX
- Hilton Garden Inn – Casper Wyoming
- Hampton Inn & Suites - Casper Wyoming
- Hotel Indigo - Albuquerque, NM
- Airport Inn - Albuquerque, NM
- California Plaza Hotel - Los Angeles, CA
- Dallas Marriott Hotel, Market Center Suites - Dallas, TX
- Beacon / Santa Monica, Guest Quarters Hotel - Santa Monica, CA
- Disney World, Grand Floridian Conference Facility - Orlando, FL



JIM KAPURANIS, President, P.E.

Summary of Qualifications

Offering over 30 years of experience as President of JJK Group, Inc., with expertise in all facets of Structural Engineering.

Proficient in:

- Commercial/Governmental/ Institutional/High-tech Facilities/Industrial/Residential/Forensics Project Management, with emphasis in:
- Engineering & Design
- Specifications development
- Structural Calculations and Reviews
- Site Management
- Site Inspections
- Budget Administration

Acknowledged skills in the design and application of Computer Software Systems to support Structural Engineering Design/Analyses/Modeling.

Education

University of New Mexico, 1982. – B.A. Structural Engineering

Continuing Education

On-going yearly participation in a diversity of industry sponsored training programs encompassing: All areas of structural engineering design and analysis, utilizing a wide variety of building materials.

Computer Literacy

AutoCAD; Mathematical Modeling; Finite Element Analysis; Spread Sheet Design/Development; General Civil & Structural Engineering Applications (RAM software packages, RISA, ENERCALC, etc.); Objective "C" language.

Accreditations

Professional Engineer, States of:

Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Idaho, Iowa, Kansas, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

Professional Memberships

- American Society of Civil Engineers
- New Mexico Structural Engineers Association
- American Forest and Paper Association
- American Concrete Institute
- Structural Engineers Association

ANDREW J. KANN, P.E.

OMEGA ENGINEERING CONSULTANTS, INC

Contact Info:

4340 Viewridge Ave, Suite B

San Diego, CA 92123

858-634-8620 Office

E-mail: andrew@omega-consultants.com

EXPERIENCE SUMMARY

With over 30 years of extensive land planning and civil engineering design, technical report preparation and construction administration services Andrew Kann has a thorough knowledge of all civil engineering aspects for commercial, municipal and residential projects from conception to the final phase of construction. Andrew has designed projects as large as 300 unit subdivisions and 20 acre office/commercial sites to as small as a single family residence. With this wide range of project exposure, he has become aware of crucial design aspects ranging from site constraints and project suitability to storm water runoff issue related to storm water quality and quantity. Andrew's experience brings value engineering to all his designs and allows for a well thought out constructible project.

PROFESSIONAL HISTORY

Omega Engineering Consultants, Inc. - San Diego, California 2009 - Present

- Founder and President of Omega Engineering Consultants, Inc. Omega Engineering is a full service civil engineering and surveying firm for all aspects from land planning, construction documents, construction staking, mapping along with water, sewer, and drainage reports, and expert witness services.

Partners Planning and Engineering, Inc.- San Diego, California -1998 - 2009

- Founder and President of Partners Planning and Engineering, Inc. Partners Engineering was a full service civil engineering and surveying firm for all aspects from land planning, construction documents, construction staking, mapping along with water, sewer, and drainage reports, and expert witness services.

EDUCATION

Andrew Kann received a Bachelor of Science Degree in Civil Engineering from San Diego State University in 1988. His continuing education has included various training courses in project management, Acad design, storm water design and erosion control design.

EMERALD DESIGN

305 N. Harbor Blvd., Suite #222, Fullerton, CA 92832 ph (714) 680-0417 fax (714) 871-5197 emdes-la@pacbell.net

Resume Information for: **Charles S. Lamb - Principal**

Education:

- Associate of Liberal Arts Degree, Fullerton College, California – 1983 – President's Honor Roll
- Bachelor of Science Degree in Landscape Architecture at Cal Poly Pomona - 1987

Work History:

- Closson & Closson Landscape Architecture – Draftsman / Designer – 1986 to 1988
- Lewis Homes of California & Nevada – Landscape Designer – 1988
- J.L. Webb Planning & Landscape Architecture – Project Manager – 1988 to 1992
- **Emerald Design – Principal – 1992 to Present**

Related Achievements & Registrations:

- LDA Foundation Design Competition, 1985 – California First Runner-up Residential Design Division
- Volunteer Consultant to "The Tree People", 1986 - 1987
- Cornerstone Landscape Design Award, 1999 - Commercial Design Division
- City of Rancho Cucamonga Award of Excellence, 2002 – Retail Design Division
- Buena Park Landscape Excellence Award – Nutrilite Facility - 2005
- Licensed Landscape Architect – CA #3098-1989, NV #532-1998, AZ #37530-2002, VA #1652-2010

Samples of Project Experience:

- Holiday Inn Express Mission Valley – 625 Hotel Circle San Diego, CA
Conceptual and Construction Document Preparation – Planting, Irrigation, and Installation Inspections. - Hospitality Development - Completed 2014
- Town Place Suites – 9232 Tech Way San Diego, CA
Conceptual and Construction Document Preparation – Hardscape, Planting, Irrigation, and Installation Inspections. - Hospitality Development – Completed 2018.
- Holiday Inn Express and Suites – 1418 S. Manchester Avenue Anaheim, CA
Conceptual and Construction Document Preparation – Hardscape Planting, Irrigation, and Installation Inspections. - Hospitality Development - Completed 2016
- Hotel Indigo – 435 W. Katella Avenue Anaheim, CA
Conceptual and Construction Document Preparation – Hardscape, Planting, Irrigation, and Installation Inspections. - Hospitality Development - Completed 2012

Hotel Investment Group

2655 Camino Del Rio North Suite 330 San Diego, CA 92108

Phone: (619) 293-3349 Fax: (619) 291-4872

www.hotelinvestmentgroup.com

Project #1

1. Name of Project:
Holiday Inn Express & Suites – Hotel Circle
2. Address:
635 Hotel Circle South, San Diego, CA 92108
3. Firms Role on the Project:
Hotel Investment Group was the Developer/Owner of this project. HIG was involved in this project from time of Site Selection then Schematic Design, Design Development, Construction Documents, Engineering Coordination, Permitting and Construction Management, until the project was complete.

Architect: RFT Architects
Civil: Omega Engineers
Landscape: Emerald Design
4. Project Executive
Project Executive: Bhavesh Patel
5. Project Description & Mix of Uses:
94,000 SF, 5-story hotel with 104 Guestrooms, Business Center, Indoor/Outdoor Space with a Fireplace, Fitness Center, Pool and Spa.

Mix of uses: R1 (Hotel)
6. Size of the Project & Development Value:
56,170 SF hotel, 5 – story with 104 guestrooms.
Construction Cost was \$13,100,000.00 not including land in 2015.
7. Type of Construction:
Wood Structure



Hotel Investment Group

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Project #2

8. Name of Project:
Moore Place

9. Address:
2254 Moore St. San Diego, CA 92110

10. Firms Role on the Project:
Hotel Investment Group was the Developer/Owner of this project. HIG was involved in this project from time of Site Selection then Schematic Design, Design Development, Construction Documents, Engineering Coordination, Permitting and Construction Management, until the project was complete.

Architect: RFT Architects
Civil: Omega Engineers
Landscape: Emerald Design

11. Project Executive
Project Executive: Bhavesh Patel

12. Project Description & Mix of Uses:
9,131 SF, 2-story hotel with 31 Guestrooms

Mix of uses: R1 (Hotel), B (Office)

13. Size of the Project & Development Value:
9,131 SF hotel, 2 – story with 31 guestrooms.
Construction Cost was \$2,800,000.00 not including land in 2018.

14. Type of Construction:
Wood Structure



Hotel Investment Group

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www.hotelinvestmentgroup.com

Project #3

1. Name of Project:

Holiday Inn & Suites – Albuquerque, NM

2. Address:

5050 Jefferson Street NE, Albuquerque, NM 87109

3. Firms Role on the Project:

Afra Construction & Design was the Architectural firm of record for this project. Afra Construction & Design was involved in this project from time of Site Selection, Schematic Design, Design Development, Construction Documents, Engineering Coordination, Permitting and Construction Management.

Architect: Afra Construction & Design

Civil: Larry Read & Associates

Structural: JJK Group, Inc.

MEP: Tarelton Engineering, Inc.

4. Project Executive & Project Manager:

Project Executive: Tafazzul Hussain, AIA.

Project Manager: James W. Green, AIA.

5. Project Description & Mix of Uses:

75,643 SF, 6-story hotel with 121 Guestrooms, Full Service Kitchen, Dining Room, Lobby with Fireplace, Lounge with Bar, Business Center, Exercise Room, Pool with a Water Slide , and Spa.

Mix of uses: R1 (Hotel), B (Office), S1 (Storage), and A2 (Breakfast).

6. Size of the Project & Development Value:

75,643 SF hotel, 6 – story with 121 guestrooms.

Construction Cost was \$9,800,000.00 not including land.

7. Type of Construction:

Type 1B Fully Sprinklered (Steel Structure with Metal Studs & Pile Foundations)



Hotel Investment Group

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Project #4

15. Name of Project:

Uptown Hilton Garden Inn – Albuquerque, NM

16. Address:

6510 Americas Parkway NE, Albuquerque, NM 87110

17. Firms Role on the Project:

Afra Construction & Design was the Architectural firm of record for this project. Afra Construction & Design was involved in this project from time of Site Selection then Schematic Design, Design Development, Construction Documents, Engineering Coordination, Permitting and Construction Management, until the project was complete.

Architect: Afra Construction & Design
 Civil: Larry Read & Associates
 Structural: JJK Group, Inc.
 MEP: Tarelton Engineering, Inc.

18. Project Executive & Project Manager:

Project Executive: Tafazzul Hussain, AIA.
 Project Manager: James W. Green, AIA.

19. Project Description & Mix of Uses:

94,000 SF, 7-story hotel with 150 Guestrooms, Full Service Kitchen, Restaurant & Bar, Business Center, Banquet Hall, Lobby with a Fireplace, Fitness Center, Pool with a Water Slide , and Spa.

Mix of uses: R1 (Hotel), B (Office), S1 (Storage), and A2 (Breakfast).

20. Size of the Project & Development Value:

94,000 SF hotel, 7 – story with 150 guestrooms.
 Construction Cost was \$10,340,000.00 not including land in 2008.

21. Type of Construction:

Type 2A, Auto-Sprinklered (Steel Structure with Metal Studs)



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PROPOSED METHOD OF FINANCING

Financing for this deal will take form as a conventional bank loan. Our preferred banks are: Torrey Pines Bank, Pacific Western, First Bank, State Bank of Texas, and Wells Fargo. We expect to put 35% down with a 65% LTV. Based on forward guidance of the Federal Reserve's rate hikes, we suspect the interest rate to be between 6.5% and 7.0%.

There are no perceived challenges to financing at this time.

At this time, In-Lieu Fee Funds are not being requested in order to develop this project.

See Proforma and Construction Budget for more details on Returns.

Personal Financial Statement

Bhavesh & Versha Patel
As of March 1, 2019

Annual Realized Income		Net Worth Worksheet	
Monthly Wages, Salary	[REDACTED]	Property Assets	Liabilities
Dividends and Interest	[REDACTED]	Residence ^A	Home Mortgage
Total Monthly Income	[REDACTED]	Investment Real Estate ^A	Other Real Estate Mortgage
Other Income (Annual Amounts)	[REDACTED]	Automobiles	Property Taxes
Real Estate Income	[REDACTED]	Personal Property/Furnishings	Auto Loan ^B
Shareholder Disbursements	[REDACTED]	Jewelry and Art	Credit Cards ^B
S-Corporation Income	[REDACTED]	Other	Condo HOA/Maintenance
Other	[REDACTED]	Equity Assets	Medical Expenses
Total other income	[REDACTED]	Business Real Estate Equity ^C	Insurance (Property/Auto)
Total annual realized income	[REDACTED]	Investment-Charles Schwab ¹	Other Living Expenses
		Other	Total Liabilities
		Other Assets	
		Net Cash Surrender Value - Life	
		Cash Reserve Assets	Summary
		Checking Account ²	Total Assets
		Savings Account	Total Liabilities
		Money Market	
		Notes Receivable Assets	
		Shareholder & Personal Notes ^D	
		Total Assets	Net Worth

Net Worth Analysis	
Your Age	[REDACTED]
Actual Net Worth	[REDACTED]
What Your Net Worth Should Be	[REDACTED]
Actual as a % of Projected	[REDACTED]
Realized Income as % of NW	[REDACTED]

Endnotes: A)Schedule A: Personal Real Estate Assets/Liabilities B)Schedule B: Personal Liabilities C)Schedule C: Business Equity D)Schedule D: Shareholder & Personal Notes
Receivables 1)Investment Schwab One Account Statement 2)Wells Fargo Cash/Liability Statements

Personal Information		
Name:	Bhavesh Patel	Versha Patel
Employer:	Self-Employed	Self-Employed
Address of Employer:	[REDACTED]	[REDACTED]
Business Phone No:	[REDACTED]	[REDACTED]
Title/Position:	[REDACTED]	[REDACTED]
Home Address:	[REDACTED]	[REDACTED]
Home Phone No:	[REDACTED]	[REDACTED]
Social Security No:	[REDACTED]	[REDACTED]
Date of Birth:	[REDACTED]	[REDACTED]
Name, Phone No. of Accountant:	[REDACTED]	[REDACTED]
Name, Phone No. of Attorney:	[REDACTED]	[REDACTED]
Name, Phone No. of Insurance Advisor:	[REDACTED]	[REDACTED]
Name, Phone No. of Financial Advisor:	[REDACTED]	[REDACTED]

By signing below, I/we certify that the information submitted to you to extend or to continue the extension of credit to the undersigned is true, complete and correct and accurately represents my current financial condition. If there are important changes, I/we will notify the Bank in writing immediately. You may verify from whatever sources you choose the accuracy and completeness of all the information I/we have provided, whether it concerns me or my spouse even if my spouse is not an applicant for this account. I/we understand that from time to time you may receive information concerning me from others and you may furnish information concerning your credit experience with me to others seeking such information. This personal financial statement and any other financial information that the undersigned give you shall be your property.

Signature - Bhavesh Patel

Date

Signature - Versha Patel

Date

Hotel Investment Group

2655 Camino Del Rio North Suite 330 San Diego, CA 92108

Port Land San Diego

GBA	89000
GPA	
Parking Spots	
Units	200

Property Acquisition		Total	Per Unit
101	Land/Acquisition Cost	\$ -	\$ -
	Total Property Cost	\$ -	\$ -
Hard Cost			
201	Construction Cost	\$ [REDACTED]	\$ [REDACTED]
202	Demo Cost	\$ -	\$ -
203	Off Site work	\$ -	\$ -
204	Parking	\$ -	\$ -
205	Landscaping	\$ [REDACTED]	\$ [REDACTED]
206	Technology/Signage	\$ [REDACTED]	\$ [REDACTED]
	Total Hard Cost	\$ [REDACTED]	\$ [REDACTED]
Soft Cost			
301	Franchise Fees	\$ [REDACTED]	\$ [REDACTED]
302	Architect Fees	\$ [REDACTED]	\$ [REDACTED]
303	City Fees \$ per Room	[REDACTED]	[REDACTED]
304	Consultants Fees	\$ [REDACTED]	\$ [REDACTED]
305	Financing Cost % of Financing	[REDACTED]	[REDACTED]
306	Appraisal / Market Study	\$ [REDACTED]	\$ [REDACTED]
307	Legal Fees	\$ [REDACTED]	\$ [REDACTED]
308	Accounting Fees	\$ [REDACTED]	\$ [REDACTED]
309	Escrow Closing Cost	\$ [REDACTED]	\$ [REDACTED]
310	Title Insurance	\$ -	\$ -
311	Development Fees \$ per Room	[REDACTED]	[REDACTED]
312	Working Capital / Pre Opening	\$ [REDACTED]	\$ [REDACTED]
313	FF & E	\$ [REDACTED]	\$ [REDACTED]
314	Insurance During Construction	\$ [REDACTED]	\$ [REDACTED]
	Total Soft Cost	\$ [REDACTED]	\$ [REDACTED]
Interest Reserve			
401	Interest Reserve % of Total Interest	\$ [REDACTED]	\$ [REDACTED]
	Total Interest Reserve	\$ [REDACTED]	\$ [REDACTED]
Contingency			
501	Hard & Soft Cost % of Cost	[REDACTED]	[REDACTED]
	Total Contingency	[REDACTED]	[REDACTED]
	Total Costs	\$ [REDACTED]	\$ [REDACTED]
Loan Amount 1st		[REDACTED]	
Equity		[REDACTED]	
Total		[REDACTED]	

* Financial Overview is only an estimate prepared for an informed investment decision, numbers are subject to changed based on final closing of escrow for acquisition of the property.

** The organization fee will be converted into equity

Port Land San Diego

			Year 1	Year 2	Year 3	Year 4	Year 5
Number of Rooms			200	200	200	200	200
Number Days / Year			366	365	365	365	366
Total Available. Rooms / Year							
Average Occupancy							
Total Rented Rooms / Year							
Average ADR							
RevPAR							
Room Revenue			\$				
Pantry			\$				
Telecommunications			\$				
Total Gross Revenue							
Food Exp.							
Food and Beverage Exp			\$				
Pantry			\$				
Total Food Exp.			\$				
Payroll							
	Salary / Hour	Number of Hrs / Day					
Front Desk	\$		\$				
Night Auditor	\$		\$				
Breakfast Attendant	\$		\$				
Housekeepers			\$				
Head Housekeeper	\$		\$				
Laundry	\$		\$				
General Manger	Salary		\$				
Assistant Manager	Salary		\$				
Sales & Marketing	Salary		\$				
Maintenance Personnel	\$		\$				
Security / Houseman			\$				
Total Payroll			\$				
Operating Expenses							
	Per Month	Ratio					
Emp. Benefits / Incentives			\$				
Workmen Comp			\$				
Linen Replacement Cost			\$				
Payroll Tax			\$				
Bank Charges			\$				

Port Land San Diego

			Year 1	Year 2	Year 3	Year 4	Year 5
Credit Card Commission			\$				
PMS Support	\$		\$				
Operating Systems/Software			\$				
Travel Agent Commission			\$				
Permits / Licenses Fees	\$		\$				
Utilities			\$				
Fire Protection	\$		\$				
Cable / TV	\$		\$				
Internet	\$		\$				
Telecommunication Systems	\$		\$				
Guest Room Supplies	\$		\$				
Laundry Supplies	\$		\$				
Landscaping	\$		\$				
Franchise / Royalty Fees			\$				
Management Fees			\$				
Maintenance Supplies			\$				
Office Supplies			\$				
Pest Control			\$				
Telephone			\$				
Cleaning Supplies		/ Rm	\$				
Travel & Training			\$				
Total Operating Exp.			\$				
Fixed Exp.							
Property Tax			\$				
Insurance			\$				
Lease rent			\$				
Replacement Reserve			\$				
Total Fixed Exp.			\$				
TOTAL EXP.			\$				
NOI			\$				
Loan Payments			\$				
PROFIT / LOSS			\$				
Cash on Cash							

Port Land San Diego

			Year 6	Year 7	Year 8	Year 9	Year 10
Number of Rooms			200	200	200	200	200
Number Days / Year							
Total Available Rooms / Year							
Average Occupancy							
Total Rented Rooms / Year							
Average ADR							
RevPAR							
Room Revenue			\$				
Pantry			\$				
Telecommunications							%
Total Gross Revenue			\$				
Food Exp.							
Food and Beverage Exp			\$				
Pantry			\$				
Total Food Exp.			\$				
Payroll							
	Salary / Hour	Number of Hrs / Day					
Front Desk			\$				
Night Auditor	\$		\$				
Breakfast Attendant			\$				
Housekeepers			\$				
Head Housekeeper			\$				
Laundry			\$				
General Manger	Salary		\$				
Assistant Manager	Salary		\$				
Sales & Marketing	Salary		\$				
Maintenance Personnel			\$				
Security / Houseman			\$				
Total Payroll			\$				
Operating Expenses							
	Per Month	Ratio					
Emp. Benefits / Incentives			\$				
Workmen Comp			\$				
Linen Replacement Cost			\$				
Payroll Tax			\$				
Bank Charges			\$				
Credit Card Commission			\$				

Port Land San Diego

			Year 6	Year 7	Year 8	Year 9	Year 10
PMS Support		\$					
Operating Systems/Software		\$					
Travel Agent Commission		\$					
Permits / Licenses Fees		\$					
Utilities		\$					
Fire Protection		\$					
Cable / TV		\$					
Internet		\$					
Telecommunication Systems		\$					
Guest Room Supplies		\$					
Laundry Supplies		\$					
Landscaping		\$					
Franchise / Royalty Fees		\$					
Management Fees		\$					
Maintenance Supplies		\$					
Office Supplies		\$					
Pest Control		\$					
Telephone		\$					
Cleaning Supplies		\$					
Travel & Training		\$					
Total Operating Exp.		\$					
Fixed Exp.							
Property Tax		\$					
Insurance		\$					
Lease rent							
Replacement Reserv		\$					
Total Fixed Exp.		\$					
TOTAL EXP.		\$					
NOI		\$					
Loan Payments		\$					
PROFIT / LOSS		\$					
Cash on Cash							

Hotel Investment Group

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Phone: (619) 293-3349 Fax: (619) 291-4872

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Development Example for Representative Site Visit

1. Name of Project:
Holiday Inn Express & Suites – Hotel Circle
2. Address:
635 Hotel Circle South, San Diego, CA 92108
3. Firms Role on the Project:
Hotel Investment Group was the Developer/Owner of this project. HIG was involved in this project from time of Site Selection then Schematic Design, Design Development, Construction Documents, Engineering Coordination, Permitting and Construction Management, until the project was complete.

Architect: RFT Architects
Civil: Omega Engineers
Landscape: Emerald Design
4. Project Description & Mix of Uses:
94,000 SF, 5-story hotel with 104 Guestrooms, Business Center, Indoor/Outdoor Space with a Fireplace, Fitness Center, Pool and Spa.
5. Size of the Project & Development Value:
56,170 SF hotel, 5 – story with 104 guestrooms.
Construction Cost was \$13,100,000.00 not including land in 2015.
6. Type of Construction:
Wood Structure



**SUPPLEMENTAL
PROPOSAL
INFORMATION
PROVIDED**
pg 49-61

The San Diego Unified Port District (District) respectfully requests responses to the following clarifications no later than end of day, Wednesday, March 20, 2019.

Development

- Please confirm the proposed project would make use of both the entire available site and Annex building and identify the approximate land area (square footage) required for the ground lease.
- Please confirm the total proposed ground lease term is 66 years.

Financial Assumptions

- Please confirm operating year four is anticipated as the proposed project's stabilized year.
- Please confirm the 'Pantry' revenue item in the operating projections includes all anticipated food and beverage and retail-related income for the proposed project.
- Please confirm parking is assumed to be free for guests.
- Please clarify whether the 10% 'Franchise / Royalty Fee' expense item in the operating projections represents the typical/required IHG fee structure for the avid brand.
- Please clarify when District ground rent payments will begin – noted as year six of the ground lease in the proposal (after two-year construction period and subsequent three-year ramp-up); the budget and operating projections appear to include a ground rent payment in operating year one.
- Please clarify the assumed debt financing rate – noted as 6.5% to 7.0% in the proposal and 6.0% in the budget and operating projections.
- Please clarify whether HIG anticipates providing the assumed 35% equity investment and/or whether external investors will be sought.
- Please clarify the expected/target equity return for the project (IRR).

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HIG FINANCIAL CLARIFICATIONS

Development

- Please confirm the proposed project would make use of both the entire available site and Annex building and identify the approximate land area (square footage) required for the ground lease.

[The Project will make use of the entire available site amounting to approximately 3 acres.](#)

- Please confirm the total proposed ground lease term is 66 years.

[The lease term is confirmed at 66 years.](#)

Financial Assumptions

- Please confirm operating year four is anticipated as the proposed project's stabilized year.

[This is confirmed so long as current market conditions hold.](#)

- Please confirm the 'Pantry' revenue item in the operating projections includes all anticipated food and beverage and retail-related income for the proposed project.

[This is confirmed so long as current market conditions hold.](#)

- Please confirm parking is assumed to be free for guests.

[Guests will be charged a fee of \\$10/car/night which will primarily go towards the staff required to protect the security of the lot and the building.](#)

- Please clarify whether the 10% 'Franchise / Royalty Fee' expense item in the operating projections represents the typical/required IHG fee structure for the avid brand.

[The Franchise Fee for IHG as well as other brands range between 10-12% including all marketing and ancillary fees charged by the Brand so long as current market conditions hold.](#)

- Please clarify when District ground rent payments will begin – noted as year six of the ground lease in the proposal (after two-year construction period and subsequent three-year ramp-up); the budget and operating projections appear to include a ground rent payment in operating year one.

[It is confirmed that the ground rent payments will begin in Year 6 so long as current market conditions hold.](#)

- Please clarify the assumed debt financing rate – noted as 6.5% to 7.0% in the proposal and 6.0% in the budget and operating projections.

[Debt financing rate will depend on the WSJ Prime Rate at the time of financing.
Financing rate will be between 150 and 200 basis points plus the WSJ Prime Rate.
Current, WSJ Prime Rate is 5.25% so long as current market conditions hold.](#)

- Please clarify whether HIG anticipates providing the assumed 35% equity investment and/or whether external investors will be sought.

As it currently stands, HIG will partner with Shiva Management to develop this project. Both companies will provide the assumed 35% equity.

- Please clarify the expected/target equity return for the project (IRR).
The expected IRR is [REDACTED] so long as current market conditions hold.

From: [Darshan Patel](#)
To: [Tara Cutshaw Henos](#); [Penny Maus](#)
Cc: [Hemant Chhatrala](#); [Darshan Patel](#)
Subject: Hotel Investment Group
Date: Thursday, March 28, 2019 5:15:08 PM
Attachments: [San Diego - Port Authority - Budget.pdf](#)

Good afternoon,

It was a pleasure hosting you at my Holiday Inn Express earlier today. I hope found it to be in the realm of what you are wanting to be developed on your site. Per our conversation, I am including the answers from your earlier questions below:

1. Revised Construction Budget

- a. The Budget itself will remain the same as will the Projections; however, you will find that the \$6,000,000 from in-lieu fees is included as part of the Developer's capital down payment to obtain financing. This will allow us the cushion needed to sustain the operations of the property during the stabilization period and thereafter.

2. Room Mix

- a. Below you will find the proposed room mix. Please, note that the difference between a regular room and a suite is the inclusion of a living space that will allow for a sofa sleeper and TV. This will effectively allow larger families a cost effective way of accommodating a greater number of people in the room without the need of an additional room. The price difference between a regular room and suite room is substantially less than renting an additional room. You will find next to each room type the projected ADR for each.

- i. 52- Kings [REDACTED]
- ii. 2- King ADA [REDACTED]
- iii. 18- King suites [REDACTED]
- iv. 1- King suite ADA [REDACTED]
- v. 5-King suites w/ kitchenette [REDACTED]
- vi. 1- King suite w/ kitchenette ADA [REDACTED]
- vii. 80- Q/Q [REDACTED]
- viii. 3- Q/Q ADA [REDACTED]
- ix. 22- Q/Q suites [REDACTED]
- x. 1- Q/Q suite with ADA [REDACTED]
- xi. 14-Q/Q suites with kitchenette [REDACTED]
- xii. 1- Q/Q suite with Kitchen ADA [REDACTED]

3. ADA Rooms

- a. 9 ADA rooms will be developed in this project. There will be at minimum one ADA room per room type.

Should you have any additional questions please do not hesitate to ask.

Darshan Patel, Esq. | Chief Operating Officer & Legal Counsel
 Hotel Investment Group
 2655 Camino Del Rio North Suite 330



San Diego, CA 92108

t:[619.293.3349](tel:619.293.3349) |

darshanp@hotelinvestmentgroup.com [Visit our Website!](#)

From: [Bobby Patel](#)
To: [Tara Cutshaw Henos](#); [Penny Maus](#)
Cc: hemant@chhatrala.com; [Darshan Patel](#)
Subject: Pt. Authority Change in Representative
Date: Tuesday, April 2, 2019 3:48:35 PM

Good afternoon Ms. Henos and Ms. Maus,

I hope you both are doing better than I am right now. I apologize for not being able to attend the Site Visit last week or the Interview today. Darshan asked that I send you an email to authorize the Port Authority to communicate and transact in my stead.

Please, use this email message to serve as a formal understanding that I am replacing myself as the lead representative for this proposal with my son and COO of Hotel Investment Group, Darshan Patel. He was the full and exclusive authority to manage this project as he sees fit.

Additionally, any and all communications and actions that he has had with you over the course of this process from the Site Visit to the Interview and beyond is to be deemed valid and true as if I have were stating them in my official capacity as the lead representative of this proposal.

Should you have any clarifying questions, you may message me. Otherwise, please direct all communications to Darshan Patel forthwith.

Thank you.

From: [Darshan Patel](#)
To: [Tara Cutshaw Henos](#); [Penny Maus](#)
Cc: [Hemant Chhatrala](#); [Darshan Patel](#)
Subject: Revised Project Timeline
Date: Tuesday, April 2, 2019 3:59:27 PM
Attachments: [Modified Project Schedule 3.30.19.pdf](#)

Good afternoon,

I want to thank you for your time earlier today during our interview. We found the panel to be very engaging and knowledgeable of the project. Many a time, we find government panels to be uninterested and ignorant to the project details. However, you set the bar today with your level of scrutiny of the proposal as well as the in-depth knowledge of the site itself.

Per our discussion earlier, I have attached the revised construction project schedule to this email and have ensured my father sent an email to change the lead representative on this proposal.

Please, let me know if there is anything else that you require.

Thank you.



Darshan Patel, Esq. | Chief Operating Officer & Legal Counsel

[Hotel Investment Group](#)

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t: [619.293.3349](tel:619.293.3349) |

darshanp@hotelinvestmentgroup.com [Visit our Website!](#)

AFRA CONSTRUCTION & DESIGN**2501 YALE BLVD. SE, SUITE 102****ALBUQUERQUE, NM 87106****PHONE: 505-242-1745****FAX: 505-242-1737**

March 30, 2019

Project Schedule for Project Hotel

Award of Contract----- 6 months
 Development Agreement & Project Entitlements----- 6 months
 Project Design, CEQA process, & Financing----- 2 years & 6 months
 Permit Process----- 9 months
 Construction----- 2 years & 6 months

Total completion time is 6 years and 9 months from the Award of Contract date.

Tasks	2019	2020	2021	2022	2023	2024	2025
Award of Contract	■						
Development Agreement	■						
Project Design & Finance		■	■	■	■		
Permit Process					■		
Construction						■	■

Representative Site Visit

Date:	3/28/19	Location: 635 Hotel Circle South, San Diego	Project Visited:	Shiva Management/HIG
Port Attendees:	Penny Maus, Dept. Mgr. Bus. Dev. RE Tara Henos, Asset Mgr. Bus Dev. RE		Management Team Attendees:	Hemant Chhatrala, Darshan Patel

Meeting Summary:

Q.1	Approach to the Project: As a newer concept, how do you plan to ensure success?
A.1	The team plans to work closely with their sales and marketing team to market the hotel and reach out to different markets, both for travel and leisure.
Q.2	Approach to the Project: How do you plan to activate spaces both for the public and guests?
A.2	No plans to provide space for the public as the amenities will be for guests only. No food and beverage concept for the public. The food and beverage provided for guests will be limited as to keep their ADR rates low.
Q.3	Project Team and Relevant Experience: How familiar are you with the CEQA and Coastal process? How will a longer project schedule affect your project proposal?
A.3	No experience with CEQA, limited experience with Coastal Commission. Have work on Sandcastle Inn, Hotel Point Loma and Pacific Inn, all are within the Coastal.

Project Specific Questions

- Are they proposing to use any of the annex building? Not planning to use the Annex building. Have no plans for it, unless they need to use it. Their proposal plans to use the empty parking lot and working around the building.
- I'm curious why they aren't proposing to use any of the in-lieu fees. Decided to use the \$6 million in lieu fees. The team has sent an updated proforma.
- What is the square footage of the site proposed for development? 99,550 sqft
- Does the proposal anticipate the Budget facility along Palm remains? Yes
- Are there agreements in place between InterContinental Hotel and HIG for the Avid brand? No
- How is the Holiday Inn Express in Mission Valley performing? Currently at \$154 AD with a 85% occupancy rate
- How is the Avid hotel in Oklahoma City performing? Only have been open for 4 months. Will be sending additional information.
- Please provide a breakdown of how many beds per room. Will be sending a breakdown of beds per room.
- How many ADA parking spots? 19 ADA parking spots.
- Any plans for online marketing/advertising? The team plans on using email blasts, flyers, banners. In addition to reaching out to conventions and working with travel packages, fliers. They are also working with Travel Media Group online via social outlets.
- What are your plans for outreach regarding events? Working with their in house social team
- Have you worked with CCC or CEQA before? No experience with CEQA, limited experience with Coastal Commission. Have work on Sandcastle Inn, Hotel Point Loma and Pacific Inn.

Photos:





