



Parking Plan  
Hotel Oxbow

March 18, 2024



## **Hotel Oxbow Parking Plan**

**Attention:**

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**Produced By:**

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**Date:**

March 18, 2024

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## Executive Summary

Brand Enhance Parking & Hospitality is a unique concept to the market. While we have over 30 years of hospitality parking experience, Brand Enhance was established to fill a gap our competitors have been unable to address. We partner with you to design a unique strategy aligned with your brand that offers a contemporary approach to the front-of-house experience for guests. We recognize and embrace our role as advocates and representatives of your brand so much so that your brand reputation takes priority over our own. We partner with you and your team to identify the special ways an external partner can actually enhance your brand. Our focus is on the long-term reputation we have with guests and the retention of our clients. Those special relationships between businesses where the outcome is truly a win/win can create a fantastic experience for all stakeholders – guests, clients, and employees.

Our leadership at Brand Enhance comes with over three decades of experience operating a variety of brands from small, niche, independently owned locations to luxury sites owned by global brands. Our team offers the experience to ensure an efficient operation where profitability is maximized without compromising the guest experience. We are all keenly aware that our guests can become our biggest advocates and improve our revenue or our worst critics while draining sales. What sets us distinctly apart from our competition is our number one organizational capability – leadership. People are our product and by far our biggest competitive advantage and we wouldn't have it any other way. Our senior team is a group of committed, innovative and inspirational leaders. We invite candidates to join our team when they show signs of that same spirit. We look for leadership team members who want to develop themselves and grow their career in our industry.

It has been our pleasure to prepare this plan for you, and we are honored to be considered as a future, long-term partner to you. In the following background and introductory information, you will find a summary of our company, what differentiates us, our operational approach, as well as client references.

Please do not hesitate to contact me with any questions.

Warmly,

Bobby Kuhns  
Founder & CEO  
Brand Enhance Parking & Hospitality

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### **Our Product... Providing guest *experience*, not just great service**

We see ourselves as accountable for the most important space on your property, where guests have their first impression and their last impression. Guests receive good customer service every day in the various interactions they have. What Brand Enhance offers is a customer experience. It's not just ensuring our team offers friendly and timely service. It's about making guests feel welcomed and part of our community. How do we do that?

- Providing a unique experience requires a personal touch, we collaborate with you to identify those simple but distinct ways to leave an impression with guests and make them feel appreciated.
- Different from our competitors, we do not script associate interactions with guests. We expect our team members to be capable of establishing authentic synergy with guests.
- We impress guests with our warm and inviting approach which leaves a long-lasting memory.
- We stay on the cutting-edge of hospitality trends to ensure we are offering the best experience in the marketplace.
- Because our objective is to motivate guests to return time after time, we ensure our service techniques are refreshed regularly; part of offering a consistent experience is offering a unique touch to each interaction.





## DELIVER ON PROMISE

### Client Relations... A Partnership


Brand Enhance was founded from a desire to provide a unique approach to hospitality parking, a true partnership. We recognize the role we play in your brand's success. We believe the arrival and departure experience is the most critical factor in the guest's assessment and decision to return to your property.

Our relationship with you is based upon:

- Integrity and transparency which serve as the foundation to our business strategy, we are more than a vendor, we expect ourselves to constantly earn the right to be your business partner.
- An almost obsessive and proactive expectation of our own performance, we are a long-term focused business that insists on regular self-assessment and has an appetite for change.
- We are in it for the marathon, not the sprint and our focus is on business health over business growth.

With that sentiment in mind, part of our initial and ongoing strategy sessions with you include:

- Custom prioritization – in partnership with you, we customize our strategic focus areas, our must wins to align with your business strategy (i.e. guest satisfaction, service scores, employee opinion results, financial/operational metrics etc.). Because we meet regularly, to ensure alignment, we can easily adjust our strategic focus areas to flex with the changes in your business.
- Service Delivery Style – we work with you to determine an original and distinct approach to the service delivery style, ensuring a guest experience that is aligned with your brand and one that cannot be replicated.



## MAKE AN IMPRESSION

### **Our People, the Foundation of Our Product...**

We take pride in the reality of our business model, we provide a service therefore, our product is our people. In the business of people, our core competencies must be in hiring top talent and in the development and retention of our team. Key elements of our approach to our people include:

- **Discerning Candidate Selection Process:** We source candidates via avenues that will yield the closest match to our ideal candidate profile. We require candidates to pass a comprehensive selection process including several service-based situational interviews, a background screening and reference checking. Turnover is the most expensive reoccurring cost associated with a service company and selective screening of candidates is the most effective tool to combat that.
- **Professional and Personal Development:** We have a rigorous on-boarding and training plan for new team members. We also conduct regular professional training for our team on various topics related to professional skills, technical skills and personal effectiveness.
- **A Leader Scorecard:** People don't leave their companies, they leave their leaders, so to protect our clients and ourselves, we hold our leaders accountable for the service, performance, and engagement of their teams via the use of a Leader Scorecard maintained for each Account Management team.
- **Recognition:** We recognize and reward our team for a job well done. When an Associate is complimented by a guest, be it a letter or a comment via social media, we provide the associate with the acknowledgement they deserve publicly and via rewards-based programs. We also provide recognition to Associates when they exceed our safety standards.



### Operations

Parking Operations includes three important focus areas: brand presentation, revenue control/security and auditing.

Brand Presentation – Part of the experience we offer certainly includes a visually appealing environment that matches your own brand.

- We ensure all signage is up to your standards and is clean, clear and up to date.
- Parking equipment is reviewed regularly to ensure accuracy and appearance.
- Facility maintenance is part of our daily routine with a process for Associates as well as a regularly scheduled deep clean maintenance by our property maintenance specialist.
- Associate appearance is one of our strengths. For Associates, we provide uniforms that are designed by you and have a set process to ensure Associates meet our expectations for appearance pre-shift, on a daily basis. Leaders are provided with a benefit that helps supplement the cost of professional suits. What differentiates us is that we focus as much on the appearance of our on-site leadership team as we do our Associates.

Revenue Control and Security - We have internal Standard Operating Policies (SOP)'s established to promote accountability for each step in the revenue stream and customer experience lifecycle. Some of our inventory, ticket and cash control procedures include:

- Shift reports to account for all ticket and revenue transactions.
- Tickets are equipped with a bar code that can be scanned and tracked.
- Reports tracking and accounting for all vehicles taken into inventory.
- Daily revenue deposits.
- In depth, post-mortem analysis after any claims are filed.

Auditing – we conduct regular comprehensive audits of each property which include customer experience feedback, property operations, adherence to SOP's, claims review and associate engagement.



### **Service Enhancement Option with Bell Service, Concierge, & Shuttle Service**

With guest experience and service as the foundation of our culture and at the forefront of our approach, we offer several service enhancements including:

Bell Service includes traditional service as well as keyless check-in experience.

Our Concierge offering includes a variety of services:

- Management of vehicle charging stations
- Dog walking service
- Limo and town car reservations
- Property transport service – via golf cart for self-parking guests
- Dry cleaning/laundrying/tailoring/shoeshine and repair
- Reservations and entertainment booking
- Auto maintenance
- Assistance with sending and receiving parcels
- Local business discount program set-up and management
- Navigation recommendations
- Personal errand services
- Full mail retrieval and delivery service

Shuttle service can be offered in a variety of ways. We have experience offering everything from VIP house car service, to overflow parking shuttle service, as well as full airport shuttle service. We see that client satisfaction increases due to decreased liability, more efficient planning and service delivery and generally stronger alignment between departments when we assume shuttle operations responsibility.

In the event you are interested in learning more about any of these services, we will be happy to share more including set-up and investment options.



## BRAND ENHANCE COMMITMENTS

### Brand Enhance Commitments

- We focus on striking the right balance of staffing to offer an exemplary service experience while still ensuring optimal profitability for our clients.
- We assume all reporting and auditing responsibility for revenues generated by the parking operation including overnight parking, daily parking, off-airport parking, banquet parking, and other parking related revenue.
- We pride ourselves in offering a niche intimate experience for our clients, with Brand Enhance ownership involvement in each account.
- We ensure a local regional leader is in regular contact with our clients to cultivate relationships and ensure we are addressing opportunities and needs proactively.
- We commit to having a local regional leader readily available to clients 24 hours a day, 7 days per week, 365 days per year.
- We will not use your location as a leadership training ground. Once we place a leader at our accounts, we leave them in place for at least a year. This is best for the client by ensuring stability but also best for our leaders by giving them an opportunity to strengthen their skills as long-term partners.
- Brand Enhance on-site leaders are expected to attend property meetings, attend events and become a part of the client's leadership team as much as they are a part of our own.
- We thrive on the opportunity to partner with our clients to brainstorm and offer creative ideas and solutions to improve guest experience, problem solve and continuously evolve.
- Our goal is to have our entire team appear to be a part of the in-house team and even better, we want our Associates to feel like a part of the in-house team, we become a part of your culture.
- We work with our clients collaboratively on service and revenue options.
- We commit to a true, dynamic partnership...





# Parking Management Plan, Valet Operations Procedures and Staffing for Hotel Oxbow

## Objective

Introduce Hotel Oxbow, and Brand Enhance's Parking Management Plan, Valet Operations Procedures and Staffing for Hotel Oxbow in Napa, CA.

## Overview Parking Plan

- All Valet location with 24 hour a day attendant-based service to best facilitate the space and service delivery.
  - Valet operator will be held accountable by hotel management to properly staff and facilitate parking needs for all Hotel Oxbow patrons
  - Daily/Overnight self-parking will not be an option at this facility except for employee parking and accessible parking
  - Self-parking will only be allowed under unique circumstances for large banquet events if approved by hotel management
  - All Valet personnel required to operate the parking lifts will undergo training on its proper operation and safety procedures.

## Valet Plan Details

### Arrival

- All valet arrivals will take in front of the East building.
- The valet experience is the critical first and last impression for our guests
- When guests are within 10 feet of valet area, make eye contact, smile and acknowledge
- Keep focus on the guest once they arrive to valet, welcome guests in a warm and professional manner within 25 to 30 seconds and in that time provide professional, fast and friendly service
- Assist guests with opening vehicle door and welcoming them to Hotel Oxbow
- Politely ask guest their first and last name and use their last name at least twice during the arrival process
- Engage with guests as individuals, asking what brings them to Hotel Oxbow and explain valet parking procedures
- Complete valet ticket with guest's first and last name, vehicle make, model, color and license plate information (state and plate number)



- Hand guest valet claim ticket, point out the call down extension and valet POS system text number or scan provided QR code as options for retrieval and explain vehicles cannot be released without the claim ticket or proper identification. Secure vehicle keys to key tag portion of the valet ticket, also marked with guest's first and last name and vehicle information.
- Secure keys on valet's carabiner until keys can be locked in secured key room
- Complete detailed damage inspection on the valet ticket
- Scan the ticket into the valet POS System, recording guest's arrival date and time, entering the same information as entered on the valet ticket – Guest's first and last name, vehicle make, model, color, license plate information and damage inspection
- Tag guest's luggage with custom Hotel Oxbow luggage tickets
- Escort guest to Bell associate who will escort the guest to the front desk for check-in
- Park guest's vehicle in designated parking location

### Departure

- All valet departures will take place behind the building on Water Street
- Guest may utilize the call down extension, valet POS System text number, or scan provided QR code to alert valet of their departure
- Valet warmly greets the guest upon arrival to the valet and ask how their stay was using the guest's last name at least twice
- If guest did not utilize the call down, text option, or provided QR code, valet will take valet claim ticket from guest to retrieve vehicle. Retrieval time at this hotel is estimated at three (3) minutes or less.
- Valet will pull the guest's ticket from valet POS System and confirm payment type
- Valet will run to retrieve guest's vehicle
- Upon returning to the valet, where guest is waiting for their vehicle, valet will park the vehicle, turn the vehicle off, and take the keys out of the ignition
- Assist guest with loading luggage into their vehicle
- Prior to handing the keys to the guest, the valet will confirm the guest's first and last name along with proper claim check or proper identification to ensure the vehicle retrieved belongs to that guest
- Once confirmed, valet will hold the door open for the guests, passenger side first, extend the seat belt, and close the door once the guest is safely in the vehicle
- Valet will ask guest if they need directions around town, or to local areas of interest and activities, provide directions as needed, thank the guest for staying with us, wish the guest a safe trip, ensuring guest's valet experience was memorable and unique



### **Valet Parking**

- All valet vehicles will be parked in the parking structure in Building A or Building B
- Valets will always move with both a sense of urgency and a focus on safety
- Vehicles are always parked within the parking lines or parked correctly on the parking lifts/stackers
- Valet will ensure the vehicle is parked securely with the parking brake engaged, all windows are closed and doors are locked. All convertible tops are closed and secured.
- Valet documents spot number and location on ticket and places parked car keys into secured key box for key clerk/cashier to properly check-in and cross-reference

### **Operating Lift/Stackers**

- Valet will ensure that the parking lift/stacker is clear of any obstructions
- Valet will inspect the lift for any visible damage or signs of wear
- Valet will check that all safety mechanisms, such as locks and sensors, are functioning properly
- Valet will activate the lift by using the control panel designated for the specific lift/stacker
- Valet will raise the lift slowly and smoothly to the desired height, ensuring that the vehicle remains stable
- Valet will double-check that the vehicle is securely positioned on the lift/stacker before proceeding
- When lowering the lift/stacker valet will ensure that there are no obstructions underneath the vehicle
- Valet will wait until the lift reaches the ground before driving the vehicle off the platform

### **Valet Shift Responsibilities**

#### **Opening Valet Lead**

- Perform all necessary and required cleaning duties on and around the hotel entrance
- Pick up debris found within parking garage and hotel premises
- Complete vehicle security and key audit
- Inspect the lift/stacker platform for any oil spills
- Start AM shift report and prepare staff for the day
- Ensure key boxes and key room doors are locked at all times
- Arrange tickets and event plans for the day
- Maintain 5-star luxury service throughout the entire shift





- Complete AM shift report and closing duties including detailed turnover

### Mid-Shift Valet Lead

- Perform all necessary and required cleaning duties on and around the hotel entrance
- Pick up debris found within parking garage and hotel premises
- Complete vehicle security and key audit
- Ensure key boxes and key room doors are locked at all times
- Coordinate and execute required rest periods and meal breaks
- Maintain 5-star luxury service throughout the entire shift

### PM Valet Lead

- Perform all necessary and required cleaning duties on and around the hotel entrance
- Pick up debris found within parking garage and hotel premises
- Complete vehicle security and key audit
- Inspect the lift/stacker platform for any oil spills
- Start PM shift report and prepare staff for the evening
- Ensure key boxes and key room doors are locked at all times
- Maintain 5-star luxury service throughout the entire shift
- Reconcile valet POS system with vehicle keys on-hand for accountability
- Complete PM shift report and closing duties including detailed turnover

### Overnight Valet Lead

- Perform all necessary and required cleaning duties on and around the hotel entrance
- Pick up debris found within parking garage and hotel premises
- Complete vehicle security and key audit
- Inspect the lift/stacker platform for any oil spills
- Prepare night audit report, reconcile valet POS system report and complete billing procedures
- Ensure key boxes and key room doors are locked at all times
- Maintain 5-star luxury service throughout the entire shift
- Cross reference valet POS system with hotel POS to ensure revenue accountability
- Complete overnight shift closing duties including detailed turnover



### Staffing Support

#### On-Site

- 1 Site Manager
- 4 Supervisors
- 3 Door Attendants
- 15 Valet Attendants
- 3 Key Clerks/Cashiers
- 4 Bell Attendants/House Car Driver

#### Average Shift Staffing

- 2 Leaders
- 1 Door Attendants
- 2- 3 Valet Attendants
- 1 Key Clerk/Cashier
- 1-2 Bell Attendants/House Car Drivers

Please note all associates should be 100% cross-trained to be interchangeable between positions at any time

#### Self-Parking

- Accessible parking will be provided in designated spaces
- Self-parking will only be allowed under unique circumstances for large banquet events if approved by hotel management
  - This parking will take place in a designated area within the parking garage in Building A or Building B

#### Employee Parking

- Employees will park onsite and will have access through the garage gate system, with a fob, and are required to park in designated spaces in the on-site garage.
  - All employees will be parking in the West building

#### On-Site Parking Availability

- Building A
  - 2 Handicap Spaces
  - 1 Standard Space



- 52 Parking Stackers
  - 55 Total Parking Spaces
- Building B
  - 11 Standard Spaces
  - 88 Parking Stackers
  - 99 Total Parking Spaces
- 154 Total Parking Spaces Combined with Building A and Building B

### Equipment

- Gate system with access control software and scanners for onsite garage
- Valet associates and employees will be granted access to the garage per key fob or bar code
- Paid tickets are encoded at the valet podium with supplied validations through our valet POS system
- Paid tickets will be collected at shift closing and audited through our valet POS system and our set company auditing procedures
- Vehicle tracking reports can be collected from our valet POS system to audit and cross-reference all parking revenue collected per shift

### Suggested Amenities

- Note cards with a mint for all departing guests, leaving a lasting impression from Hotel Oxbow experience
- Personal Touch Cards – used upon arrival to wish guests a pleasant stay while building a personal connection for any assistance they may need during their stay
- Color coded tickets to discreetly show if a guest is returning or experiencing Hotel Oxbow for the first time so that we can recognize and customize the guest experience with this key information
- Bottled Water Service
- Scented Towel Service
- Complimentary shuttle service
- Bike rentals

### Valet Uniforms

- Valet Uniforms are custom for Hotel Oxbow
- Valet Uniforms are easily noticeable and eye-catching
- Valet Uniforms are comfortable and allow for safe movement of vehicles
- Brand Enhance unique uniform samples provided



## Lido House Custom Valet & Bell Uniforms and City Cart





## VEA Newport Beach Valet & Bell Uniform





## Irvine Spectrum Marriott Custom Valet & Bell Uniform





## Hotel Per La Custom Valet & Bell Uniform







## In-Market Operational References

Property 1: VEA Newport Beach, A Marriott Resort & Spa

Element	Operator Response
Property Name	VEA Newport Beach, A Marriott Resort & Spa
Contact Person, Title	Debbie Snavelly, General Manager
Telephone Number	(949) 729-3591
E-mail Address	<a href="mailto:Debbie.snavelly@marriott.com">Debbie.snavelly@marriott.com</a>
Agreement Start	February 17, 2019
Total Employees	65 – Valet, Bell, Transportation, Recreation
Annual Parking Revenue	\$2,900,000.00

Property 2: Lido House Marriott, Autograph Collection

Element	Operator Response
Property Name	Lido House Marriott, Autograph Collection
Contact Person, Title	Andre Brose, General Manager
Telephone Number	(415) 766-1234
E-mail Address	<a href="mailto:Andre.Brose@lidothousehotel.com">Andre.Brose@lidothousehotel.com</a>
Agreement Start	April 10, 2018
Total Employees	47 – Valet, Bell, Transportation, Recreation
Annual Parking Revenue	\$1,400,000.00

Property 3: Marriott Irvine Spectrum

Element	Operator Response
Property Name	Marriott Irvine Spectrum
Contact Person, Title	Che Sutton, General Manager
Telephone Number	(949)-759-0200
E-mail Address	<a href="mailto:Chel.I.sutton@marriott.com">Chel.I.sutton@marriott.com</a>
Agreement Start	November 1, 2019
Total Employees	54 – Valet, Bell, Pool, Recreation
Annual Parking Revenue	\$2,200,000.00

Property 4: Inn at the Mission

Element	Operator Response
Property Name	Inn at the Mission
Contact Person, Title	Matt Harrison, General Manager
Telephone Number	(301) 943-6077
E-mail Address	<a href="mailto:Matt.harrison@innatthemissionsjc.com">Matt.harrison@innatthemissionsjc.com</a>
Agreement Start	June 6, 2020
Total Employees	42 – Valet, Bell, Transportation, Pool, Recreation
Annual Parking Revenue	\$1,200,000.00





## **Additional Client References**

We are proud to share the contact information for several of the clients and colleagues we have done business with. Please feel free to reach out at your convenience.

**Chris Harrison**  
**Managing Partner, Dauntless Capital Partners**  
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## **Brand Enhance Leadership Team in Market**

### **Bobby Kuhns**

#### ***Founder & CEO***

Bobby brings over 3 decades of experience within the hospitality, retail, and healthcare industries. His first role was as a Valet at the Anaheim Marriot, working for Mile Hi Valet Service, later acquired by Towne Park Valet Service. Bobby was a natural fit in this service industry and was quickly promoted to join leadership. Over the course of the next 25 years Bobby grew in his accountability to the position of General Manager. Bobby has worked with a variety of brands including Marriott, Hilton, Sheraton, Hyatt, Four Seasons, Montage and Pendry as well as various independently owned luxury brands. During his career Bobby has been an integral part of the growth of the market seeing the client list grow from just two clients to over 50 with responsibility for 2000+ Associates. Bobby recognized a need currently unfulfilled in the market and with his passion for leadership, he established Brand Enhance Parking and Hospitality, where he now serves as CEO & President.

### **Katie Garand**

#### ***VP, Administration & People***

Katie brings over 2 decades of experience focused on People/Human Resource strategies with organizations such as Tilly's, Lending Tree, and Vans. Katie was able to grow her expertise over the past 16 years at Vans, most recently as Sr. Director HR Business Partner for Global Functions. Katie has a bachelor's degree in Organizational Leadership and a master's degree in Human Resources, both from Chapman University. Her passion for cultivating people led her to focus her career in Human Resources. Katie joined Brand Enhance in July 2023 and oversees our Administration/Office and People strategies. She is focused on evolving our ways of working across the office and field to best support and represent our clients.

### **Jose Salguero**

#### ***Director, Field Operations***

With nearly 2 decades in the hospitality industry, Jose brings an impressive wealth of knowledge and experience to Brand Enhance. Jose began his career in hospitality at the LAX Marriott as a valet in 2007 and within a year was promoted to a supervisor at the site responsible for PMS posting, weekly scheduling, cash handling procedures and leading the team on his daily shifts. In 2011, Jose was promoted to Assistant Manager, increasing his duties to include daily, weekly, and monthly revenue reconciliation and overseeing the daily shuttle, valet, and bell operations. Since joining Brand Enhance in 2017, Jose's commitment, leadership and drive for success have positively impacted the company and resulted in his career advancement through numerous leadership roles, currently serving as our Director of Field Operations. Jose partners closely with Bobby Kuhns on all strategic business initiatives related to the field including financials, client relations, future growth opportunities, and overall field operations.

**Kristen Mackey*****Director, Corporate Administration***

Kristen started her career in the hospitality industry in 2007 at a boutique hotel and conference center. She was charged with hiring all levels of roles from Executive Assistant to Sales and Catering, to General Manager of the hotel. Following, Kristen joined Avascend/Towne Park as an Account Manager for a hospital location. Kristen's responsibilities broadened to include oversight of the hospital valet and concierge service as well as a clinic location. Soon after Kristen was promoted to a corporate position within Towne Park where she was for nearly 7 years supporting business operations for Account Managers, District Managers, and VPs including Human Resources, client support and back office management. Kristen joined Brand Enhance as the Manager of Corporate Administration and is a core member of our team.

**Nicole Pham*****Director, Finance***

Nicole is a finance specialist with almost a decade of diverse experience. She specializes in financial planning and analysis ("FP&A"), with an emphasis in budgeting and forecasting. She started her career in numbers as a young child helping her parents run their business. With a desire to learn at such a young age, she was drawn towards a bookkeeping role at a uniform company during college, quickly becoming Head of Accounts Payable and Receivable. Later in 2011, she obtained her bachelor's degree in Economics at University of California, Irvine. With job opportunities limited during the recession, she began trading stock options in her spare time. Soon after, Nicole developed a strong interest in different investment tools, which pushed her to pass her Series 3 exam and intern at a wealth management firm. Unfortunately, current economic conditions forced Nicole towards a more promising opportunity at a municipal finance firm. Assisting School Districts with legal contracts, municipal bond issuances, developing funding plan programs worth over \$250 million, and implementing various client funding strategies saving more than \$30 million in construction costs, sparked her love for FP&A. This newfound passion led her to work alongside the CFO of a publicly traded company. She assisted with FP&A, budgeting, and forecasting for five sister companies, all of which was reported to investors. After years of developing different financial skills, Nicole is thrilled that her experiences have allowed her to become a part of the revolutionary company, Brand Enhance as Director of Finance.

**Richard Barahona*****Regional Manager, Los Angeles County and the Central Coast***

Richard started his career in the hospitality industry nearly 2 decades ago and has held a variety of roles during that time. Most recently, Richard was the Brand Manager at Hotel Per La with expanded responsibilities and oversight in the LA area and with our Security Division. In his new role, Richard will be responsible for overseeing and leading the Los Angeles and Central Coast sites, as well as our studio locations, and all our Security sites and teams, reporting to Jose Salguero.

**Morgan Latin*****Regional Manager, Orange County***

Morgan has been in the hospitality industry nearly a decade and has held various positions over the years. Most recently, Morgan was the Brand Manager at Inn at the Mission with expanded responsibilities in the broader Orange County region for large events and new site openings. In his new role, Morgan will be responsible for overseeing and leading our Orange County sites, reporting to Jose Salguero.

**Monique Nuetzel*****Manager, Human Resources***

Monique began her career in the hospitality industry 10 years ago with Thompson Hotels, holding various roles including Assistant Front Office Manager and Executive Housekeeping Director. Monique began her HR career 6 years ago in the financial industry, most recently as the Human Resources Manager at The Pacific Financial Group, Inc. She earned her bachelor's degree in Business Administration and Hospitality Management from Pace University. Her passion for training and development led her to focus her career in Human Resources. Monique joined Brand Enhance as Human Resources Manager in October 2023. She has oversight of the overall experience of our most important asset, our people. Her responsibilities include compliance, benefits programs, and coaching and counseling employees for continued career growth and development.

**Hissel Leon-Cruz*****Manager, Corporate Administration***

Hissel began her career in the Hospitality Industry in 2006 as an Assistant Account Manager at Riverside Community Hospital where they operated Valet, Shuttle and Greeter. She successfully oversaw training, hiring, scheduling, financial management and reporting. Hissel later transitioned into a corporate position on the Operations Support Team providing support to over 7,000 employees, various departments, and employee levels. She later joined the Purchasing Department where she worked closely with Finance, assisted with the rental shuttle program, the company's wireless program, and monitored inventory levels with vendors. Hissel provided access and training, tested updates/new systems and provided feedback to system developers. Hissel joined the Brand Enhance team as a Manager of Corporate Administration.

**Blanca Cruz*****Field Training Specialist***

Blanca is primarily responsible for field training programs with Brand Enhance. She brings experience with various hospitality brands including Marriott, Hilton, Sheraton, and Radisson. Blanca also has entertainment industry experience with Warner Bro's, Paramount Pictures and MBS Media Campus. She has had broad experience in operations including night auditing, billing, leadership of large teams, and training programs. Blanca's diverse background in a variety of brands and account types makes her a strong leader in training programs.



## **Brand Enhance Parking and Hospitality ... Our Differentiators**

Our approach is to behave like an internally run department, so we stay very connected on everyday operations and important overall hotel objectives such as budgeting and of course, service delivery. We are extremely proud of the way we do business and our transparency with our operating expenses and deal structures. Everything is open book with proper back-up and we always want you to feel that you are getting the best return.

Our main differentiator is how we interact with our associates. Due to our leadership team's extensive experience in the hospitality industry locally, we have a strong pipeline of candidates who have hospitality experience to draw from and handpick future members of our team. Our approach to training our associates sets us apart from the competition. Many parking companies use off-the-shelf online learning tools. We know that the way our associates learn and actually embrace the principles in training is to offer training that is engaging. Therefore, we have a local leadership team who are experienced trainers. We deliver all of our training in person and on-site at your location. Two weeks before an opening we are on-site to orient and initiate training programs. We also highly recommend that our associates participate in any training provided to hotel associates to reinforce our team's ability to look and act like an internal department. We are a service organization and therefore we work to ensure every associate is set up for success and excited and engaged in their work as a Brand Enhance Associate. When we start with such a strong foundation, the delivery of exceptional service becomes a habit and even fun.

Our dedicated area support team will be a tremendous advantage and has been noted by our clients as an important component of our success. Not only are they available to support recruiting and training efforts, they also participate with our clients like a member of their own team. It is our area support team who ensures that we are staying proactive with quality control, budgeting, even being present regularly and during events. Normally what we see with our competitors is that the support comes when you call and/or are extremely frustrated whereas our goal is to address any issues proactively. We use our area team as positive reinforcement for our culture and service delivery whereas some of our competitors have area teams that are only on-site to correct issues with the team. Our goal is to motivate our staff to serve and create lasting impressions with the feeling of support and trust. Without sounding over-the-top, we believe it is truly our job to sell the guest or visitor a cool/fun experience, not just a standard parking transaction. We are also often complimented for the way we have reverse engineered our company's support structure which gives us a lot more resources to offer when it comes to coverage, training, overall daily involvement, and presence. We have a pool of over 600 associates in the Orange County, LA, and Central Coast Markets to cover your every need. We don't like to think of ourselves as a parking company but more as a high-end hospitality company. Other parking companies promise the world up-front and just end up doing the basics, going through the motions. We are an intimate company that only services specialized clients that want unique/memorable high-end service, along with consulting and problem-solving services.



## Closing

Hotel Oxbow Team... It has been our pleasure to prepare this plan for you, and we are honored to be considered as a future, long-term partner to you. We have a tremendous amount of respect for your culture and guest experience. We can imagine that you might be considering the integration challenges that can come with selecting key vendors. We are confident that given our experience in the industry the transition and overall experience will be seamless and enjoyable for you and your guests. We pride ourselves in identifying potential clients to do business with whom we are confident there will be a mutually beneficial outcome. It is our hope that we can meet in the near future. Please know that regardless, we look forward to a long-term relationship with you.



- Parking Services • Transportation • Bell Stand • Concierge