



DORA  
HOSPITALITY





**Dear Monroe County Capital Improvement Board of Managers,**

On behalf of Dora Hospitality LLC, The Louderback Group, and Luminaut, we are pleased to provide a response to your Request for Proposal for the Development of a Full Service Hotel in Bloomington IN, as well as an overview of our companies' qualifications. We believe we have an exceptionally qualified team of experts that can and will successfully design, construct, open, and manage this full service hotel project and make sure that the vision of this project becomes a reality.

Our group applauds the Monroe CIB on their desire to expand the hospitality options of the Bloomington market, as well as the long-range planning that has been done to develop the county thoughtfully and deliberately as an asset not only for the visitors, employees, and businesses but the city as a whole. We hope to further these plans by bringing to life the long-term vision of the CIB to add a full service, modern, and luxurious hotel to the city's assets. We look forward to extensive collaboration with the CIB, the city of Bloomington, and rallying surrounding neighborhood support. A hotel with the scale proposed affords a unique chance to shape the future of the area in a generational way; not just by operating a profitable asset but by reinvesting in the people that will make the hotel successful as well as the communities that our guests and employees live in.

To implement this proposal, our group envisions a partnership with the CIB that would build on each entity's success. Whereas the CIB has succeeded in providing an outstanding destination experience for millions of visitors over the years,

Dora Hospitality has succeeded in providing award winning stays for millions of clients over the past 65 years. Together, our group believes that we can combine forces and create a successful hotel partnership that furthers all of our goals; to provide an award-winning hotel that becomes the center of Hospitality in downtown Bloomington.

We are incredibly excited to have a hand in shaping the future of this Full Service Hotel and believe that in doing so, we can set the standard for the ways in which people think about Hospitality in Bloomington. We look forward to discussing this project and submittal with your team as appropriate.

Sincerely,

*Vincent Dora*

**Vincent Dora**  
President, Dora Hospitality LLC  
M: 317-645-7492  
*Main Point of Contact*

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9904 North by Northeast Blvd  
Fishers IN 46037

A handwritten signature in black ink, appearing to read "Russell Louderback".

Russell Louderback  
Founder, The Louderback Group

A large, stylized handwritten signature in black ink, appearing to read "David Rausch".

David Rausch  
Principal, Luminaut

# OUR APPROACH

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The approach to the Monroe Convention Center Hotel will involve a collaborative process cultivating the input of all stakeholders with the developer to ensure the project will create a successful and significant destination for the community.

While serving as the principal lodging facility to support the expanded convention center, the hotel will also provide a creative destination for the business and leisure traveler to the greater Bloomington area. The hotel will be conceived with input from the convention center and other stakeholders.

The building will be designed in harmony with the convention center and be respectful of the dignified Bloomington and Monroe County context. Building massing, streetscape presence, and materiality will take into account stakeholder and community input. The hotel will incorporate and celebrate sustainable principles in design and operations.

In addition to being directly connected to the convention center, the hotel's public areas will provide a distinctive and inviting street presence, offering amenities for the guests and inviting public interaction. Designed to create a modern interpretation of the Monroe County context, materials and art will provide a memorable experience unique to the place.

Food and beverage offerings will center about the hotel's feature bar that will encourage casual gathering and a spirit of community. Flexible meeting spaces that compliment the convention center will be developed as need is determined. A destination rooftop bar that provides a destination dining and drinking experience while enjoying the vistas of the community will be pursued along with a healthy and creative menu offering. Guests will enjoy a state of the art fitness center as well as a bike and pet friendly experiences. Overall, the guest experience will exude creativity drawn from local inspiration and a welcoming essence of wellness.

The guest tower will provide efficient operations and comfortable lifestyle accommodations in the guest rooms, some of which may offer in room fitness amenities. The building massing will afford opportunities for visibility across the city, and will be thoughtfully considered to dignify the Bloomington skyline and serve as a visual cue to the convention center district.

When complete, the convention center hotel will provide a level of accommodation and qualities not yet found in the city and surrounding area's offerings. While serving as the key asset to the continued success of the Monroe County Convention business and the Monroe county community, by early 2027 it will also provide enhanced offerings for the leisure traveler and local dining experience.



# **RELEVANT EXPERIENCE**







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## Tru by Hilton Indianapolis Downtown

*Award winning*

JV partnership with like-minded developers. Architect, GC, and Hotel Management company all came together to own, develop, build, and manage the project from start to finish. Dora Hospitality was instrumental in getting the franchise approved, assisting in building layout, on-site brand inspections, ordering correct FF&E, and making sure all brand standards were implemented properly.

Opened in 2021.





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## Home2 Suites by Hilton Fishers

JV partnership with co-development partner. Partner is GC firm from Indianapolis with some previous experience building hotels. Dora Hospitality assisted in all aspects of hotel development. Attended weekly calls, met on-site with GC and superintendent, helped liaise with Hilton during development, and successfully opened the hotel on time and under budget.

Opened in 2021.



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## Fairfield Inn & Suites Madison Historic Eagle Cotton Mill

*Award winning*

JV partnership with local developers. Partnership had zero hotel experience and relied exclusively on Dora Hospitality for all brand contact and hotel related experience in saving this 1884 Cotton Mill and turning it into an award-winning hotel within the Marriott portfolio. Worked closely with Marriott, the city of Madison, IN, and the historical preservation society to make sure the building was completed to the satisfaction of all parties.

Opened in 2021.

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Additionally, this team has helped in the acquisition of four existing hotels throughout the Indianapolis area:

**Home2 Suites by Hilton Keystone Mall  
(formerly Hyatt Place)**

Bought weeks before Covid. This asset needed a revitalization, however, due to Covid complications, we saw an opportunity to rebrand with Hilton. After a couple of years of working on it, we recently finished the \$7 million renovation and re-opened in March of 2023.

**Residence Inn Fishers**

Bought during Covid in the Summer of 2021. The hotel was quickly turned around by the leadership team and on-site General Manager, and turned into a profitable hotel within months of Dora taking over.

**Holiday Inn Carmel**

Bought during Covid from a distressed borrower. The hotel has received over 2 million in deferred capex that was overlooked by previous ownership. It has since become profitable after leadership was changed out on the property. The new GM and DOS have turned a hotel previously in the red into a profitable asset.

**Fairfield Inn & Suites Fishers**

Purchased early 2023. This hotel is relatively new and was bought from a portfolio looking to dispose of all their assets. This hotel has enjoyed recent success as one of our Rose Award nominations won in 2022!

This team is also currently involved in the development of multiple new projects throughout the city of Indianapolis:

**Residence Inn by Marriott**

Mixed use development in downtown Indianapolis including a hotel, multifamily units, and a rooftop bar.

**Tempo by Hilton**

New boutique brand with Hilton focusing on lifestyle, wellness, and sophisticated travelers. Will be located in the Clay Terrace mall and have a rooftop bar and restaurant.

**AC by Marriott**

In partnership with the City of Fishers and Thompson Thrift Development. Will be located in the new The Yard at Fishers District by IKEA and Top Golf. This hotel will be an upscale offering alongside Thompson Thrift's retail component and apartments to be developed alongside the hotel.

**AC and Moxy by Marriott**

In partnership with Holladay Properties Group, these hotels will be converted from older and historic office buildings in downtown Indianapolis that have gone vacant. These hotel brands are both unique and upscale within the Marriott systems.





### Illinois Conference Center, Champaign, Illinois

The five-story, 131 key I Hotel provides the thriving University and local business community a convenient, tranquil space close to campus, with a posh lobby and lounge, comfortable exercise room, indoor pool and spa, and board room—all designed to the same high standards as a “flagged” property. To ensure the utmost in convenience, the I Hotel was designed to connect both to a 35,000 SF conference center and a 200-seat full service restaurant with its own identity. The kitchen serves the restaurant while also providing banquet service to the conference center. The conference center provides a series of flexible meeting spaces and is configured to allow for a connection to a future event arena.



### The Summit Hotel, Cincinnati, Ohio

An adaptive reuse project with its history woven into the design story, The Summit promises a transformative journey from everyday to extraordinary. Originally the Nutone door chime and fan ventilation factory built in 1950, it then became an unused parking garage known for its signature rainbow painted columns. In 2018, it was transformed into The Summit Hotel, a nine-story, 239-room space that marries the building’s industrial roots with modern, art-centric features. The restaurants, library, and event spaces showcase the stunning commissioned works of favorite contemporary artists and shine a spotlight on Cincinnati’s art scene. The team served as Architect of Record on the project.



### Tempo by Hilton, Carmel, Indiana

Located in a redevelopment of Carmel's lifestyle shopping venue, the Tempo by Hilton at Clay Terrace will invite overnight guests to the mixed-use development and provide distinctiveness and vibrancy to the area with its 150 guest rooms and featured roof bar amenity. The one-acre site, anchoring the terminus of Clay Terrace's primary intersection, will be complimented by an entertainment venue, multifamily residential, office and food service uses with parking provided. The exterior architecture will follow the spirit of the planned unit development, local context and brand identity to create a modern, timeless presence. The roof, shaped to promote natural ventilation for the open-air bar environment, provides a signature silhouette from the streets.



### AC Hotel Cincinnati at The Banks, Cincinnati, Ohio

Located in the heart of the city, AC Hotel Cincinnati at The Banks features a dynamic location and combines modern amenities and stylish design for restful nights and rejuvenating mornings. Guests can easily access Great American Ball Park, the Over-the-Rhine neighborhood, and Washington Park or enjoy views of Smale Riverfront Park, the historic John A. Roebling Suspension Bridge, and the Ohio River from the AC Upper Deck, downtown Cincinnati's largest rooftop hotel bar. Other features include the AC Kitchen, a lounge, private event spaces, and chic rooms and suites.



**MEET  
THE TEAM**



MONROE COUNTY CAPITAL IMPROVEMENT BOARD OF MANAGERS



**DORA**

HOSPITALITY

DEVELOPER  
MAIN POINT OF CONTACT



DEVELOPER



ARCHITECTURE  
INTERIOR DESIGN



STRUCTURAL  
ENGINEERING



MEP  
ENGINEERING

**Bledsoe Riggert Cooper James**  
LAND SURVEYING • CIVIL ENGINEERING • GIS



CIVIL  
ENGINEERING



LEED  
CONSULTANT



Dora Hospitality is a full-service hotel management company based in Indianapolis. We specialize in developing, building, owning, and managing hotels throughout the Midwest. Our hotel portfolio has 14 hotels throughout the Midwest, and we currently have 10 open and successful hotels throughout the state of Indiana with another 6 planned over the next 3-5 years. At these hotels, we employ approximately 300 people. The Dora family has been operating hotels in Indiana for over 65 years and was founded by Robert E. Dora in Vincennes, IN when he bought an 18-horse stall show horse stable and converted it into the Covered Wagon Lodge. The Dora Family has developed, opened, owned, and managed more than 60 hotels in 3 generations of Hospitality. We firmly believe that our growth and success come from holding family values close and maintaining a high standard of what we call Hoosier Hospitality. We like to say, "Anyone can make your bed, we will make your stay!"

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9904 North By Northeast Boulevard, Fishers, IN 46037

We are based in Fishers, IN. We have hotels in Fishers, Carmel, Keystone, Downtown, Plainfield, and Madison, IN. We know each of these markets very well and can be at a property very quickly if ever needed.



## Vincent Dora

President

Dora Hospitality, LLC  
9904 North By Northeast Blvd  
Fishers, IN 46037

### **CONTACT**

(317) 284-5380  
vdora@dorahg.com

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Since joining Dora Hospitality in 2007, Vince has implemented several new practices and standards to update its systems and controls. He now acts as the President of Dora Hospitality, and has overseen the development, construction, opening, and operations of 10 brand new hotels and added 3 existing hotels to the management company portfolio.

### **EDUCATION**

University of Hawaii at Manoa,  
Hospitality Management

### **PROFESSIONAL EXPERIENCE**

#### **President 2013 - Present**

Dora Hospitality, LLC

*Involved in all aspects of hotel Operations, Accounting, and HR. Led development of new projects from start to finish. Assess and evaluate acquisition opportunities to purchase and improve operations of existing hotels.*

#### **Vice President 2010 - 2013**

Dora Hospitality, LLC

#### **General Manager 2009 - 2010**

Holiday Inn Express and Candlewood Suites

#### **Assistant General Manager 2008 - 2009**

Holiday Inn Express and Staybridge Suites

#### **Traveling Manager in Training 2007 - 2008**

Hampton Inn & Suites, Hilton Garden Inn, Holiday Inn Express, Staybridge Suites, Candlewood Suites

### **AWARDS**

Home2 Conversion of the Year – Home2 Keystone Mall 2023

Fairfield Best Construction and Opening – Fairfield Madison IN 2023

Platinum Circle – Fairfield Madison IN (Top 5% in Overall Satisfaction) 2022

New Hotel of the Year – Tru by Hilton 2021

Hotel of the Year – Mainstay Suites, Choice Hotels, 2016

Hotel of the Year Finalist – Mainstay Suites, Choice Hotels, 2014, 2015

New Development Design Award – Holiday Inn, IHG Hotels, 2015

#2 Boutique College Hotel in the Country – Ivy Court South Bend 2015

Developer of the Year – Choice Hotels, 2012

### **RELEVANT PROJECTS**

Construction and Management of Boutique Full Service Tempo by Hilton Hotel at Clay Terrace Mall, Carmel, IN, opening 2025

Construction and Management of Mixed Use Development (Residence Inn, Apartments, and Rooftop Bar), Indianapolis, IN, opening 2025

Construction and Management of Tru by Hilton, Carmel, IN, opening 2025

Adaptive Reuse of 1800s cotton mill building into Fairfield Inn & Suites, Madison, IN, 2021

Construction and Opening of Tru Downtown, Indianapolis, IN, 2021

Construction and Opening of Home2 Suites, Fishers, IN, 2020

Room Expansion of Hilton Garden Inn, Fishers, IN, 2017

Renovation of Staybridge Suites, Plainfield, IN, 2016

Mainstay Suites, Sidney, MT, 2014

Mainstay Suites, Watford City, ND, 2014

Holiday Inn, Bismarck, ND, 2014

Hampton Inn, Bismarck, ND, 2013

Mainstay Suites Hotel, Williston, ND, 2012

Souris Valley Suites Hotel, Minot, ND, 2011

Candlewood Suites Hotel, Minot, ND, 2010

Candlewood Suites Hotel, Bismarck, ND, 2009

Holiday Inn Express Hotel, Dublin, OH, 2008



The Louderback Group is a Development / Consultant Company that specializes in Hotel Development. They have offices in the Indianapolis area and Austin, Texas. Founder Russ Louderback has been responsible for developing over 144 Hotels throughout the US – 20 in Indiana; 2 in Bloomington, and the balance throughout the Country. Russ was a former Executive Vice President with White Lodging where he was in charge of all Development for 23 years. The Louderback Group's resources and knowledge in this industry is unmatched.

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11465 Merlin Court, Fishers, IN 46037





## **Russell Louderback**

Founder

The Louderback Group  
11465 Merlin Ct  
Fishers, IN 46037

### **CONTACT**

(317) 509-2997  
russ@thelouderbackgroup.com

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Russ is a Senior Executive with 40 years of experience in the design and construction industry, including 22 years dedicated to the hotel industry. Over the past decade, he has successfully led large and small-scale projects, as well as national rollouts, totaling more than \$3 billion. Russ is recognized for developing innovative strategies to resolve development challenges and consistently exceeds client expectations. He excels in collaborating with multi-disciplinary teams and effectively balancing the goals of customers, stakeholders, and employees. He is known for his excellent communication skills and a unique ability to build successful relationships at all levels.

### **EDUCATION**

The University of Tennessee - Knoxville,  
Bachelor of Architecture

### **AFFILIATIONS**

Board Member and Committee Member for Marriott's Guestroom of the Future initiative

Board of Directors, Construction Owners Association of America

Brand Committee Member for Marriott, involved in asset rebranding and future guestroom innovations

Participant in Harvard Executive Programs focused on Hotel Development

Former Board Member for Construction Education in Georgia

Member of the United States Green Building Council

Former Board Member, Zoning Appeals, Westchester, OH

### **PROFESSIONAL EXPERIENCE**

#### **Founder 2021 - Present**

The Louderback Group, LLC

*Hotel Developer and Consultant with extensive experience in high-profile projects. Development Manager for Hilton Signia Hotel, overseeing 800-guestroom property and convention center expansion. Hotel Consultant for Indy Intl Airport Westin. Developer for 139-guestroom RIBM on the Indy Southside.*

#### **Executive Vice President 1999 - 2021**

White Lodging Services Corporation

*Directed Design and Construction Operations and oversaw projects worth \$6B+. Collaborated with major hotel brands on brand development and new initiatives. Worked directly with top hotel brands including Marriott, Hilton, Starwood, and Hyatt.*

#### **Senior Vice President 1996 - 1999**

Lend Lease

#### **Senior Estimator/Project Manager 1987 - 1996**

Turner Construction

#### **Estimator/Project Engineer 1983 - 1987**

H.C. Beck Contractors

### **RELEVANT PROJECTS**

Marriott Convention Center Hotel, Indianapolis, IN  
665 Guest Rooms, 60,000 SF of Meeting Space, 2 Restaurants, and a 2-story below grade parking garage

JW Marriott Convention Center Hotel, Indianapolis, IN  
1,060 Guest Rooms, 125,000 SF of Meeting Space, 3 Restaurants, and a 3-story below grade parking garage

Hyatt Place, Bloomington, IN  
172 Guest Rooms

Hilton Garden Inn, Bloomington, IN  
168 Guest Rooms, 5,000 SF of Meeting Space

Development Manager for Hilton Signia Convention Center Hotel, Indianapolis, IN  
800 Guest Rooms, 120,000 SF of Meeting Space, and 3 Restaurants

Hotel Consultant for Indianapolis International Airport Westin Hotel  
250 Guest Rooms, 10,000 SF of Meeting Space, and 2 Restaurants

Development Manager for Tapestry Hotel, Mishawaka, IN  
150 Guest Rooms, 10,000 SF of Meeting Space, and 2 Restaurants



With over 50 years of design experience, Luminaut has gained a reputation for demonstrating creativity, integrity, and stability to our clients and the industry. Our partnership philosophy extends well beyond our integrated design studio by collaborating closely with the client and consultants throughout the project.

The culmination of unique elements we provide sets our brand apart as visionaries and collaborators; hungry yet humble, focused yet fun, super yet human. We're a collective of diverse talent, expertise, and inspired thinking that exists to make dreams a reality.

Between our two offices, located in Indianapolis and Cincinnati, we are a vibrant team of designers and architects certified by the US National Green Building Council, the American Institute of Architects, the International Interior Design Association, and the National Council for Interior Design Qualification.

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702 North Capitol Avenue, Indianapolis, IN 46204

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**Building Design + Construction  
Giants 400 Report:**  
Top 130 Hospitality Facility  
Architecture Firms

#30

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**Hotel Business Green Book**  
Architects & Designers Report

#9

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**Commercial Construction &  
Renovation Magazine**  
Architecture and Design Top Ten  
Hospitality Firms List



## David Rausch

Principal, Architect  
AIA, NCARB, RID, LEED AP

Luminaut  
702 North Capitol Ave  
Indianapolis, IN 46204

### **CONTACT**

(317) 672-7833  
drausch@luminaut.com

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David's approach is filled with a spirited conviction to create buildings and spaces that are of consequence for each unique client. His work is founded on a passionate belief that the art of building is realized through a full understanding of the project requirements, its materials, systems, and costs, cleverly and creatively applied toward the project's objective, resulting in work often recognized for its excellence. His multi-disciplinary design portfolio includes hospitality, residential, commercial, and institutional project types.

### **EDUCATION**

University of Cincinnati,  
Bachelor of Architecture

### **CREDENTIALS & AFFILIATIONS**

Registered Architect #AR00860015

AIA Architect Member

NCARB Certificate

Registered Interior Designer #00165

LEED Accredited Professional

Professional and Civic Affiliations

Ball State University Department of Architecture Advisory Board  
Member

Urban Land Institute Member

Zionsville Architectural Review Committee Founding Member

### **RELEVANT PROJECTS**

#### *Full Service + Luxury Hotels*

Conrad Indianapolis, Indianapolis, IN

I Hotel and Illinois Conference Center, Champaign, IL

Indianapolis Marriott Downtown, Indianapolis, IN

JW Marriott Indianapolis, Indianapolis, IN

Louisville Marriott Downtown, Louisville, KY

Nashville Marriott at Vanderbilt University, Nashville, TN

Omni Severin Hotel, Indianapolis, IN

Renaissance Boulder Flatiron Hotel, Broomfield, CO

The Summit House, Carmel, IN

The Union Club Hotel at Purdue University, Autograph Collection,  
West Lafayette, IN

The Westin Austin at The Domain, Austin, TX

Trinity Hotel, Autograph Collection, Austin, TX

#### *Destination Hotels*

Argosy Casino & Hotel, Lawrenceburg, IN

Clifty Inn at Clifty Falls State Park, Madison, IN

Le Merigot, Evansville, IN

Treetops Arts & Event Centre, Zionsville, IN

#### *Lifestyle Hotels*

Embassy Suites by Hilton Washington DC Convention Center,  
Washington, DC

Hampton Inn & Suites Fort Wayne Downtown, Fort Wayne, IN

Hyatt Place Nashville Downtown, Nashville, TN

Residence Inn Downtown, Indianapolis, IN

Tempo by Hilton at Clay Terrace, Carmel, IN



Lynch, Harrison & Brumleve, Inc. has been in continuous practice of structural engineering since it was founded in 1959. We have successfully served Architects and Owners on building projects for over 60 years throughout Indiana and beyond.

Our firm has designed virtually all building types ranging from very small to very large and utilizing all conventional structural materials. We pride ourselves on strong Client relationships and coordinating thoroughly with all disciplines to provide a quality structural design within budget and on schedule. We are fortunate to have been involved in numerous Hotel projects including Hampton Inn (Bedford, IN), Hilton Garden Inn (Jeffersonville, IN), Grand Gardner Hotel (under construction in Valparaiso, IN), among many others.

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550 Virginia Avenue, Indianapolis, IN 46203



## **Robert Dee**

Principal  
PE

Lynch, Harrison and Brumleve, Inc.  
550 Virginia Ave  
Indianapolis, IN 46203

### **CONTACT**

(317) 423-1550  
rdee@lhb-eng.com

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Mr. Dee has been with Lynch, Harrison and Brumleve, Inc. since 1998. As a Principal with our firm, Rob is involved on projects from their earliest stages and sees them through completion of construction, thereby giving the client a single point of contact from beginning to end who is intimately familiar with all aspects of the project. He proactively works with the Architect to establish an efficient structural system that realizes the Architect's vision. His thoroughness and attention to detail help ensure Construction Documents are complete and well-coordinated, thus enabling construction to forge ahead while remaining on schedule and on budget. Throughout his years with us, Rob has been involved in the design of all building types and structural systems.

### **EDUCATION**

Purdue University,  
Master of Science in Civil Engineering

Norwich University,  
Bachelor of Science in Civil Engineering

### **CREDENTIALS & AFFILIATIONS**

Professional Engineer in IN, FL, IA, MI, MO, OH, OK

American Concrete Institute (ACI) Member

American Institute of Steel Construction (AISC) Member





Engineering is anything but ordinary. Engineering is practical and visionary; functional and powerful; smart and sustainable. Kelley Bieghler and Seun Odukamaiya knew this when they founded KBSO Consulting. They recognized a void in the offerings of institutional engineering firms and knew that they could build a firm that could deliver the extraordinary. Their mantra was simple: We can do better.

Our goal is to offer a unique brand of service—exceptionally collaborative, continually responsive, unfailingly innovative. We appreciate great architectural spaces, and we look for opportunities to enhance those design efforts as opposed to hinder them, all while ensuring that the engineering responds to your unique priorities and needs. Our designs are technologically advanced, but rooted in local culture, climate, and economy. We aim to create spaces that will remain reliable and sustainable far into the future.

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275 Veterans Way, Suite 300, Carmel, IN 46032



## Kelley Bieghler

Managing Partner  
LEED AP

KBSO Consulting  
275 Veterans Way, Suite 300  
Carmel, IN 46032

### **CONTACT**

(317) 344-8044  
kbieghler@kbsiconsulting.com

### *Educational — College & University*

Indiana University, Jordan Hall Laboratory Renovation,  
Bloomington, IN

Indiana University, Poplars Building Renovation, Bloomington, IN

Indiana University, School of Public and Environmental Affairs  
Renovation, Bloomington, IN

Indiana University, Swain Hall Laboratory Renovation,  
Bloomington, IN

### *Government & Municipal*

City of Carmel, Carmel Clay Public Library, Carmel, IN

City of Fishers, Fishers Arts and Municipal Complex, Fishers, IN

### *Nonprofit / Recreational*

Center for Leadership Development, Indianapolis, IN

Finch Creek Park, Noblesville, IN

Krannert Family Center Rehabilitation, Indianapolis, IN

The Riviera Club, Indianapolis, IN

Yorktown Streetscape, Yorktown, IN

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Kelley's highly engaged and collaborative style of project management fosters long-lasting relationships with her clients. Her success in project management and engineering design is evidenced by her proficiency in cost estimating, life cycle cost analyses, specification writing, system selection, and design with a focus on energy efficiency. Kelley has conducted numerous engineering studies and spearheaded troubleshooting efforts to identify the root causes of mechanical issues. She excels in communication and project management, prioritizing client satisfaction and successful project outcomes.

### **EDUCATION**

University of Evansville  
Bachelor of Science in Mechanical Engineering

### **CREDENTIALS**

LEED Accredited Professional

### **AWARDS**

Monumental Award for Adaptive Reuse

### **RELEVANT PROJECTS**

#### *Hospitality*

Brookshire Golf Club, Carmel, IN

Commission Row, Bicentennial Unity Plaza, Indianapolis, IN

Sun King Brewery, Union Square, Westfield, IN



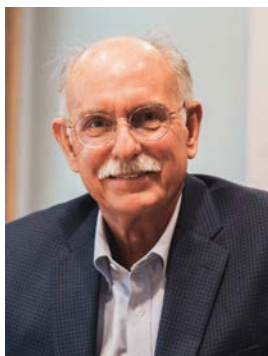
Bledsoe Riggert Cooper James is a full service land surveying, civil engineering, and GIS firm providing professional services throughout the states of Indiana, Illinois, Kentucky, Ohio, Tennessee, and West Virginia. We are a Bloomington, Indiana based firm established in 1992 with additional offices in Bedford and Paoli.

We utilize state-of-the art technology including GPS, robotics, and total stations, and utilize the most current data collectors and available software. Our engineering and drafting functions are thoroughly computerized using AutoCAD, Civil 3D, and associated engineering programs. We are capable of interchanging information electronically with Design Professional firms and clients.

Bledsoe Riggert Cooper James is committed to providing a high level of service with honesty, integrity, and professionalism in a timely manner through emphasis on personalized services and direct involvement of our top level management personnel and experienced staff.

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1351 West Tapp Road, Bloomington, IN 47403



## **William Riggert**

Principal, Civil Engineer  
PE

Bledsoe Riggert Cooper James  
1351 West Tapp Rd  
Bloomington, IN 47403

### **CONTACT**

(812) 336-8277  
wriggert@brccivil.com

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Before joining the company in 1995, Bill served the City of Bloomington, first as City Engineer and later as Assistant Director of Utilities. He also spent several years working for the U.S. Navy in civil engineering, project management, and construction administration in Louisiana and Indiana. Throughout his 42 year career, Bill has had a great deal of experience with public works projects, site development, and infrastructure improvements. He is also active in the community, serving on a number of local government boards.

### **EDUCATION**

University of Wisconsin  
Bachelor of Science in Civil and Environmental Engineering

### **CREDENTIALS & AFFILIATIONS**

Professional Engineering in IN, IL, WI  
American Society of Civil Engineers Member

### **RELEVANT PROJECTS**

#### **BT Downtown Transit Center, Bloomington, IN**

As a subconsultant, we provided land surveying and civil engineering services for the site design associated with Bloomington Transit's Downtown Transit Center, including temporary erosion control; grading; stormwater collection, conveyance, and treatment; utility relocations for communications, electric, and natural gas; and water, fire protection, and wastewater service lines.

#### **Hilton Garden Inn, The Mercury, and Morton Street Parking Garage, Bloomington, IN**

As a subconsultant, we provided land surveying and civil engineering services for the redevelopment of the old Regester Parking Garage site bounded by College Avenue and Morton Street between 6th and 7th Streets into the City's Morton Street Parking Garage surrounded by the Hilton Garden Inn and The Mercury mixed use building. The project included selective site demolition; utility relocations for communications, electric, and natural gas; water and sanitary sewer main upgrades; storm sewer system improvements; streetscape; a courtyard; and water, fire protection, and wastewater service lines for the buildings.

#### **Smallwood Plaza, Morton 400, and Smallwood Pike, Bloomington, IN**

As a subconsultant, we provided land surveying and civil engineering services for the redevelopment of the old Sarkes Tarzian site bounded by College Avenue and Morton Street between 8th and 9th Streets into the Smallwood Plaza and Morton 400 apartment and commercial space building and the renovation of the historic Smallwood Pike building for Bub's Burgers. This project included selective site demolition; utility relocations for communications, electric, and natural gas; water and sanitary sewer main upgrades; storm sewer system improvements; streetscape; a courtyard; and water, fire protection, and wastewater service lines for the buildings.

#### **SpringHill Suites, Bloomington, IN**

As a subconsultant, we provided land surveying and civil engineering services for the SpringHill Suites hotel at 501 N. College Avenue. The project included a parking garage and commercial space along Morton Street. Our scope of work addressed erosion control, selective site demolition, extension of a new water main along College Avenue, a new storm sewer along 9th Street, streetscape, as well as water, fire protection, and wastewater service lines.



Sol design + consulting has been a leader and innovator in sustainable design and high-performance building since 2006. Since then, our team has collaborated on over 1,000 projects across the US and internationally. One of the biggest keys to success has been our collaborative approach. Our interdisciplinary team works closely with design and construction teams to fill any need and deliver projects of any size or complexity. No matter the sustainability or building performance goals, the Sol team has a process in place to provide clear, timely guidance to help project teams make informed decisions at every step.

Our clients are able to reap the benefits of our processes thanks to our diverse personnel which includes sustainability professionals in architecture, construction, building diagnostics, and engineering. This opens our firm up to approach every project with a holistic view of the building process, wherein we integrate seamlessly with the design and construction teams to ensure the successful delivery of each project's goals. We are also proud to be a minority-owned business and strive to continuously improve our firm's diversity, inclusiveness, and culture. At heart, Sol envisions a world where sustainability and green building are not the exception but the norm. We live by the belief that environmental and social good will create a more prosperous and equitable world, and we exist to enable projects that are sustainable yet affordable, efficient yet beautiful, local yet with a global impact. We hope to work with you soon.

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501 E. 13th Street, Cincinnati, OH 45202





## **Sanyog Rathod**

Founder  
AIA, CPHC, LEED AP

Sol design + consulting  
501 E. 13th St  
Cincinnati, OH 45202

### **CONTACT**

(513) 455-8228  
sanyogr@solconsults.com

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Sanyog is the founder of Sol design + consulting, a Cincinnati-based firm which provides sustainability consulting and green building certification services for Net-Zero, Passive House, and LEED buildings, among other certifications. He is a certified Performance Testing Agent for the WELL program, and a Licensed Architect with a Master's degree in architecture. Sanyog brings 35 years of international design and construction experience working on large complex projects. His active involvement in the profession, academia, and community has led to the following awards: Business Courier's Top 20 People in Green Business; Cincinnati Preservation Association Award; Habitat for Humanity Recognition for Service.

### **EDUCATION**

University of Wisconsin - Milwaukee,  
Master of Architecture

J.J. School of Architecture, India  
Bachelor of Architecture

### **CREDENTIALS & AFFILIATIONS**

Registered Architect in OH, WI

Certified Passive House Consultant (CPHC)

LEED Accredited Professional

LEED AP Homes, Provider-QAD and International Green Rater

WELL Building Standard, Performance Testing Agent (PTA)

USGBC Cincinnati Residential Advocate, Executive Board  
Member, Organized first LEED for Homes workshop in Ohio

OTR Foundation Trustee

### **AWARDS**

USGBC - 2021 Leadership Award

USGBC Ohio - 2020 Leadership Award

Over-the-Rhine Infill Design Award 2018

USGBC Ohio - 2018 Community Sustainability Advocate Award

USGBC Ohio - 2018 Sustainability & Energy Project Award

Business Courier's Top Environmental Firms 2015

Business Courier's Top 20 People in Green Business 2015

Five Green Concepts of Future article in Business Courier 2015

View on Vine Project Recognition for Service 2015

Hindu Temple of Central Indiana Recognition for Service 2015

Cincinnati Preservation Association Award 2014

Green Business Award Nomination 2014

Habitat for Humanity Recognition for Service 2013

Green Business Award Recipient 2013

### **RELEVANT PROJECTS**

Kimpton Hotel Cincinnati (LEED BD&C), Cincinnati, OH

GE Global Operations Center (LEED BD&C), Cincinnati, OH

Denver Premium Outlets (LEED BD&C), Denver, CO

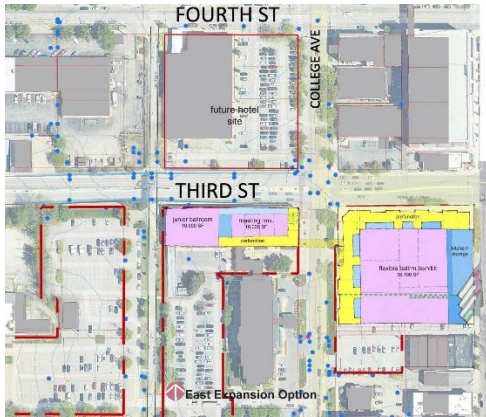
Mequon Town Center (LEED BD&C, Homes), Mequon, WI

Findlay Offices (LEED BD&C), Cincinnati, OH

**DEVELOPMENT  
PLAN**

# MONROE COUNTY CONVENTION CENTER HOTEL

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The proposal for the Monroe County Convention Center Hotel considers the redevelopment of the College Avenue site between third and fourth street and fronting the B line trail; property currently owned by the Redevelopment Commission and identified in the Convention Center's expansion options study as a Hotel site. Once selected, the development team will collaborate with all stakeholders to establish the optimum property development approach.

The concepts proposed herein are provided to describe a proposed development program and salient features of the project approach, creating a facility that will augment the convention center and create a signature destination for the community.

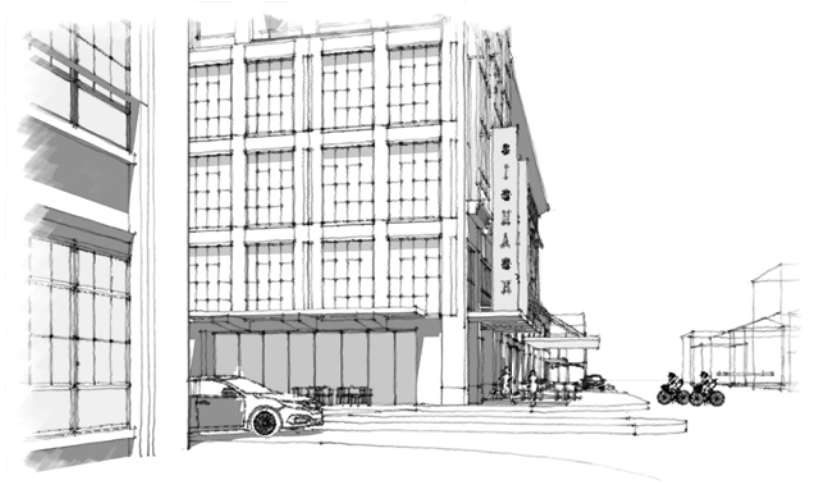
The development proposes a 200 room room, full service hotel with 10,000 square feet of meeting space (including a 500 square foot ballroom), 125 seat all day restaurant, 35seat corner roof bar, commercial retail space and below grade parking.

With the primary entry and restaurant on College Avenue, the site development will intentionally activate connectivity to the B line trail, and provide an intuitive and vibrant connection to the convention center along the building's south edge and wellness promenade. A retail and function courtyard will offer outdoor amenity spaces, wedding venue and engagement of boutique retail to complement the hotel.

The building concept will provide a modern interpretation of the the historic architecture of Bloomington's brick buildings and architectural legacy. The two-story base will create pedestrian scale and visual continuity to the nearby courthouse square commercial district and existing convention center. The modern profile created by the south facing solar panels engages the façade to create a 21st century nod to these architectural legacies, as well as signify the sustainable features of the LEED certified building.

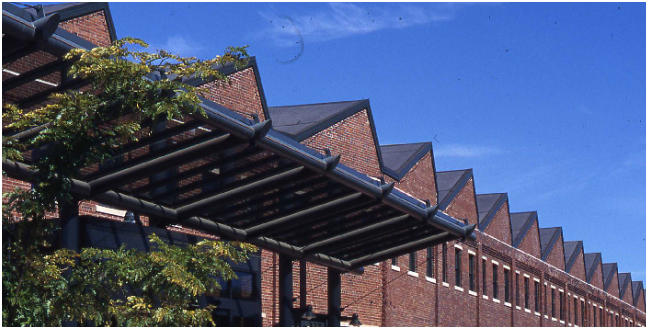
Interiors will be creatively designed to draw from the regional influences of the community. The property will offer a creative and hospitable experience that will draw returning guests and local attraction while enhance the convention experience.

## RENDERINGS



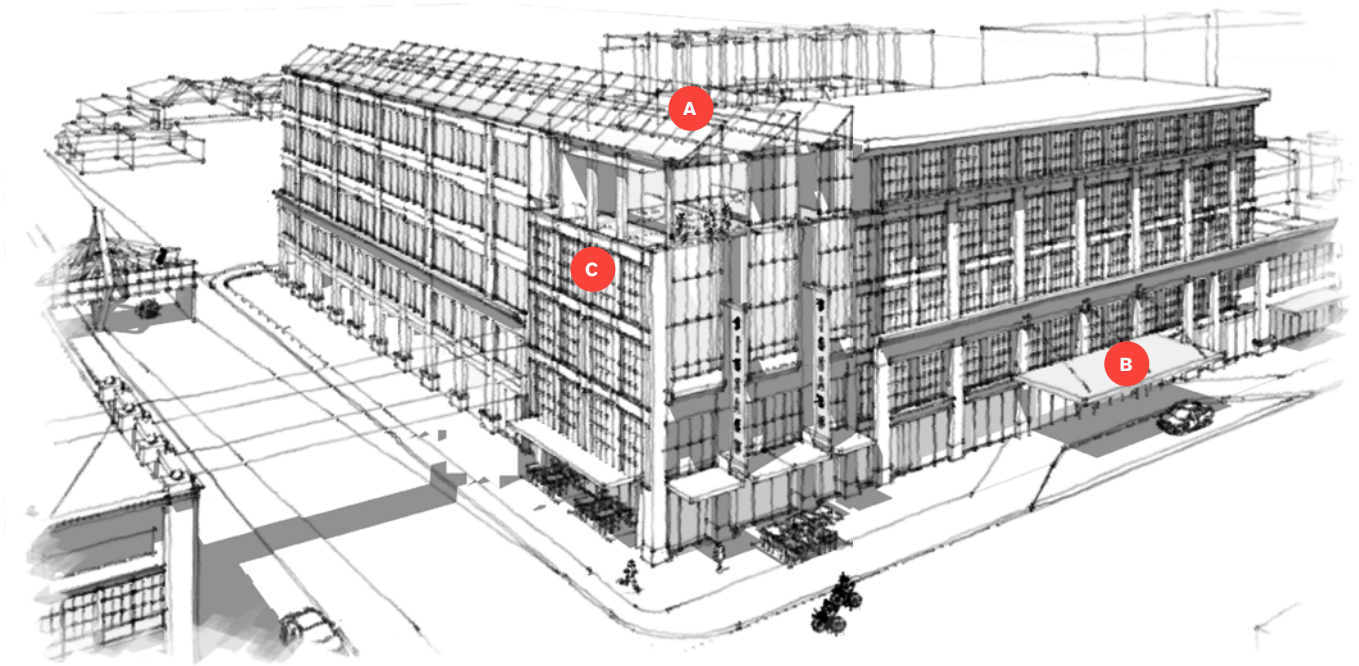


# INSPIRATION



A

Employ Solar Panel Profile to Create Modern Interpretation of Historic Sawtooth

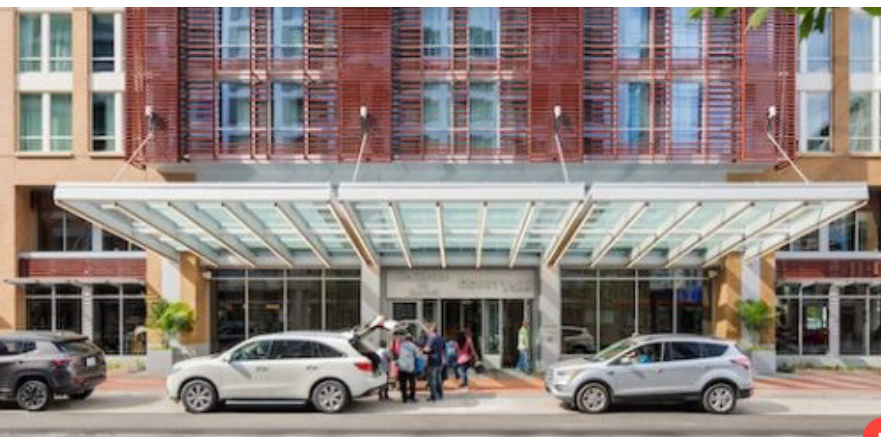


A

C

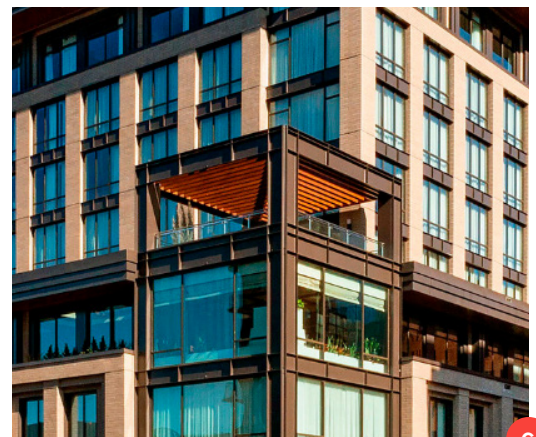
B

Welcoming Urban Street Scape



B

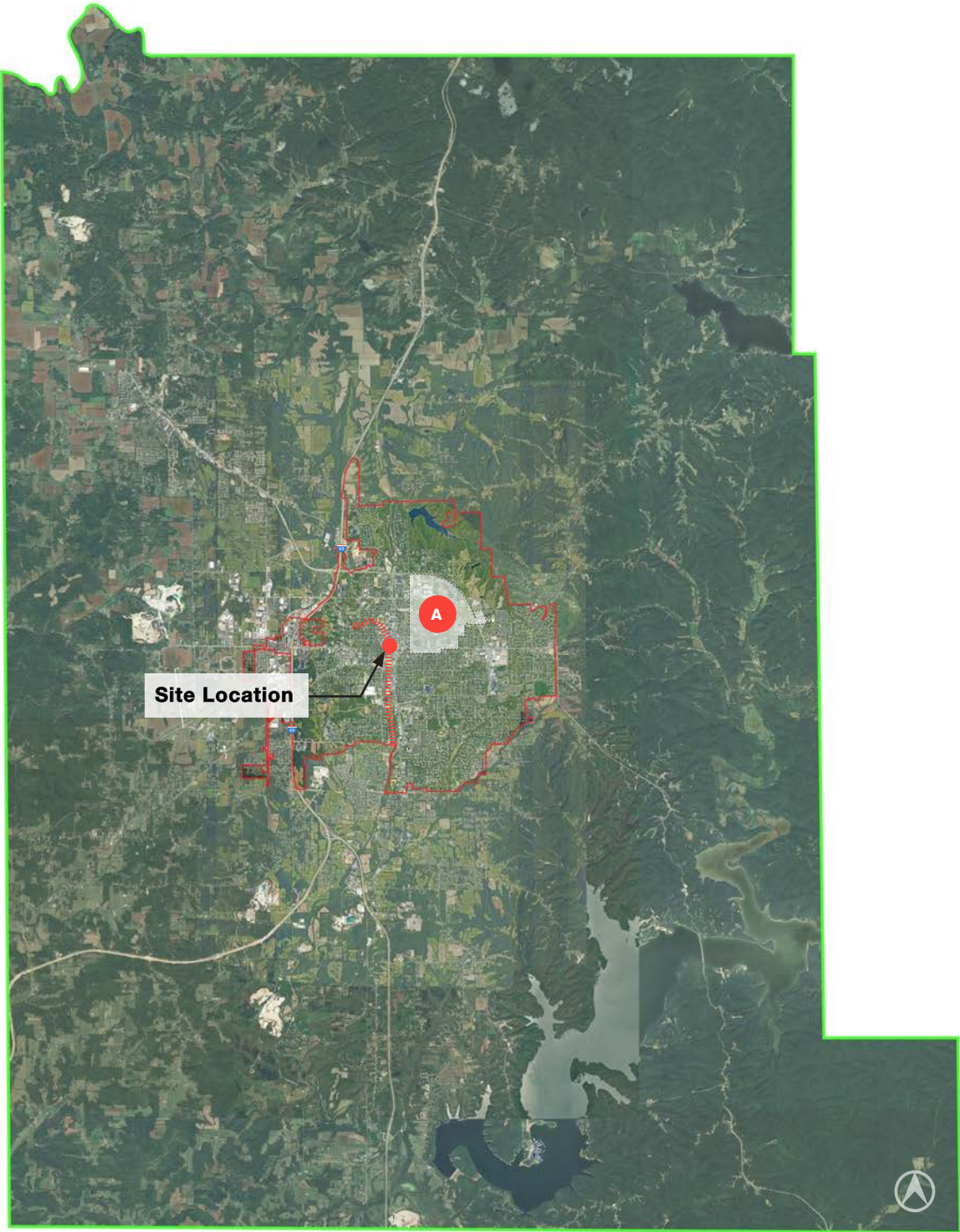
Corner Featured Food & Beverage



C



# LOCATION PLAN

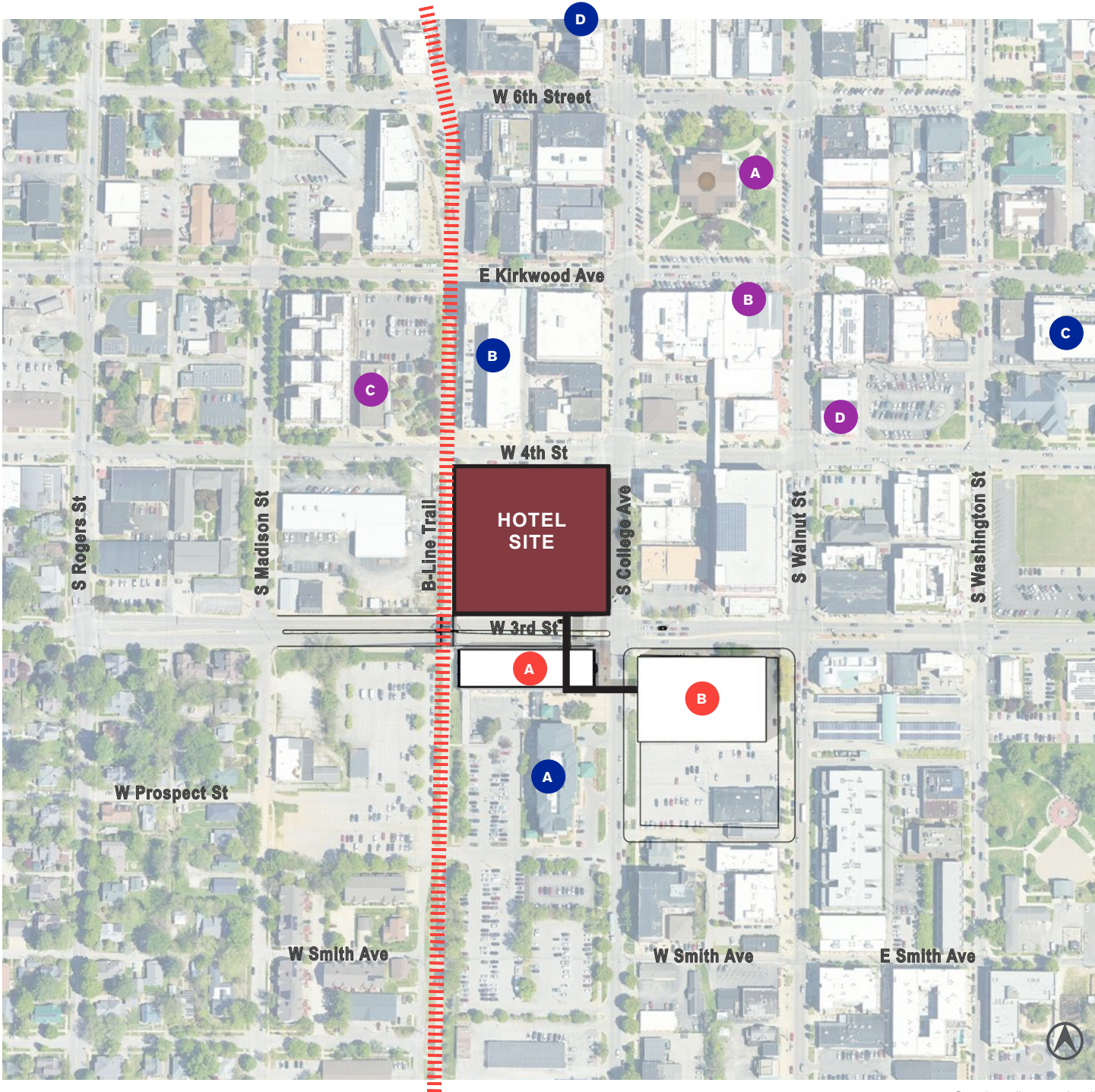


Scale: NTS














- ||||| B-Line Trail
- Bloomington
- Monroe County
- A Indiana University



VICINITY MAP

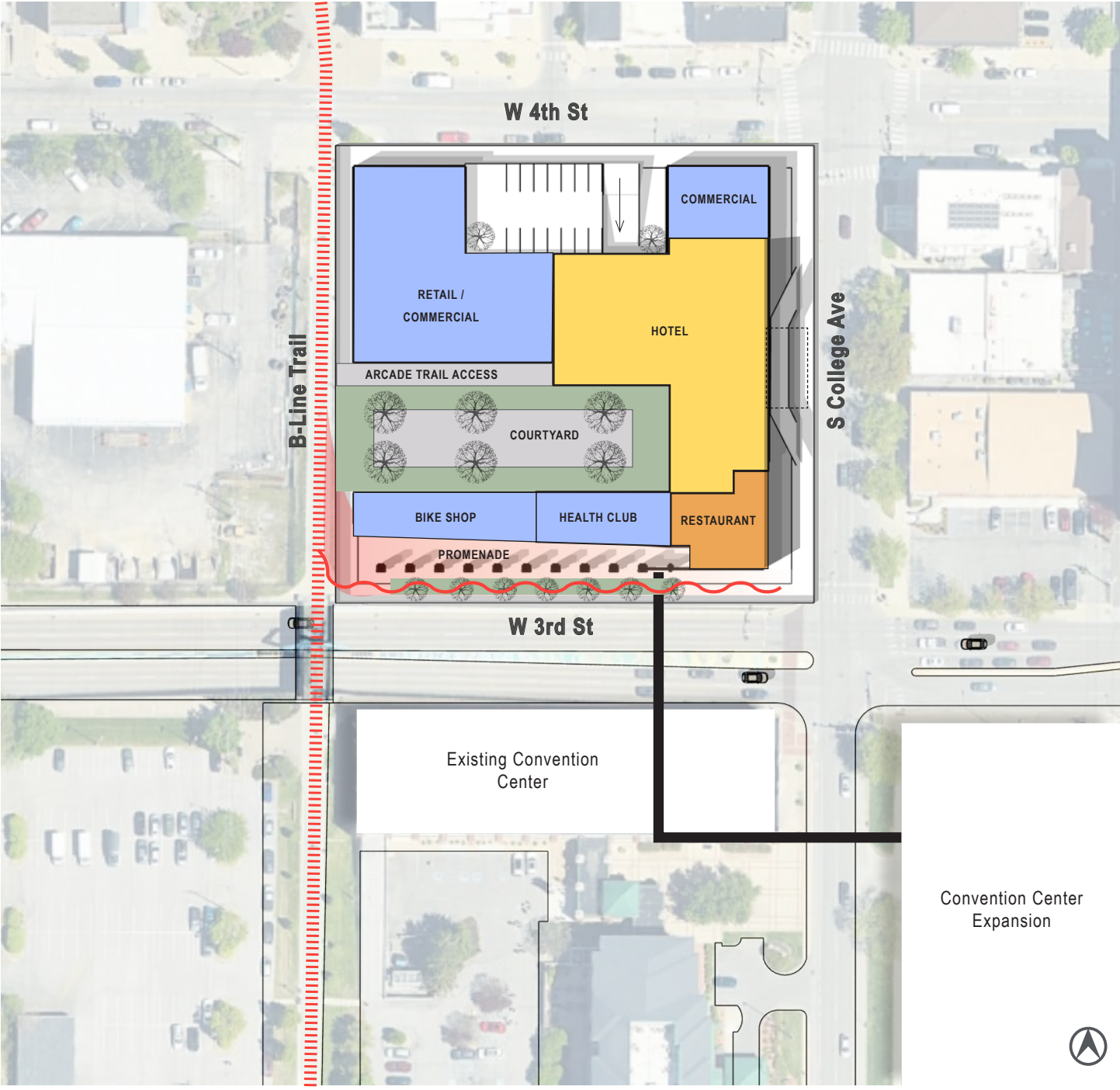





Scale: 1"=300'-0"


- |   |   |  |   |
|---|---|--|---|
|  B-Line Trail                |  Existing Convention Center  |  Monroe County Courthouse |  Courtyard         |
|  Project Site                |  Convention Center Expansion |  Fountain Square          |  Hyatt Place       |
|  Possible Overhead Connector |   |  WonderLab Science Museum |  Graduate          |
|   |   |  The Comedy Attic         |  Hilton Garden Inn |



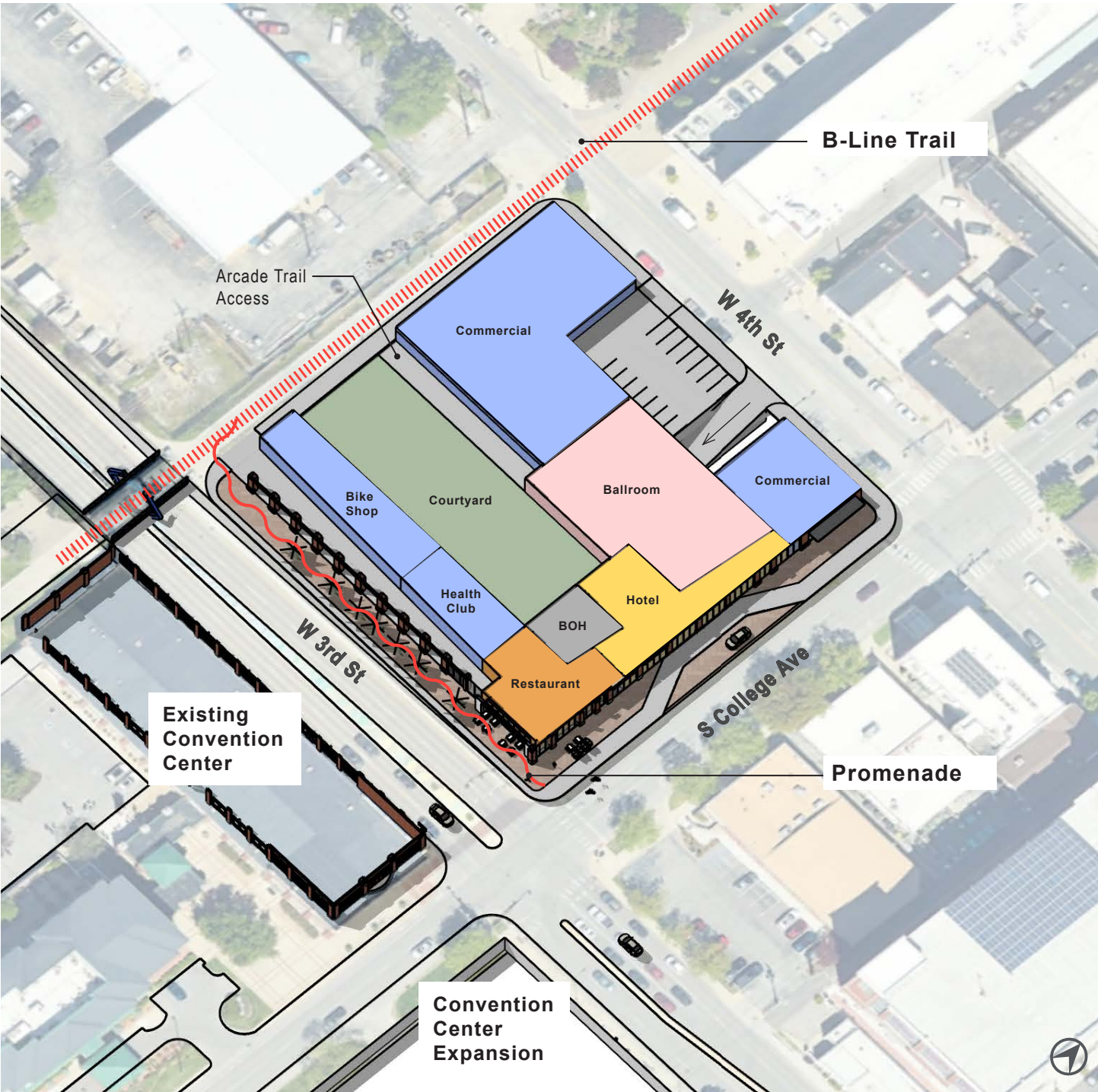
SITE PLAN



-  B-Line Trail
-  Promenade
-  Possible Overhead Connector

  
 Scale: 1"=300'-0"

GROUND FLOOR PLAN

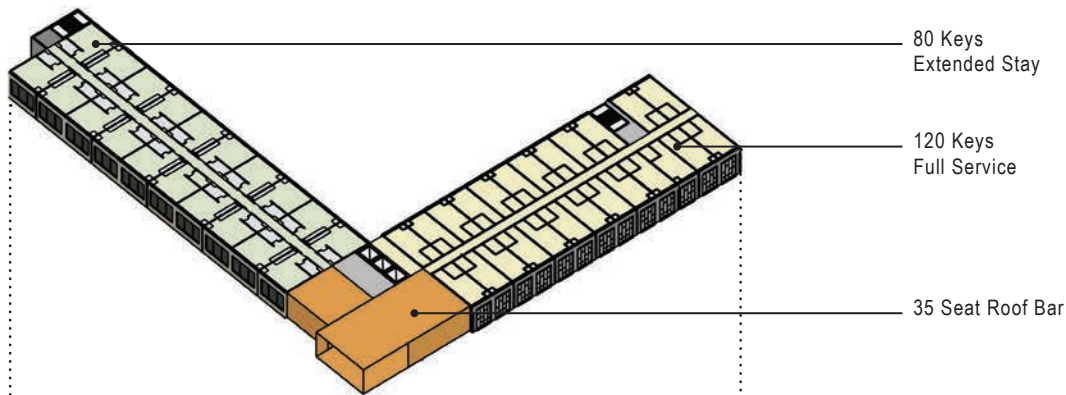


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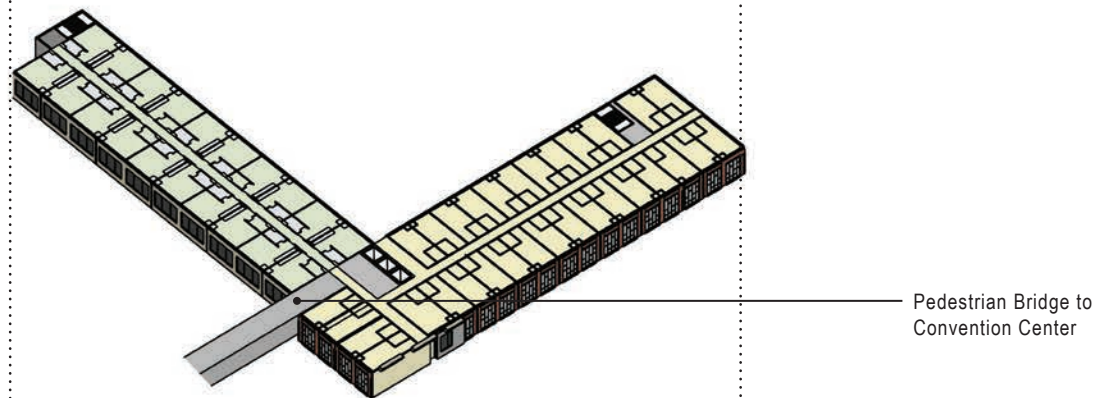
- ||||| B-Line Trail
- ~~~~~ Promenade



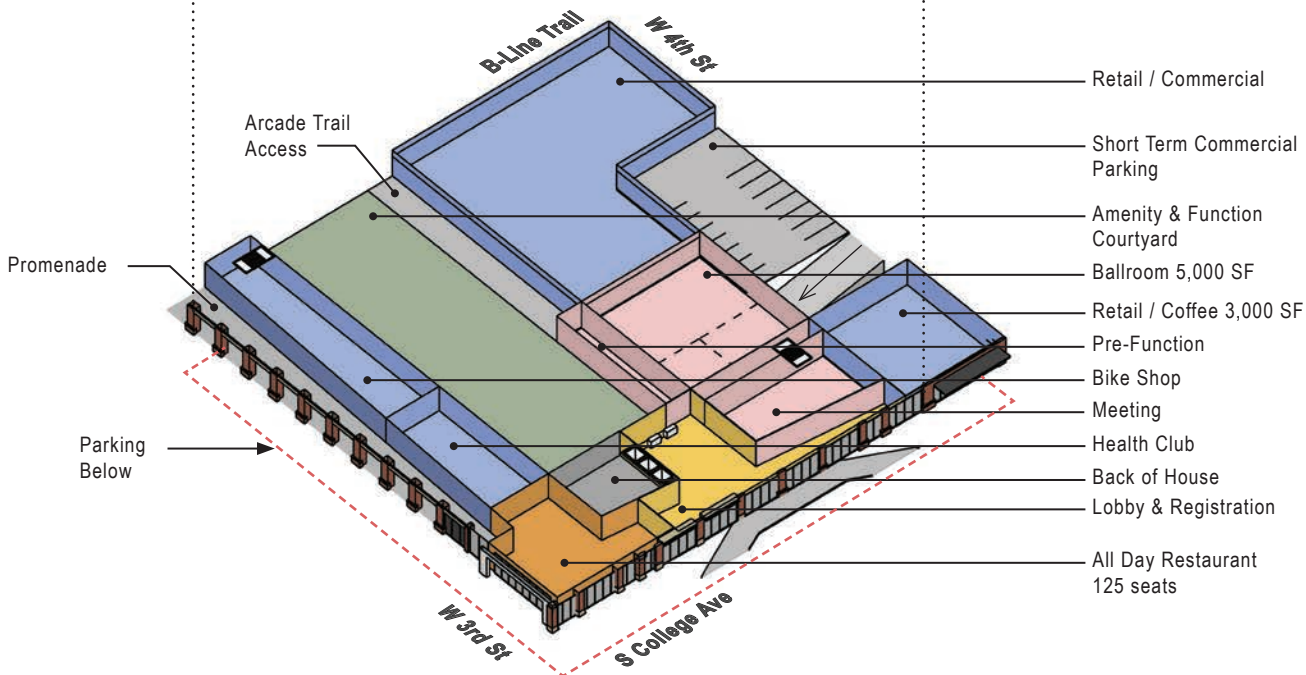
# FLOOR PLANS



Level 05



Level 02-04



Ground Level

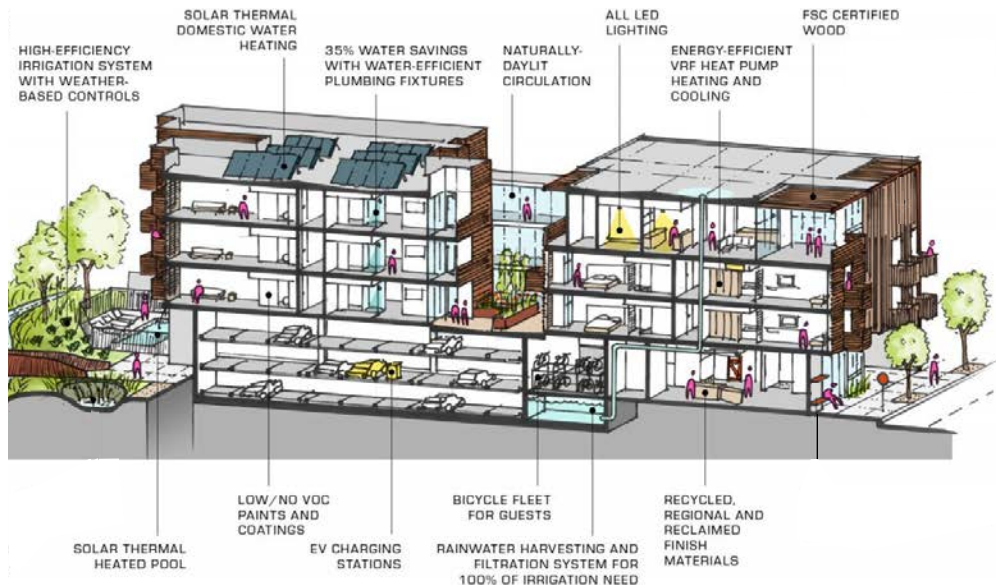


# PROGRAM SUMMARY

<u>GUEST ROOMS</u>	200 KEYS
<u>RESTAURANT</u>	125 SEATS
<u>ROOF BAR</u>	35 SEATS
<u>MEETING SPACE</u>	10,000 SQUARE FEET
<u>COMMERCIAL SPACE</u>	14,000 SQUARE FEET
<u>PARKING (1 LEVEL BELOW GRADE)</u>	200 SPACES
<u>TOTAL BUILDING AREA (EXCLUDING PARKING)</u>	160,000 SQUARE FEET



# SUSTAINABLE DESIGN



Utilizing a sustainable design philosophy encourages decisions at each phase of the design process that reduce negative impacts on the environment and the health and comfort of building occupants, thereby improving building performance. With consideration of and expertise in tax and business incentives, we apply strategies that minimize a building's environmental impact, maintain its resilience over time, and leave a lasting impression on patrons. Our approach to sustainability advocates for positive environmental initiatives, ensuring that actions and decisions today do not impede the opportunities of future generations.

The project will pursue LEED certification by employing sustainable principals in the construction and operations of the building. Features anticipated include:

- Smart EV charging infrastructure
- Optimized building envelope systems
- Regenerative Drive Otis Gen2 elevator (capturing the system's energy and feeding it back into the hotel)
- Rooftop solar PV system and Battery Energy Storage System (BESS)
- In-room energy thermostats integrated into a central control system
- High efficiency hot water heating systems
- Energy efficiency technologies such as LED lighting and in-room energy management systems
- ISO-certified energy management system
- High efficiency water fixtures and systems fostering reduction of water usage
- Rainwater management systems and green infrastructure
- Roof and non-roof heat island reduction technologies
- Landfill waste diversion of demolition and construction materials
- Healthy materials verified as low-emissions or non-toxic
- Guest selection choices for laundry and housekeeping green initiative
- Comprehensive composting program to reduce operational waste
- Reduced embodied carbon

As part of the Interior Design, the property will exploit and creatively communicate sustainable design features, providing insights to the building's performance and exposing guests to the impacts.

# LEED CERTIFICATION | EXAMPLE CHECKLIST



## LEED v4 for BD+C: Hospitality

### Project Checklist

Project Name: Monroe County Hotel

Date: 2/6/2024

Target: Gold

Y	?	N			
1	0	0	Credit	Integrative Process	1

13	0	2	Location and Transportation		16
0	0	0	Credit	LEED for Neighborhood Development Location	16
1	0	0	Credit	Sensitive Land Protection	1
1	0	0	Credit	High Priority Site	2
5	0	0	Credit	Surrounding Density and Diverse Uses	5
4	0	1	Credit	Access to Quality Transit	5
1	0	0	Credit	Bicycle Facilities	1
1	0	0	Credit	Reduced Parking Footprint	1
0	0	1	Credit	Green Vehicles	1

3	4	3	Sustainable Sites	10	
Y			Prereq	Required	
0	1	0	Credit	Site Assessment	1
0	0	2	Credit	Site Development - Protect or Restore Habitat	2
0	0	1	Credit	Open Space	1
0	3	0	Credit	Rainwater Management	3
2	0	0	Credit	Heat Island Reduction	2
1	0	0	Credit	Light Pollution Reduction	1

6	3	2	Water Efficiency		11
Y			Prereq	Outdoor Water Use Reduction	Required
Y			Prereq	Indoor Water Use Reduction	Required
Y			Prereq	Building-Level Water Metering	Required
2	0	0	Credit	Outdoor Water Use Reduction	2
3	3	0	Credit	Indoor Water Use Reduction	6
0	0	2	Credit	Cooling Tower Water Use	2
1	0	0	Credit	Water Metering	1

15	6	4	Energy and Atmosphere	33
Y			Prereq Fundamental Commissioning and Verification	Required
Y			Prereq Minimum Energy Performance	Required
Y			Prereq Building-Level Energy Metering	Required
Y			Prereq Fundamental Refrigerant Management	Required
5	0	0	Credit Enhanced Commissioning	6
10	2	0	Credit Optimize Energy Performance	18
0	1	0	Credit Advanced Energy Metering	1
0	0	1	Credit Demand Response	2
0	0	3	Credit Renewable Energy Production	3
0	1	0	Credit Enhanced Refrigerant Management	1
0	2	0	Credit Green Power and Carbon Offsets	2

9	1	0	Materials and Resources			13
Y			Prereq	Storage and Collection of Recyclables	Required	
Y			Prereq	Construction and Demolition Waste Management Planning	Required	
5	0	0	Credit	Building Life-Cycle Impact Reduction	5	
1	0	0	Credit	Building Product Disclosure and Optimization - Environmental Product Declarations	2	
0	1	0	Credit	Building Product Disclosure and Optimization - Sourcing of Raw Materials	2	
1	0	0	Credit	Building Product Disclosure and Optimization - Material Ingredients	2	
2	0	0	Credit	Construction and Demolition Waste Management	2	

6	5	2	Indoor Environmental Quality		16
Y			Prereq	Minimum Indoor Air Quality Performance	Required
Y			Prereq	Environmental Tobacco Smoke Control	Required
1	0	0	Credit	Enhanced Indoor Air Quality Strategies	2
2	1	0	Credit	Low-Emitting Materials	3
1	0	0	Credit	Construction Indoor Air Quality Management Plan	1
0	0	1	Credit	Indoor Air Quality Assessment	2
1	0	0	Credit	Thermal Comfort	1
0	1	0	Credit	Interior Lighting	2
0	3	0	Credit	Daylight	3
1	0	0	Credit	Quality Views	1
0	0	1	Credit	Acoustic Performance	1

4	2	0	Innovation		6
1	0	0	Credit	Innovation: Purchasing Lamps	1
1	0	0	Credit	Innovation: Green Building Education	1
1	0	0	Credit	Innovation: WELL Features	1
0	1	0	Credit	Exemplary Performance: Quality Views	1
0	1	0	Credit	Pilot: All-gender restrooms	1
1	0	0	Credit	LEED Accredited Professional	1

4	0	0	Regional Priority		4
1	0	0	Credit	Access to Quality transit (Threshold: 3 points)	1
1	0	0	Credit	Indoor water use reduction (Threshold: 3 points)	1
1	0	0	Credit	Building product disclosure optimization - Material ingredients (Threshold: 1 point)	1
1	0	0	Credit	Building life-cycle impact reduction (Threshold: 2 points)	1
0	0	1	Credit	Regional Priority: Rainwater management	1
0	0	1	Credit	Regional Priority: Renewable energy production	1

61	21	13	TOTALS	Possible Points:	110
Certified: 40 to 49 points, Silver: 50 to 59 points, Gold: 60 to 79 points, Platinum: 80 to 110					

Our team understands your goal to minimize the impact of your operations on the environment and will work to explore innovative opportunities for your project. Luminaut has over 10 LEED professionals on staff and extensive experience helping our clients achieve LEED certification.

# TIMELINE | PRELIMINARY AND DELIBERATIVE



2024

**PRELIMINARY PROGRAM AND CONCEPTING** — JUL '24 - DEC '24

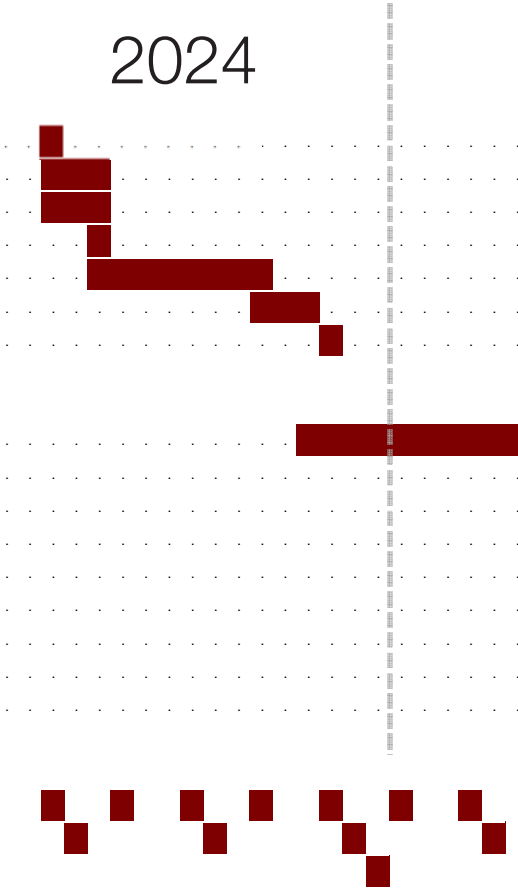
- KICK OFF & GOAL SETTING
- PROGRAM CONFIRMATION
- CONCEPTS & VISIONING
- PUBLIC INPUT
- SCHEMATIC DESIGN / INTERIORS VISIONING
- SCOPE & BRAND DEFINITION
- PUBLIC PRESENTATION

**IMPLEMENTATION** — NOV '24 - MAR '27

- ARCHITECTURE / INTERIOR DESIGN / ENGINEERING
- PROGRESS PRESENTATION
- FINAL BIDS
- PERMITTING
- CONSTRUCTION
- PROCUREMENT
- SUBSTANTIAL COMPLETION
- FURNISHINGS & COMMISSIONING
- OCCUPANCY

**INTERFACE & PRESENTATIONS**

- DESIGN PROGRESS / DECISION MAKING
- CIB & STAKEHOLDER INTERFACE
- PUBLIC INTERFACE
- CONSTRUCTION & FULFILLMENT

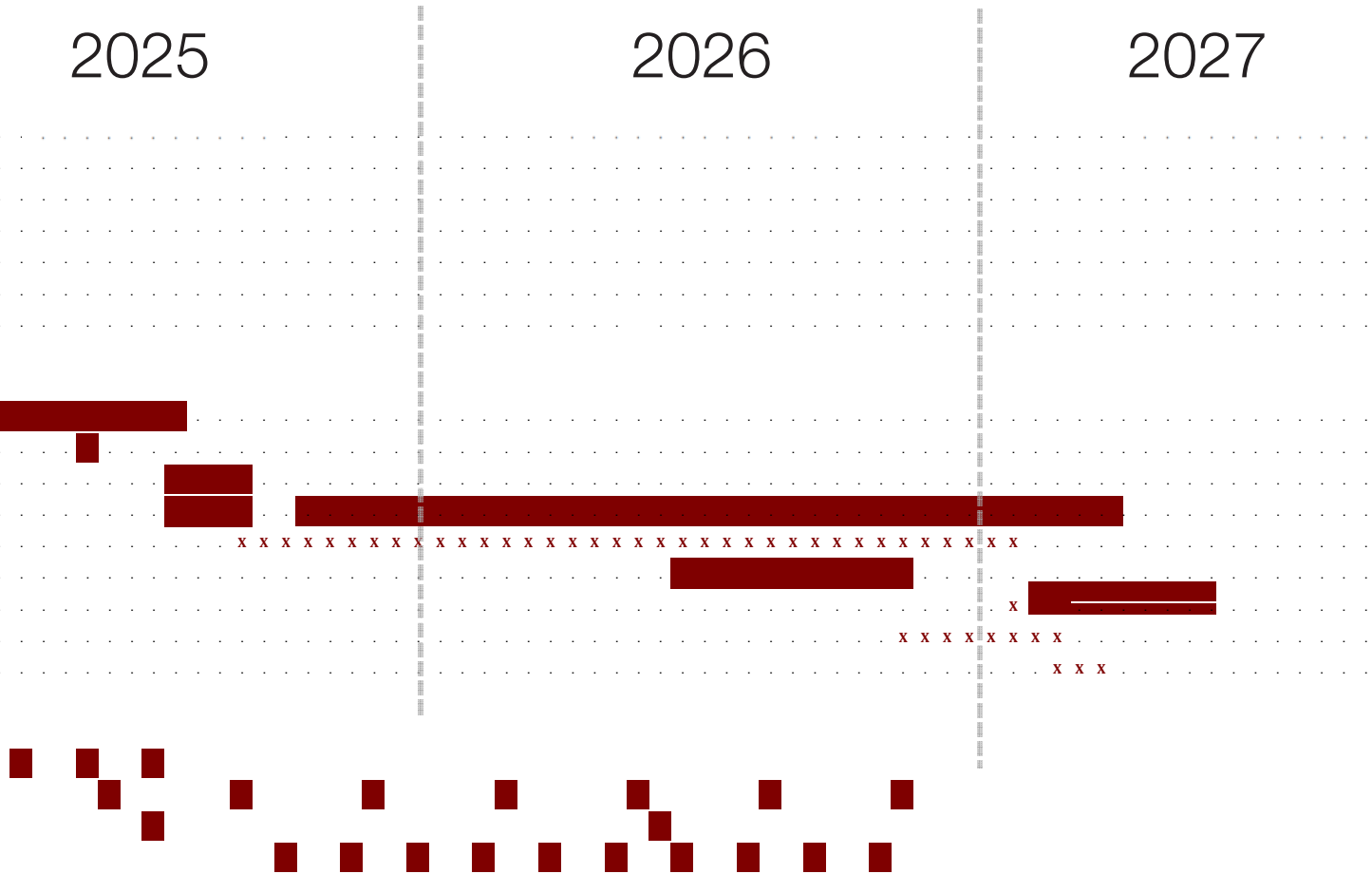




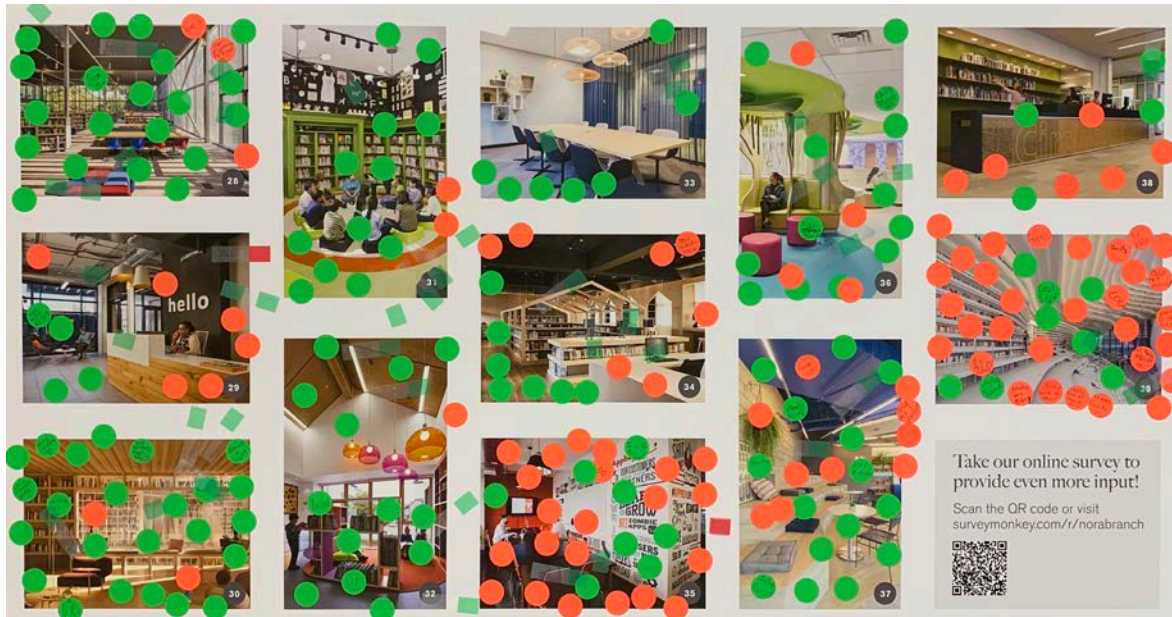
2025

2026

2027



## APPROACH FOR ENGAGING LOCAL COMMUNITY AND STAKEHOLDERS



By employing these strategies, we aim to create a development that not only meets our project goals but also serves as a valuable asset to the community, reflecting their needs and aspirations.

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### **Commitment to Community Engagement**

- Our approach emphasizes a commitment to building strong, collaborative relationships with the local community and stakeholders. We believe that proactive engagement fosters trust, aligns project goals with community interests, and contributes to the long-term success of the development.

### **Public Meetings**

#### *Initial Informational Sessions*

- We will host a series of public meetings at the beginning of the project to introduce the development plans, address community concerns, and gather initial feedback. These sessions will be held in accessible venues and scheduled at times that maximize attendance.

#### *Ongoing Updates*

- Regular follow-up meetings will be scheduled throughout the development process to provide updates, discuss progress, and address any emerging concerns. These meetings will ensure transparency and keep the community informed about the project's status.

### **Outreach Programs**

#### *Community Surveys and Feedback Mechanisms*

- We will distribute surveys and set up feedback channels (e.g., online platforms, suggestion boxes) to gather input from residents and local businesses. This feedback will be reviewed and incorporated into the project planning as appropriate.

#### *Focus Groups*

- We will organize focus groups with key community representatives to delve deeper into specific issues or concerns and to ensure diverse perspectives are considered.

### **Local Company Involvement**

#### *Partnership with Local Businesses*

- We will prioritize engaging with local businesses for subcontracting opportunities and supply needs. This approach not only supports the local economy but also fosters goodwill and strengthens community ties.

#### *Local Hiring Initiatives*

- We will develop initiatives aimed at hiring local talent for both construction and operational roles. This effort will include partnerships with local workforce development programs, the University, and job fairs.

### **Partnerships with Local Organizations**

#### *Collaboration with Community Organizations*

- We will seek partnerships with local non-profits, civic groups, and community organizations to support local causes and integrate the project into the community fabric. This may include sponsorships, joint events, and volunteer opportunities.

#### *Educational and Cultural Engagement*

- We plan to work with local schools, colleges, and cultural institutions to provide educational opportunities related to the hospitality industry. This may include internships, workshops, and guest lectures.

### **Communication Strategy**

#### *Transparent and Regular Communication*

- We will implement a comprehensive communication strategy that includes newsletters, a dedicated project website, and social media updates. This strategy ensures that stakeholders are regularly informed and engaged with the latest developments.

### **Feedback Integration**

#### *Responsive Adjustments*

- We are committed to actively listening to community feedback and making adjustments to our plans as feasible. This responsiveness demonstrates our respect for the community's input and our commitment to addressing concerns.



## STRATEGIES FOR ENSURING EQUAL OPPORTUNITY THROUGHOUT THE PROJECT LIFECYCLE

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By integrating these strategies, we aim to foster an inclusive environment that provides equal opportunities for all individuals and businesses involved in the project. Our approach not only aligns with best practices but also demonstrates a commitment to diversity, equity, and inclusion throughout the project's lifecycle.

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### **Commitment to Equal Opportunity**

- **Policy Framework:** Our project will adhere to a robust equal opportunity policy that promotes fairness and inclusivity in all phases. This policy will be communicated clearly to all stakeholders and integrated into every aspect of the project.

### **Hiring Practices**

- **Diverse Recruitment:** We will implement recruitment practices designed to attract a diverse pool of candidates. This includes advertising job openings through platforms and networks that reach underrepresented groups and partnering with organizations that specialize in diverse talent.
- **Bias-Free Hiring:** Our hiring process will include measures to mitigate unconscious bias, such as blind resume reviews and diverse hiring panels. We will provide training for our hiring teams to ensure a fair evaluation of all candidates.
- **Equal Opportunity Training:** All project staff will undergo training on equal opportunity, anti-discrimination, and inclusivity to foster a respectful and equitable work environment.

### **Subcontracting Opportunities**

- **Inclusive Procurement:** We will establish procurement policies that encourage subcontracting opportunities for Minority-Owned, Women-Owned, and Veteran-Owned businesses (MWVBes). We will actively seek out and engage with these businesses to ensure they have the chance to participate in the project.
- **Vendor Diversity Goals:** Specific goals for engaging MWVBes will be set, monitored, and reported. We will provide support and resources to help these businesses navigate the procurement process and secure contracts.
- **Mentorship and Support:** We will offer mentorship and support programs for MWVBes, including workshops, one-on-one consultations, and networking opportunities to help them grow and succeed in the industry.

### **Engagement with Minority, Women-Owned, and Veteran-Owned Businesses**

- **Outreach Programs:** We will conduct outreach programs specifically aimed at identifying and engaging MWVBes. This includes hosting informational sessions and workshops to educate these businesses about project opportunities and how to get involved.
- **Partnerships with Advocacy Groups:** We will collaborate with organizations and advocacy groups that represent MWVBes to build a network of potential partners and suppliers. This partnership will help ensure that we are aware of and reach out to relevant businesses.
- **Incentives and Support:** We will provide incentives and support for MWVBes, such as favorable payment terms, access to capital resources, and capacity-building initiatives to help them participate more effectively in the project.

### **Monitoring and Reporting**

- **Tracking and Accountability:** We will establish a system to track and monitor the participation of MWVBes and ensure compliance with our equal opportunity goals. Regular reports will be generated to assess progress and address any challenges.
- **Transparency:** Our commitment to equal opportunity will be reflected in transparent reporting and communication about the participation of MWVBes and the results of our diversity efforts. This transparency will be communicated through public reports and stakeholder updates.

### **Continuous Improvement**

- **Feedback Mechanisms:** We will implement feedback mechanisms to gather input from MWVBes, employees, and other stakeholders about our equal opportunity practices. This feedback will be used to continuously improve our strategies and address any issues that arise.
- **Regular Reviews:** We will conduct regular reviews of our equal opportunity policies and practices to ensure they remain effective and responsive to changing needs and challenges.



**FINANCIAL  
PLAN**

# DEVELOPMENT BUDGET

1. CONSTRUCTION		Per Unit		Gross %
Hard Construction Costs - Hotel	\$ 54,000,000	\$ 270,000		65.06%
Parking Construction Costs	\$ 6,000,000	\$ 30,000		7.23%
1. CONSTRUCTION TOTALS	\$ 60,000,000	\$ 300,000		72.29%
2. OWNER FURNISHED				
5SU	\$ 450,000	\$ 2,250		0.54%
Communications	\$ 400,000	\$ 2,000		0.48%
FF&E Guestrooms	\$ 4,640,000	\$ 23,200		5.59%
FF&E Public / Spa	\$ 850,000	\$ 4,250		1.02%
Kitchen Equipment	\$ 1,500,000	\$ 7,500		1.81%
Laundry	\$ 325,000	\$ 1,625		0.39%
Merchandising	\$ 1,060,000	\$ 5,300		1.28%
PMS	\$ 800,000	\$ 4,000		0.96%
Procurement Fee	\$ 400,000	\$ 2,000		0.48%
Security Equipment	\$ 150,000	\$ 750		0.18%
Signage	\$ 250,000	\$ 1,250		0.30%
Sound & AV	\$ 250,000	\$ 1,250		0.30%
2. OWNER FURNISHED TOTALS	\$ 11,075,000	\$ 55,375		13.34%
3. CONSULTANTS FEES				
Architect / Engineer	\$ 2,800,000	\$ 14,000		3.37%
Civil	\$ 100,000	\$ 500		0.12%
Environmental	\$ 10,000	\$ 50		0.01%
Interior Designer	\$ 300,000	\$ 1,500		0.36%
Soils	\$ 50,000	\$ 250		0.06%
Survey	\$ 40,000	\$ 200		11.43%
Testing	\$ 125,000	\$ 625		3.13%
3. CONSULTANTS FEES TOTALS	\$ 3,425,000	\$ 17,125		4.13%
4. OPERATIONS				
Corporate Travel	\$ 100,000	\$ 500		0.12%
Marketing	\$ 400,000	\$ 2,000		0.48%
Personnel	\$ 1,000,000	\$ 5,000		1.20%
4. OPERATIONS TOTALS	\$ 1,500,000	\$ 7,500		1.81%
5. LAND, FEES & MISC				
Appraisal / Feasibility	\$ 10,000	\$ 50		0.01%
Construction Interest	\$ -			
Operating Interest	\$ -			
Development Fee	\$ 3,000,000	\$ 15,000		3.61%
Franchise Fee	\$ 90,000	\$ 450		0.11%
Land Cost	\$ -			
Legal	\$ 250,000	\$ 1,250		0.30%
Loan Soft	\$ -			
Project Management	\$ 300,000	\$ 1,500		0.36%
Property Tax	\$ -			
State & Local Fees				
Working Capital	\$ 350,000	\$ 1,750		0.42%
5. LAND, FEES & MISC TOTALS	\$ 4,000,000	\$ 20,000		4.82%
6. CONTINGENCY				
6. CONTINGENCY TOTALS	\$ 3,000,000	\$ 15,000		3.61%
<b>TOTAL REPORT</b>	<b>\$ 83,000,000</b>	<b>\$ 415,000</b>		<b>100%</b>

# BLOOMINGTON FULL SERVICE HOTEL OPERATIONAL PROFORMA

Year	Year 1		Year 2		
Number of Keys	200		200		
Occupancy	65.0%		68.0%		
Average Daily Rate (ADR)	\$275		\$280		
Days Open	365		365		
Annual Room Nights	73,000		73,000		
Rooms Occupied	47,450		49,640		
RevPar	\$178.75		\$190.40		
<b>Revenues</b>	<b>Year 1</b>	<b>%</b>	<b>Year 2</b>	<b>%</b>	
Rooms Revenue	13,048,750	70.3%	13,899,200	70.2%	
Rooftop Bar / Restaurant	2,650,000	14.3%	2,782,500	14.1%	
Parking	821,250	4.4%	862,313	4.4%	
Meeting, Food & Beverage	2,000,000	10.8%	2,200,000	11.1%	
PBX/Telecommunications	0	0.00%	0	0.00%	
Vending, Rent & Other	50,000	0.3%	51,250	0.3%	
Total Revenue	18,570,000	100.0%	19,795,263	100.0%	
<b>Department Expenses</b>	<b>Year 1</b>	<b>%</b>	<b>Year 2</b>	<b>%</b>	
Rooms	(2,348,775)	18.0%	(2,501,856)	18.0%	
Rooftop Bar / Restaurant	(1,987,500)	75.0%	(2,003,400)	72.0%	
Meeting, Food & Beverage	(1,100,000)	55.0%	(1,188,000)	54.0%	
Parking Expenses	(328,500)	40.0%	(344,925)	40.0%	
Vending, Rent & Other	(20,000)	40.0%	(20,500)	40.0%	
Total Dept. Expenses	(5,784,775)	31.2%	(6,058,681)	30.6%	
<b>Department Income</b>	12,785,225	68.8%	13,736,582	69.4%	
<b>Overhead Expenses</b>	<b>Year 1</b>	<b>%</b>	<b>Year 2</b>	<b>%</b>	
Administrative & General	(1,485,600)	8.0%	(1,583,621)	8.0%	
Sales & Promotion	(1,114,200)	6.0%	(1,187,716)	6.0%	
Franchise Fees	(391,463)	3.0%	(555,968)	4.0%	
Utilities	(594,240)	3.2%	(633,448)	3.2%	
Local Jurisdiction	(50,000)	0.3%	(51,500)	0.3%	
Repairs & Maintenance	(371,400)	2.0%	(395,905)	2.0%	
Total Overhead Expenses	(4,006,903)	21.6%	(4,408,158)	22.3%	
<b>Gross Operating Profit</b>	8,778,323	47.3%	9,328,423	47.1%	
<b>Fixed Charges</b>	<b>Year 1</b>	<b>%</b>	<b>Year 2</b>	<b>%</b>	
Property Tax/Hotel Tax	(371,400)	2.0%	(395,905)	2.0%	
Insurance	(278,550)	1.5%	(296,929)	1.5%	
FFE Reserves	(557,100)	3.0%	(593,858)	3.0%	
Asset Management Fee	(185,700)	1.0%	(197,953)	1.0%	
Management Fees	(742,800)	4.0%	(791,811)	4.0%	
Total Fixed Charges	(2,135,550)	11.5%	(2,276,455)	11.5%	
<b>Net Operating Income</b>	6,642,773	35.8%	7,051,968	35.6%	

Year 3		Year 4		Year 5
200		200		200
72.0%		75.0%		75.0%
\$285		\$290		\$300
365		365		365
73,000		73,000		73,000
52,560		54,750		54,750
\$205.20		\$217.50		\$225.00

Year 3	%	Year 4	%	Year 5	%
14,979,600	70.8%	15,877,500	71.0%	16,425,000	70.8%
2,921,625	13.8%	3,067,706	13.7%	3,221,092	13.9%
905,428	4.3%	950,700	4.2%	998,235	4.3%
2,310,000	10.9%	2,425,500	10.8%	2,486,138	10.7%
0	0.00%	0	0.00%	0	0.0%
52,531	0.2%	53,845	0.2%	55,191	0.2%
21,169,184	100.0%	22,375,250	100.0%	23,185,654	100.0%

Year 3	%	Year 4	%	Year 5	%
(2,696,328)	18.0%	(2,857,950)	18.0%	(2,956,500)	18.0%
(2,045,138)	70.0%	(2,147,394)	70.0%	(2,254,764)	70.0%
(1,224,300)	53.0%	(1,261,260)	52.0%	(1,292,792)	52.0%
(362,171)	40.0%	(362,171)	40.0%	(362,171)	40.0%
(21,013)	40.0%	(21,538)	40.0%	(22,076)	40.0%
(6,348,949)	30.0%	(6,650,313)	29.7%	(6,888,303)	29.7%
14,820,235	70.0%	15,724,937	70.3%	16,297,351	70.3%

Year 3	%	Year 4	%	Year 5	%
(1,481,843)	7.0%	(1,566,268)	7.0%	(1,622,996)	7.0%
(1,270,151)	6.0%	(1,342,515)	6.0%	(1,391,139)	6.0%
(748,980)	5.0%	(793,875)	5.0%	(821,250)	5.0%
(677,414)	3.2%	(716,008)	3.2%	(741,941)	3.2%
(53,045)	0.3%	(54,636)	0.2%	(56,275)	0.2%
(423,384)	2.0%	(447,505)	2.0%	(463,713)	2.0%
(4,654,817)	22.0%	(4,920,807)	22.0%	(5,097,315)	22.0%
10,165,419	48.0%	10,804,130	48.3%	11,200,037	48.3%

Year 3	%	Year 4	%	Year 5	%
(423,384)	2.0%	(447,505)	2.0%	(463,713)	2.0%
(317,538)	1.5%	(335,629)	1.5%	(347,785)	1.5%
(635,076)	3.0%	(783,134)	3.5%	(811,498)	3.5%
(211,692)	1.0%	(223,753)	1.0%	(231,857)	1.0%
(846,767)	4.0%	(895,010)	4.0%	(927,426)	4.0%
(2,434,456)	11.5%	(2,685,030)	12.0%	(2,782,279)	12.0%
7,730,962	36.5%	8,119,100	36.3%	8,417,758	36.3%



# **PRELIMINARY HOTEL OPERATING PLAN**





# PRELIMINARY HOTEL OPERATING PLAN

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## **1. Booking Policy**

### *Reservation Channels:*

- **Direct Bookings:** Reservations can be made directly through the hotel's official website, mobile app, or by calling the reservation desk.
- **Third-Party Channels:** The hotel will also partner with major Online Travel Agencies (OTAs) such as Booking.com, Expedia, and others to maximize visibility and bookings.
- **Corporate Accounts:** Special booking arrangements and rates will be available for corporate accounts and travel management companies.

### *Booking Methods:*

- **Online Reservations:** Guests can book rooms online through the hotel's website or app with real-time availability and booking confirmations.
- **Phone Reservations:** Reservations can be made by calling the hotel's reservation line, with confirmation sent via email or SMS.
- **Walk-Ins:** Subject to availability, walk-in reservations will be accepted at the front desk.

### *Booking Confirmation:*

- **Deposit Requirement:** A deposit equivalent to one night's stay may be required to secure bookings, especially for peak seasons or special events.
- **Confirmation Email/SMS:** Guests will receive a confirmation email or SMS containing booking details, including check-in/check-out times, reservation number, and hotel contact information.

### *Cancellation Policy:*

- **Standard Rate Reservations:** Free cancellation up to 24 hours before the scheduled check-in time. Cancellations made within 24 hours will incur a one-night charge.
- **Non-Refundable Rates:** Full prepayment required at the time of booking, with no cancellations or modifications allowed.
- **Group Bookings:** Special cancellation policies may apply for group bookings and events, outlined in the group contract.

## **2. Room Rates**

### *Rate Structure:*

- **Standard Rates:** Rates will be based on room type and include daily room service and basic amenities.
- **Promotional Rates:** Special rates and discounts will be offered during off-peak periods, for early bookings, or for extended stays.
- **Corporate and Group Rates:** Discounted rates will be available for corporate clients, group bookings, and long-term stays.

### *Dynamic Pricing:*

- **Peak Seasons and Events:** Rates will be adjusted dynamically based on demand, special events, and peak seasons. Rates may be higher during major holidays, local festivals, and conventions.
- **Minimum Stay Requirements:** During peak periods, a minimum stay requirement (e.g., 2-3 nights) may be enforced.

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*Packages and Add-Ons:*

- **Special Packages:** The hotel will offer various packages, including bed and breakfast, romantic getaways, and family deals.
- **Add-Ons:** Guests can customize their stay with add-ons such as spa treatments, dining options, and transportation services.

### **3. Access-Use Agreement Structure**

*Guest Access:*

- **Check-In/Check-Out:** Standard check-in time will be from 3:00 PM, and check-out time will be by 11:00 AM. Early check-ins and late check-outs will be accommodated based on availability and may incur additional charges.
- **Room Key Cards:** Key cards will be issued upon check-in, providing access to guest rooms and common areas. Lost or damaged key cards will incur a replacement fee.

*Hotel Facilities:*

- **Common Areas:** Access to common areas such as the lobby, dining room, fitness center, and pool will be included with the room rate. Access hours will be posted at each facility.
- **Meeting Rooms:** Meeting rooms and event spaces will be available for booking. Usage agreements will include terms for setup, duration, and catering services.

*Special Access:*

- **VIP and Loyalty Programs:** Members of the hotel's loyalty program or VIP guests may receive additional access privileges, such as exclusive lounge areas or special room upgrades.

- **Accessibility:** The hotel will provide accommodations and access for guests with disabilities, including accessible rooms and facilities.

### **4. Blackout Dates**

*Definition and Scope:*

- **Blackout Dates:** Blackout dates are periods during which standard rates and promotions are not applicable due to high demand or special events.
- **Events and Holidays:** Examples include major holidays (e.g., New Year's, Christmas), local festivals, conventions, and large-scale events.

*Booking Restrictions:*

- **Rate Restrictions:** Special rates and discounts will not apply on blackout dates, and standard or premium rates will be in effect.
- **Minimum Stay Requirements:** During blackout dates, minimum stay requirements may be enforced.

*Advance Notice:*

- **Announcement:** Blackout dates will be clearly communicated on the hotel's website and booking platforms well in advance.
- **Guest Notification:** Guests with existing bookings during blackout dates will be notified of any changes or rate adjustments.

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This preliminary hotel operating plan provides a foundation for managing reservations, room rates, and access-use agreements, ensuring smooth operations and a positive guest experience. It is designed to be flexible and responsive to both regular and peak periods, while also prioritizing fairness and transparency in all dealings.



# **PRELIMINARY HOTEL EVENT & MARKETING PLAN**





# PRELIMINARY HOTEL EVENT MARKETING AND COORDINATION PLAN

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## **1. Event Marketing Strategies**

### *Target Market Identification:*

- **Corporate Events:** Focus on attracting business conferences, meetings, and seminars by highlighting the hotel's meeting facilities, technological amenities, and corporate packages.
- **Social Events:** Promote the hotel as a premier venue for weddings, anniversaries, and parties by showcasing event spaces, catering options, and personalized services.
- **Conventions and Trade Shows:** Target industry-specific conventions and trade shows by emphasizing the hotel's large event spaces, flexibility, and proximity to key industry hubs.

### *Marketing Campaigns:*

#### Digital Marketing

- **Website Optimization:** Ensure the hotel's website is optimized for event bookings with dedicated event pages, virtual tours of event spaces, and client testimonials.
- **SEO and SEM:** Utilize search engine optimization (SEO) and search engine marketing (SEM) to increase visibility for event-related searches.
- **Social Media:** Launch targeted social media campaigns across platforms like LinkedIn, Facebook, and Instagram to reach potential clients and showcase recent events.

- **Email Marketing:** Develop targeted email campaigns to existing clients, industry professionals, and previous event organizers with updates on new services, packages, and special promotions.

#### Print and Traditional Media

- **Brochures and Flyers:** Distribute high-quality brochures and flyers to local businesses, tourism centers, and event planners.
- **Local Media:** Advertise in local newspapers, magazines, and industry publications to reach a wider audience and establish the hotel's presence in the community.

#### Event Showcases

- **Open Houses:** Host open house events or showcase evenings where potential clients can tour the hotel's event spaces, sample catering options, and meet with the event coordination team.
- **Trade Shows and Expos:** Participate in local and national trade shows and expos related to events and hospitality to network with event planners and industry professionals.

## **2. Event Coordination Strategies**

### *Pre-Event Planning:*

- **Consultation Services:** Offer personalized consultations to understand the client's needs, preferences, and budget. Develop detailed proposals outlining event logistics, room setups, and catering options.

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- **Event Packages:** Create customizable event packages that include various combinations of room rates, catering, audiovisual equipment, and decor to simplify the planning process for clients.

*On-Site Coordination:*

- **Dedicated Event Manager:** Assign a dedicated event manager to oversee all aspects of the event, from setup to execution, ensuring that all client needs are met and any issues are resolved promptly.
- **Staff Training:** Train staff in event coordination, customer service, and problem-solving to deliver a seamless experience and exceed client expectations.

*Post-Event Follow-Up:*

- **Client Feedback:** Collect feedback from clients after the event to assess satisfaction levels and identify areas for improvement. Use this feedback to refine services and enhance future event experiences.
- **Thank You Notes:** Send personalized thank-you notes and follow-up surveys to show appreciation and maintain a positive relationship with clients.

### **3. Partnerships and Local Engagement**

*Local Business Partnerships:*

- **Collaborations:** Partner with local businesses, such as florists, entertainment providers, and transportation services, to offer clients comprehensive event solutions and exclusive discounts.
- **Cross-Promotions:** Engage in cross-promotional activities with local businesses to reach new audiences and enhance the hotel's reputation within the community.

*Local Organizations and Associations:*

- **Memberships:** Join local chambers of commerce, event planning associations, and hospitality groups to build connections and stay informed about industry trends and opportunities.
- **Sponsorships:** Sponsor local events and community activities to increase the hotel's visibility and demonstrate support for the local community.

### **4. Measurement and Evaluation**

*Performance Metrics:*

- **Booking Metrics:** Track event bookings, lead conversions, and revenue generated from events to evaluate the effectiveness of marketing and coordination strategies.
- **Client Satisfaction:** Monitor client satisfaction through surveys, reviews, and direct feedback to assess the quality of event services and identify areas for improvement.

*Adjustments and Refinements:*

- **Review and Adjust:** Regularly review marketing campaigns, event coordination processes, and partnership effectiveness. Adjust strategies based on performance data and market trends to optimize results.

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This preliminary plan aims to effectively market the hotel's event capabilities, coordinate events seamlessly, and leverage partnerships to enhance the hotel's reputation and attractiveness as an event venue.

# REFERENCES



## REFERENCES

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Executive Tourism Director, Visit Madison Indiana  
812-265-2956  
andrew@visitmadison.org

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Chris Brock  
Senior Director of Development for Illinois, Indiana, Michigan, Ohio,  
and Wisconsin, Hilton  
901-374-5609  
chris.brock@hilton.com

Development of new, award-winning Tru by Hilton Indianapolis Downtown, a  
7-story hotel with 148 rooms on top of a 3-story parking garage.

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Scott Gold  
Vice President, Lodging Development, Marriott Select Brands  
847-340-4293  
scott.gold@marriott.com

Adaptive reuse of historic 1884 Eagle Cotton Mill into an award-winning  
Fairfield Inn & Suites by Marriott.



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