

Renaissance Schaumburg Convention Center Hotel

2017 Business Plan and Budget



2017 Business Plan

FORMULA FOR SUCCESS

- * Target successful programs: Catering, Audio/Visual, Food & Beverage
- * Focus sales strategies to increase Group occupancy
- * Market the “Schaumburg Collection” – Renaissance and Embassy Suites- for a total of 700 guest rooms
- * Build awareness of meeting room space available to Association and Corporate groups



2017 Business Plan

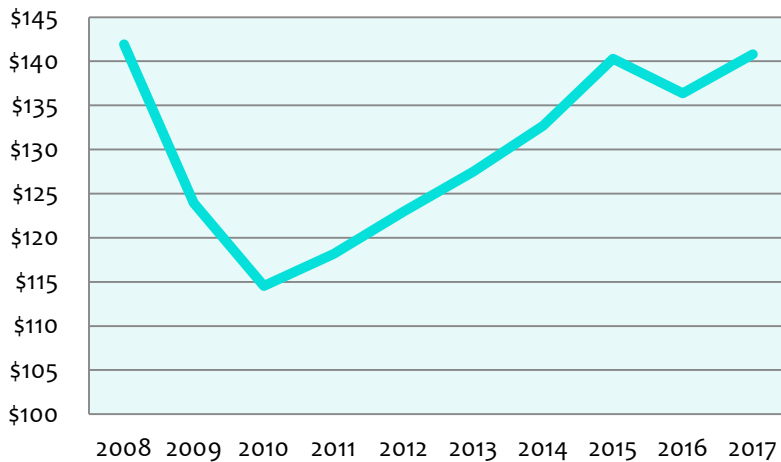
GOALS & OBJECTIVES

- * Achieve budgeted owner distribution, \$6.1M
- * Increase Gross Operating Profit by 3.1%, \$11.9M
- * Achieve Target RevPAR, \$240.76
- * Increase group room nights by 1.4%, 77,509
- * Grow Overall Guest Satisfaction 0.5%

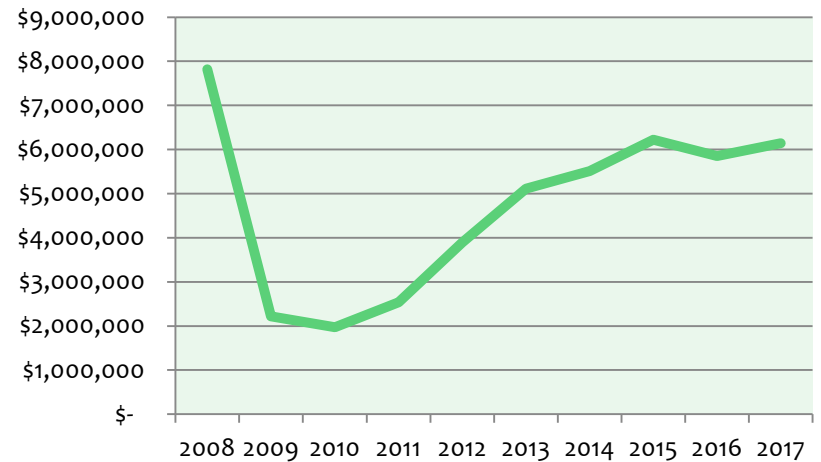
2017 Business Plan

The Outlook is positive

Average Daily Rate



Net House Profit



2017 Operating Budget

Proposed 2017 Budget vs. Projected 2016 Results

- * Operating Revenues increasing 2.1%
- * Operating Expenses increasing 0.3%
- * Net House Profit increasing 5% to \$6,142,642
- * RevPAR increasing 1.7%
- * Occupancy decreasing 1% was expected in increase by 1%, but guestroom renovation will have a 2 point impact due to temporary displacement of rooms available for sale.

2017 Operating Budget

(In 1,000's)	2016 Budget	2016 Forecast	% change to Budget	2017 Proposed	% change to Forecast
Sales	\$45,535	\$43,023	-5.5%	\$43,938	2.1%
Operating Expenses	21,221	20,627	-2.8%	20,695	0.3%
Operating Income	24,314	22,396	-7.9%	23,243	3.8%
Administrative Charges	11,430	11,166	-2.3%	11,374	1.9%
Fixed Charges	5,522	5,379	-2.6%	5,726	6.5%
Net House Profit	\$7,362	\$5,851	-20.5%	\$6,143	5.0%



Capital Projects

- * Meeting space carpet replacement-Complete
- * RENdevous Café – Grand Opening in early 2017
- * Soft goods renovation of Guest Rooms & Suites-
scheduled for completion April 2017
- * Soft and Case goods replacement in Restaurants,
pending review
- * Refinishing of Convention Center floor, pending
review
- * Façade panel distress, pending review

2017 Operating Budget with Historical Results

Renaissance Schaumburg Historical Results & 2017 Budget	2013 Actual	2014 Actual	2015 Actual	2016 Forecast	2017 Budget	% Change to Forecast
Sales	39,345	41,694	42,989	43,023	43,938	2.1%
Operating Expense	19,732	20,900	21,183	20,627	20,695	0.3%
Operating Income	19,613	20,794	21,806	22,396	23,243	3.8%
Administrative Charges	9,644	9,974	10,443	11,166	11,374	1.9%
Fixed Charges	4,853	5,309	5,142	5,379	5,726	6.5%
Net House Profit	5,116	5,511	6,221	5,851	6,143	5.0%