

# BMC

BOYKIN MANAGEMENT COMPANY  
*Hotels, Resorts and Conference Centers*

## ***A Leading Provider of Hotel, Resort and Conference Center Management Services***

Pink Shell Beach Resort & Spa




# *Company Profile*

- Offices in Charlotte, NC and Fort Myers Beach, FL.
- Since 1958, BMC has managed over 20,000 rooms in 20 states and a variety of independent and resort properties.
- Manager of branded and independent upscale hotels, resorts, conference centers and condominium hotels with extensive facilities and amenities.
- Seasoned management team with extensive industry experience.
- Proven track record in repositioning underperforming hotel assets as well as assets in need of renovation.
- Long-standing relationships with the major lodging brands including Hilton, Doubletree, Marriott, Crowne Plaza, Radisson, among others.
- A well-earned reputation and proven track record for delivering superior performance and bottom-line results to owners.



# ***Hotel, Resort & Conference Center Management Services***

*BMC has proven expertise in operating hotels, resorts, conference centers and condominium hotels. These services include:*

- Rooms Operations
  - Revenue and Yield Management and Inventory Controls
  - Marketing Programs
  - Direct Sales
  - Food and Beverage Operations
  - Accounting and Cash Management
  - Spa Operations
  - Human Resources Administration
  - Brand Relations and Negotiations
  - Management of Ancillary Revenue Producing Departments (i.e. Executive Meeting Center, Banquets/Catering, Golf, Marina, Retail, Spa, Fitness)
  - Loss Prevention Services
  - IT Support Services
  - Purchasing
  - Engineering and Facilities Management Oversight
  - Rental Program Operation and Accounting
  - Owner Services
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## ***Current Boykin Managed Properties***

- Pink Shell Beach Resort & Marina (Ft. Myers Beach, FL)
  - The Alexander Oceanfront Resort (Miami Beach, FL)
  - DoubleTree Ocean Point Resort & Spa (Sunny Isles Beach, FL)
  - The Plaza Historic Beach Resort & Spa (Daytona Beach, FL)
  - Sandpiper Gulf Resort (Ft. Myers Beach, FL)
  - Lighthouse Key Resort & Spa (Orlando, FL)
  - Hilton Austin Airport (Austin, TX)
  - Hyatt Place Charlotte Uptown (Charlotte, NC)
  - The Ellis Hotel (Atlanta, GA)
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# Property Representation (Past & Present)



Cleveland Airport  
Marriott



Sanderling  
Resort & Spa



Doubletree Ocean Point  
Resort & Spa



Pink Shell Beach  
Resort & Spa



Buffalo Marriott  
Niagara



Hilton Austin Airport



Hilton Melbourne Beach



Radisson Suite Beach  
Resort Marco Island



Doubletree Hotel  
JFK Airport



San Antonio  
Doubletree Hotel



Doubletree Hotel  
Berkeley Marina

Over 20,000 rooms

# Property Representation (Past & Present)



Marriott's Tenaya  
Lodge at Yosemite



Doubletree Hotel & Executive  
Meeting Center, Portland Lloyd



Doubletree Hotel Omaha  
Downtown



Hotel 71



Sands Resorts



Embassy Suites Southfield



Hilton Knoxville



Atwood Lake Resort  
& Conference Center



Hampton Inn  
Miami - Airport West



Doubletree Hotel  
Colorado Springs

Over 20,000 rooms

# Our Experience (Past & Present)

## California

- Berkeley Marina Doubletree Hotel and Executive Meeting Center
- Best Western Hanalei
- Casa Sirena Marina Resort
- Country Inn Calabasas
- Country Inn Camarillo
- Country Inn Port Hueneme
- Country Inn Ventura
- Danish Country Inn
- Del Norte Inn
- Doubletree Hotel Sacramento
- Hilton Oxnard
- Mission Valley Health Club
- Mission Valley Inn
- Santa Maria Inn
- Tenaya Lodge at Yosemite Marriott
- Doubletree Hotel Colorado Springs World Arena

## Florida

- Banana Bay Resort & Marina
- Best Western Ft Myers
- Bilmar Beach Resort
- Doubletree Hotel Melbourne
- Doubletree Ocean Point Resort & Spa
- Hampton Inn Miami Airport
- Hilton Melbourne Beach
- Pink Shell Beach Resort & Spa
- Radisson Beach Resort Marco Island
- Radisson Daytona
- Radisson Hotel Boca Raton
- Radisson Hotel West Palm Beach

## Georgia

- The Ellis Hotel

## Illinois

- Hampton Inn Lombard
- Hampton Inn Westchester
- Hampton Inn Schaumburg
- Hotel 71

- Howard Johnson's Alton
- Howard Johnson's Collinsville
- Ramada Oakbrook Terrace
- The Tower Club

## Indiana

- French Lick Springs Resort
- Howard Johnson's South Bend

## Massachusetts

- Marriott Worcester

## Michigan

- Embassy Suites Southfield

## Minnesota

- Holiday Inn Minneapolis

## Missouri

- Radisson Hotel Kansas City

## Nebraska

- Doubletree Hotel and Executive Meeting Center Omaha

## New Jersey

- Radisson Hotel Mount Laurel

## New York

- Buffalo Niagara Marriott
- Doubletree Hotel JFK Airport

## North Carolina

- Hampton Inn Lake Norman
- Holiday Inn Crabtree
- Holiday Inn Lake Norman
- Radisson High Point Hotel
- Sanderling Resort & Spa

## Pennsylvania

- Hilton Scranton Hotel & Conference Center
- Howard Johnson's Erie

## South Carolina

- Ocean Dunes Resort & Villas
- Ocean Forest Plaza
- Ocean Forest Villas
- Sands Ocean Club
- Sands Beach Club

## Ohio

- Aqua Marine Resort
- Atwood Lake Resort & Conference Center
- Beachwood Marriott
- Cleveland Airport Marriott
- Cleveland Red Roof Inn
- Columbus Marriott North
- Columbus Marriott East
- Crowne Plaza Quaker Square
- Hilton Toledo

## Oregon

- Doubletree Hotel and Executive Meeting Center Portland Lloyd Center
- Doubletree Hotel Eugene Springfield
- Doubletree Hotel Portland Downtown

## Tennessee

- Hilton Knoxville

## Texas

- Don Juan's Mexican Grille and Cantina
- Doubletree Hotel San Antonio
- Hilton Austin Airport
- Holiday Inn Austin
- Howard Johnson's Dallas

## Virginia

- Comfort Inn Richmond Corporate Gateway

## Washington

- Doubletree Hotel Spokane Valley
- Ramada Inn Bellevue

# ***BMC Managed Upscale Hilton/Marriott Properties (Past & Present)***

<b>Property</b>	<b>Location</b>	<b># of Guest Rooms/Suites</b>
Hilton Austin Airport	Austin, TX	262
Hilton Scranton Hotel & Conference Center	Scranton, PA	175
Hilton Knoxville	Knoxville, TN	317
Hilton Melbourne Beach	Melbourne, FL	118
Hilton Oxnard	Oxnard, CA	162
Hilton Toledo	Toledo, OH	213
Doubletree JFK Airport Hotel	Jamaica, NY	385
Doubletree Ocean Point Resort & Spa	Sunny Isles (Miami), FL	152
Doubletree Hotel and Executive Meeting Center Berkeley Marina	Berkeley, CA	375
Doubletree Hotel and Executive Meeting Center Omaha	Omaha, NE	414
Doubletree Hotel and Executive Meeting Center Portland Lloyd Center	Portland, OR	476
Doubletree Hotel Boise- Riverside	Boise, ID	303
Doubletree Hotel Colorado Springs World Arena	Colorado Springs, CO	299
Doubletree Hotel Eugene Springfield	Eugene, OR	234
Doubletree Hotel Portland Downtown	Portland, OR	235
Doubletree Hotel Sacramento	Sacramento, CA	448
Doubletree Hotel San Antonio	San Antonio, TX	290
Doubletree Hotel Spokane Valley	Spokane, WA	237
Doubletree Melbourne	Melbourne, FL	208
Embassy Suites Southfield	Southfield, MI	239
Marriott Buffalo Niagara	Buffalo, NY	356
Marriott Cleveland Airport	Cleveland, OH	371
Marriott Cleveland/Beachwood East	Beachwood, OH	403
Marriott Columbus Airport	Columbus, OH	236
Marriott Columbus North	Columbus, OH	300
Marriott Tenaya Lodge	Fish Camp (Yosemite), CA	244
Marriott Worchester	Worchester, MA	250



# Long-Standing Brand & Vendor Relationships



# ***Boykin Lodging Company – a publicly traded REIT***

- Boykin Management Company, founded in 1958, grew from one Howard Johnson Motor Lodge, across from the University of Notre Dame, into a 33 hotel, 10,000 room Public REIT in 2006, before its CEO recognized the opportunity to monetize the investment.
- Throughout the 1960's, the company built and operated Howard Johnson properties in key highway locations, until in 1970 they became one of the first, of a very few, franchisees of Marriott full-service hotels. Ultimately building and operating properties in 7 locations (Cleveland, OH(2), Columbus, OH(2), Buffalo, NY, Berkeley, CA, and Yosemite, CA).
- In the mid-1980's the company branched out and began operating hotels for third-party owners; under the direction of Robert Boykin the company undertook a significant expansion in for-fee management.



# ***Boykin Lodging Company – a publicly traded REIT***

- In 1994, the company hired Smith Barney to effect a REIT IPO. Due to market timing, the project did not proceed; but the company did arrange financing from Lehman Brothers to consolidate the ownership of its portfolio. Then, in the Fall of 1996, the IPO was achieved via Lehman Brothers, and thus NYSE: BOY began its 10-year run as a public company.
- The company acquired full-service resort, conference center and commercial hotels in the 3 and 4 star categories. Many of these hotels were branded, and several were independent. Due to the extreme valuations prevalent in 2005-2007, the company moved to exit the bulk of its real estate investments and to shed, the high overhead of being public. In September of 2006, the REIT was sold to Westmont Hospitality.
- Today the company is involved in the management and asset management of a small portfolio of assets similar to what has been the core competency of the company for the past 50 years.



# BMC

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## ***Corporate Key Executives***

Pink Shell Beach Resort & Spa



# Corporate Key Executives

## ***Robert Boykin, Chairman***

- Robert is Chairman of the Board of BMC. His career has spanned property operations, corporate administration, real estate development and acquisitions since graduating from the University of Hartford in 1972, with degrees in Business Economics and Finance. Upon graduation Robert had many roles in operating hotels up to and including President of BMC. The company has operated over 80 hotels, with over 20,000 rooms. In 1996 the real estate activities of Boykin Management Company were taken public in an IPO, led by Lehman Brothers, called Boykin Lodging, BOY:NYSE. The company focused on full-service hotels, resorts and conference centers. In 2006 the assets of Boykin Lodging were sold to a private equity firm and Robert returned to guide the activities of the Boykin Management Company, now renamed BMC. Robert has served as past vice chair of MINA- The Marriott Full Service Franchise Owners Association, Robert is the Chairman of the Amazon Conservation Team and is active in The World's Presidents Organization and Chief Executives Organization. He is also a frequent speaker and panelist at industry lodging conferences.

## ***John (Jack) Boykin, Executive Vice President***

- Jack has held many positions in the company, but his specialty has been in food and beverage operations, procurement and general hotel operations. Jack served in various food and beverage positions in the Company's Marriott Hotels and has been on the corporate staff with responsibility for the company's total food and beverage operation. In 2006 the company's total F&B volume was in excess of \$70 million dollars. Jack has led many successful conception programs and has driven many of the companies opening activities throughout the company's history. Additionally, Jack is the founder of Purchasing Concepts, Inc., a food and beverage procurement company serving restaurants, hotels and private clubs nationwide. Jack is a graduate of SUNY Buffalo/Erie with a degree in Food Service Administration. Jack is a veteran and serves as President of the Longford Veterans Association (LVA).

# Corporate Key Executives

## ***Richard Longo, President and Chief Financial Officer***

- Richard oversees all financial and accounting activities for BMC. Richard has over 20 years of executive level financial experience in construction, real estate development, property management, and banking. Richard received his BBA at Ohio University, MBA from Cleveland State University, and holds a CPA designation from the state of Ohio.

## ***Kevin Hyland, EVP Development and General Counsel***

- Kevin plays a significant role in BMC's operations. His responsibilities include new business development, structuring and negotiation of management contracts, acquisition and investment opportunities, legal services for sales and marketing, operations, human resources, accounting and finance and other functions; as well as management of employment law matters, litigation, contract and regulatory activities. Prior to joining BMC, Mr. Hyland served as Corporate Counsel for Hyland Software Incorporated where he focused on corporate legal matters, contract drafting and negotiation, mergers and acquisitions, property insurance matters and corporate financing. Prior to that assignment, he was an attorney with Gallagher, Sharp, Fulton and Norman. Kevin received his undergraduate degree from Miami University and his law degree from Cleveland-Marshall College of Law. He holds the Senior Professional in Human Resources (SPHR) certification from the HR Certification Institute. Kevin is a member of the Ohio State Bar Association, the Association of Corporate Counsel as well as Urban Land Institute.

# *Local Key Executives*

## ***Bill Waichulis, Senior Vice President of Operations***

- Bill Waichulis is Managing Director for the Florida Resort Division of Boykin Management Company. His career has spanned many property operations with two management companies Interstate Hotels and Resorts for 14 years, and Boykin Management Company for 6 years. Bill has managed many different brands to include Westin, Sheraton, Hilton, and Holiday Inn all within the state of Florida. In his last position he was Director of Operations for South Seas and the Sanibel properties. Bill is currently responsible for the Florida region.

## ***Tim Lay, Regional Controller***

- Tim Lay has been with Boykin Management Company as Regional Controller since November 2002, overseeing Florida Properties over this time period to include Melbourne, Miami, Tampa, Ft Myers, Marco Island and the Florida Keys. Prior to this Tim spent 18 years with Hilton Hotels Corporation, last posting there was 7 years as Controller at the Hilton Miami Airport & Towers where responsibilities included financial reporting consolidation for 8 Doubletree properties. Prior to Miami, Tim was posted in Dallas Texas with Hilton, overseeing 7 hotels in the western United States. Originally from the Washington DC area.

## ***Jerry Janus, Regional Director of Food & Beverage***

- Jerry Janus is the Regional Food & Beverage Director for Boykin Management Company. He is based at the Pink Shell Beach Resort & Marina. His career has spanned many property F&B operations with Mariner Group, Meristar Management Group, Interstate Hotels and Resorts, Merritt Management Company, Noble House Hotels & Resorts and most recently joined the Boykin Management Group. In his last position, he was the Director of Food & Beverage for LaPlaya Beach & Golf Resort for 7 years.

# *Contact Details*

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