



BRANDT

HOSPITALITY GROUP

BHG COMPANY NEWSLETTER | VOLUME 1 | APRIL 2021

WELCOME TO BHG

Brandt Hospitality Group was built on the idea of "Driving Growth through Inspired Service."

We are growing our business, growing our people, and growing our relationships with guests, clients and franchise partners.

Better communication helps us drive that growth.

GROWING OUR BUSINESS

The Element and AC Marriott in Portland/Beaverton, OR are getting closer to opening as the BHG Development team pushes forward on many more new hotels.

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GROWING OUR PEOPLE

Stephanie Dietz joins the BHG Family as the General Manager of the East Hanover, NJ Home2 and we celebrate more promotions across the company.

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GROWING OUR RELATIONSHIPS

BHG and Radisson have announced the completion of our conversion in Downtown Fargo, ND. The Radisson Blu is North Dakota's first upper-upscale hotel!

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INSPIRED SERVICE

As we work to put COVID behind us, two BHG hotels are ranked in the top 2% of their brands for guest satisfaction.

What is their secret and how can we all get there?

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Improving Communication at Brandt Hospitality Group

Welcome to the first issue of our company newsletter! This has been a goal of ours for awhile, and we are excited to officially deliver! Through this newsletter, we will provide new content each quarter, covering what is going on at the corporate office in Fargo, ND, as well as success stories from our properties. We will also spotlight some of our most recent hires and promotions and share any upcoming leadership position openings.

It is likely that you have a good idea of what is going on at your individual hotels, but we hope this newsletter will give you a greater sense of what is happening throughout the rest of the company. Do you know that the last 4 hotels we have opened have been built in-house by our Development Team? Do you know that your hotel is one of 11 hotels managed by Brandt Hospitality Group (BHG)? What does “managed by” even mean?

The Development Team, essential to the company’s continued growth, manages all aspects of new construction and hotel acquisition projects, including but not limited to site selection, schematic & final design, permitting and ultimately construction of the hotel through the opening process. The team utilizes its strong relationships with top franchise brands and contractors, as well as many years of industry expertise, to bring the conception of an idea to life upon the opening of a new project. We are proud of the work this group does and are excited to share more about them in upcoming issues!

The Management Company oversees the operations, sales & marketing, human resources, accounting, and information technology functions of our individual properties. Operating as one management company allows operations to run more efficiently and also provides more growth opportunity for our team members. You can grow your career within your hotel or even beyond with opportunities from Oregon to Rhode Island, from entry level, to leadership, to corporate! In future newsletter issues, you can expect to see us sharing stories of your colleagues who have moved up the ranks within BHG.

Being part of a larger management company also allows us to offer greater company-sponsored benefits at lower premiums. We are proud to offer an extensive package of benefits with employee healthcare coverage at just \$30 per paycheck, a 401(k) plan with immediate eligibility and company match, and everything in between. We want to make sure you are aware of all benefits available to you as team members and will cover these benefit plans in more depth in upcoming newsletter issues.

We hope you find value and learn something new about the company and the team members around you with each new issue. Thanks for taking the time to read along with us and for your part in the continued success of Team BHG!



Written by:
Tenielle Schmidt
Director of HR

WELCOMING NEW TEAM MEMBERS AND PROMOTIONS

Welcome Stephanie Dietz!
General Manager
East Hanover, NJ Home2 Suites



“ I was excited at the prospect of working with BHG after my first phone conversation with both Steve and Brian. The strong commitment to growth to increase Brandt’s portfolio was both encouraging and inspiring. The positive company culture that runs through each leader I have met and worked with so far is amazing! I look forward to our newest BHG hotel, Home2 Suites in East Hanover, New Jersey. ”

Celebrating BHG Promotions

Judi Thompson | AGM | Beaverton Element
Rachael Johanns | AGM | Fargo Radisson Blu
Desirae Quesada | Revenue Manager | BHG
Stephanie Berube | Purchasing Manager | BHG
Chelsie Huska | Director of Market Sales | Sioux Falls
Zach Frederick | Design Professional Coordinator | BHG
Zack Olson | Senior Project Manager | BHG
McKayla Blackburn | Operations Manager | Sioux Falls Home2
Bryan Tosse | Maintenance Lead | Hospitality Laundry
Joel Licker | Maintenance Lead | Lincoln Residence Inn
Kimberley Kishel | Operations Manager | Thornton Staybridge
John Colonel | Chief Engineer | Atlanta Holiday Inn & Suites
Marshall Hendricks | Business Intelligence/Accounting | BHG

Opening Soon: Element and AC Marriott in Portland/Beaverton, OR



Brandt Hospitality Group's two newest hotels are about to make a big impact the hotel scene in Portland/Beaverton, Oregon. Both of these "Lifestyle Brands" are a first for our growing portfolio.

Element hotels breathe sustainability and always try to do its part to protect the environment. The Element encourages the idea of "recycle, reduce and reuse" with everything from compostable packaging and flatware, to filtered water in every room where guests fill their own bottles. The hotel further reduces its carbon footprint through the purchase of "renewable energy credits." These practices align with the brand values of Smart, Alive and Balanced.

You may also see Element guests riding through the Tualatin Hills Park and to the Nike World Headquarters on their green cruisers from the Bikes to Borrow program. The guests of both hotels will also enjoy salt water pools, large exercise facilities and welcoming outdoor spaces.

The AC by Marriott offers new boutique accommodations like nothing else in the market. The AC targets the discerning millennial guest either traveling to visit the massive Intel chip facility and its vast number of corresponding vendors or the local sportswear giant Nike. The AC guest is the essentialist, has an entrepreneurial spirit and highly values connections to people.



The staff at the AC hotel is service-focused and provides our guests with everything they need. Days start with a delightful European-inspired breakfast and end with Spanish-inspired tapas, signature cocktails and local craft beers. The rooms are simplistic and stylish, also drawing from their Spanish roots. The hotel has a modern style without being trendy, leaving the feel of the property timeless for our guests. Our modern design and high-level of service will have us leading the competition. We hope many from our BHG family can visit Portland/Beaverton.

BHG Delivers on North Dakota's First Upper-Upscale Hotel



BHG had a unique opportunity to bring North Dakota's first upper-upscale hotel to the Fargo area. Although there are over 300 Radisson Blus in the world, there are only five in the United States. This puts Fargo on the map with cities like Rome, Paris, and Madrid. Although our BHG team has an extensive background with hotel construction and renovations, this one posed a few different challenges unlike anything we have done before.

The hotel is 18 stories of steel and concrete built in 1983 and jackhammers on the 13th floor were heard all the way to the lobby. Our front desk and management staff constantly

battled guest concerns while our maintenance and housekeeping teams put rooms back together and chased the dust and debris around the building. The result is a very impressive hotel.

Since there are no two Radisson Blus in the world the same, our in-house team worked with Radisson's European designers to bring a unique clean, contemporary feel to our rooms. From our herringbone floors to our six-foot art in the showers, everything about this Blu was designed with the guest experience in mind. We used custom artwork to bring the landscapes on each side of the building across to the opposite side. The view from the room entry had to be as impressive as the view from our windows overlooking the river valley and downtown Fargo.

To finish our design, we expanded our exercise space by over 4X and filled it with state-of-the-art equipment and a 47-foot wall mural. In the lobby, we used rich woods and stone accented by the work of local artists. The change to a Blu was a great move for our community and for Brandt Hospitality Group. We encourage anyone residing in Fargo, or traveling to Fargo, to stop in and see the hotel. Thank you again to our amazing teams both here at BHG corporate and at the Radisson Blu for all of the work and support that went into making it happen!

Written by:

The BHG Team

Portland/Beaverton



Written by:

Jenny Willmore

Project Coordinator

Our Guests Love BHG Hotels!

At BHG, there has always been a focus and passion for providing a superior guest stay. We experienced a challenging environment this past year, but our focus and passion persevered. Credit goes to both the leadership and teams at each hotel for continuing to provide our guests with inspiring service, superb cleanliness, and the peace of mind that comes with a safe stay. In 2020, BHG had 8 of our 11 operating hotels score in the top 25% of their respective brand!

Although we performed well across all hotels, we had two hotels rank within the top 2% of their respective brands, the Appleton Fairfield & Suites and Fargo Courtyard. The team in Appleton finished 2020 in the top 1% of the brand for Guest Satisfaction on the primary metric of "Intent to Recommend," 21 points above the brand average. The Fargo Courtyard capped off 2020 by finishing ahead of the brand average by 18.5 points and in the top 2% of the brand. What has made these two hotels successful

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when it comes to Guest Satisfaction? Amanda Hedtke, GM of the Appleton Fairfield Inn & Suites, and Mary Kramvik, GM of the Fargo Courtyard, shared some thoughts on what they credit for their success in this important aspect of our business. High expectations, genuine friendly service, and a high level of engagement of their amazing teams.

In a year filled with fears and change, these two hotels went beyond simply continuing to deliver a great guest experience. They elevated their

guests' experience. The GMs attribute their success to having high expectations for delivering exceptional customer service and room cleanliness. In a complicated time, they found success by keeping things simple and focusing on what is important to our guests. Room cleanliness, sanitation, and safety took on a new meaning in 2020, and the teams responded positively to the increased attention these aspects of the guest's stay would have. In reviewing the surveys for these hotels, the word clean was utilized in guest comments 209 times of the 655 surveys received.

The GMs also attribute success to a high level of engagement from their teams. Associates are included in daily discussions over recent survey results and participate in evaluating the surveys. Many associates have access to the Medallia platform to review on their own as well. The high level of engagement goes beyond just participating in the review of guest feedback. The team members at these hotels have utilized the information from guest feedback to elevate areas of opportunities to drive higher guest satisfaction.

The team members have also looked for opportunities to go above and beyond our guests' expectations. Sharing the results helps everyone get excited about our performance and assists everyone to understand the importance of the work and effort to set up successful guest stays from the cleanliness of the hotel and guest room to the friendly greeting and service they experience upon arrival. These hotels were faced with many challenges including the difficulty in building and retaining a great team. We have many outstanding team members, and our guests recognize that as the words "staff" and "friendly" were mentioned in 353 surveys.

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Written by:

Brian Necastro

Director of Operations

Thank you to all of our dynamic teams for everything that you do to welcome and provide for our guests! You truly are the best of the best!

THE VIEW FROM FARGO



The last year changed everything about how guests travel. Demand for hotel stays was largely reduced with governments and businesses restricting activity. These changes have made it harder than ever to get rooms booked and guests through our doors.

The majority of events & gatherings over the last year either had less people in attendance or had been cancelled with short notice. This created a need for adjustments in how we sold rooms while allowing more flexibility in cancellation periods. The resulting uncertainty of events turned pre-COVID booking trends upside down. Two week or two month booking windows turned into bookings occurring two days prior to arrival, all of which led to unavoidable and abnormal work schedules for so many employees.

Historically guests chose hotels based on brand, price and location. Today, these factors still drive the decision-making process, but the

overall cleanliness and safety protocols have become much more important in a guest's choice of where to stay. Enhanced cleaning, masks, & accessibility of hand sanitizing stations are a few of the biggest changes we saw that made, and will continue to make, guests feel more comfortable. Hotel companies created new standards that BHG met or exceeded to ensure guests' safety. Travel sites like Expedia, TripAdvisor and Booking.com began advertising the safety measures taken with the hotel teams delivering on the promises made. As vaccinations increase and business travelers begin get back to their pre-COVID routines, we can expect all of these trends to continue to evolve.

This next year will bring one of the strongest recoveries ever forecasted by industry experts. With pent up travel demand from business guests and government policies becoming less restrictive, we will see guests return to our hotels. Vaccinated seniors are already hitting the road, and we expect to see more families traveling through the summer months. Next will come the return of the business traveler this fall, bringing with them a stronger sense of normalcy. We have a lot to look forward to!



Written by:

David Biddix

Director of Revenue
Strategy

Our Culture Journey

Well ahead of the global pandemic, BHG conducted an employee opinion survey to help identify what our teams believe we do well, and where we need to improve. The results told us that we were much better than the average hotel company, but we had more work to be done to become a great hotel company. Our culture was being driven by the values of our people and we were working on improving systems and processes. With the arrival of COVID-19, many of those developing "systems and processes" were quickly replaced by the need to "adapt and overcome."

Our culture, driven by hotel-level leadership, is what allowed us to keep all of our hotels open and kept BHG moving forward. Although some decisions had to be made for short-term survival, we never lost sight of our long-term goal to "Drive Growth through Inspired Service."

That service spirit shined through as key staff members stepped up to support one another in ways well outside what had been traditionally expected of their roles. Housekeeping teams became sanitizing teams. Guest service associates cleaned rooms and served meals. Management teams from operations and sales wore many hats and shifted to all areas of need. Through all of this, our people have overcome adversity and grown.

Today we see two ways out of this hole, and those are dig and climb. We have dug a path through this pandemic over the past year, and now is our time to climb. We will climb by listening to our employees and improving our communication. We will work to control what we can and get creative when obstacles are in our way. We will impress every guest that walks through our doors so they feel compelled to share their stories and return to our hotels. We will continue to build hotels and look to acquire hotels, knowing that we are backed up by the best team in the industry.

I sincerely thank everyone that continues to be a part of Brandt Hospitality Group's journey and look forward to better days to come.

- Steve



Written by:

Steve Martodam

President & COO

ON DECK | BHG DEVELOPMENT TEAM'S UPCOMING HOTELS



Superintendents **Rich Nordling** and **Jeremy Cantrell** directing the completion of the Element & AC in Portland/Beaverton, OR

Rich has built nearly 40 hotels along side many of us in a past hotel company and joined Brandt Hospitality Group in 2017. As a Lead Superintendent he is sharing his experience as a mentor for Jeremy, who is working toward the opening of his first hotel with BHG. This combination of knowledge and support helps ensure the growth and success of our Development Team.

Opening Summer 2021



East Hanover / Parsippany, NJ
Home2 Suites

BHG HOTELS SCHEDULED TO OPEN IN 2022

Portland/Clackamas, OR	- Residence Inn	Spring 2022
Denver/Central Park, CO	- Fairfield Inn & Suites	Summer 2022
Dallas/Grand Prairie, TX	- Residence Inn	Summer 2022
Denver/Wheat Ridge, CO	- Hampton Inn & Suites	Fall 2022
Poughkeepsie, NY	- Home2	Fall 2022

Dates are tentative and may change.

Opening Winter 2021



Boise, ID
Fairfield Inn & Suites

NOW HIRING FOR THE FOLLOWING POSITIONS

Executive Housekeeper	AC	Beaverton, Oregon
Accountant	Corporate	Fargo, ND
Operations Manager	Courtyard	Fargo, ND
Assistant Executive Housekeeper	Fairfield Inn & Suites	Sioux Falls, SD
Guest Service Supervisor	Fairfield Inn & Suites	Sioux Falls, SD
Assistant General Manager	Holiday Inn & Suites	Atlanta, GA
Sous Chef	Holiday Inn & Suites	Atlanta, GA
Chief Engineer	Radisson Blu	Fargo, ND
Chief Engineer	Staybridge Suites	Thornton, CO

Please apply online at www.brandthg.com/careers