

Purchase/Full Service Management Transition/ Value Add/Market Reposition

Double Tree Columbia, SC

237 Rooms

22 k SF Meeting Space

Affiliation - Hilton



OPPORTUNITY

Smith/Curry purchased the asset from a operator/owned asset in November 2016.

ACTION

HP took over management in November 2016 to install operational efficiencies in room department and compressing Administrative positions that could be handled above property by HP Hotels. Implement \$7 million PIP over 24 months. Right sized Food and Beverage menus by increasing prices and implementing more profitable options. Implement preventive maintenance program to reduce mechanical repairs that were causing high costs

RESULTS

- Since transition - Profit - Quarter 1 up 2.92% and Quarter 2 was up 10.96%
- Eliminated 48K in telecom annual expenses for 2017
- Rolled out new utility program saving approx. 5% savings annually
- Eliminated 2 full time accounting positions for 2017. Totaling 95K in annual savings
- Right sized portions in the restaurant and bar
- Reviewed and changed chemical vendors in laundry and food and beverage Guaranteed 12% savings
- Reduced heating and cooling losses by eliminating sky lights in hallways and fitness center as part of PIP
- Installed Labor management program which tracks hours vs. productivity in live time

Transition to New Owner & HP Management 8-2015	T12 2015	T12 2016	Thru July 2017	Change from T12 2015 - T12 2016
Rev Par	67.78	74.12	77.00	9.35%
ADR	104.86	113.09	113.64	7.85%
Occ %	64.64%	65.54%	67.76%	
Revenues				
Room Revenue	\$5,887,877	\$6,253,235	\$3,868,990	
Food & Beverage Revenue	\$2,815,375	\$3,124,790	\$1,797,469	
Total Revenue	\$8,996,258	\$9,505,816	\$5,730,974	5.66%
Total Departmental Income	\$4,985,267	\$5,673,129	\$3,413,706	13.80%
Gross Operating Profit	2,196,621	2,828,411	1,711,839	28.76%
GOP %	24.42%	29.75%	29.87%	
Income Before Non-Operating Income and Expenses	\$1,899,795	\$2,536,146	\$1,536,573	33.50%
*** Renovations started 1-2017				