

**Creative Spark** is a competition in between 3 under-construction or recently opened hotel projects, presented by an involved and responsible party.

You, the audience, will be asked to vote on the presentations based on 9 different criteria after the presentations on your phone.

The criteria are as followed (this will be shown on the screen and in the event booklet):

- \* Design/Architecture
- \* Authenticity
- \* Fit out Quality (FF/E)

- \* Innovation Factor/USP
- \* Budget Utilization/Sensibility
- \* Commercial Viability
- \* Functionality and Comfort
- \* Sustainability
- \* Overall Impression

The 9th point (overall impression) will be done in a Pecha Kucha Style, where only 20 slides are shown for 20 seconds per slide.

As moderator I will click through the slides.

Each presenter gets a 20 minute time slot where we suggest to start with a video, then describe the 8 criteria, and the 9th Overall Impression in Pecha Kucha.

Questions for properties:

**Marriott Autograph Collection El Paso**  
**by Kobi Karp Architecture & Interior Design**

Renovation of the Hotel Paso del Norte in Downtown El Paso is  
One Step Closer to Reality

Leased for 50 years

Under the new plan, the historic hotel will undergo a \$70 million renovation and rehabilitation to become the city's premier convention hotel. It is located across Santa Fe Street from the El Paso Convention Center.

According to the City's guidelines, the hotel must maintain a 4-star standard, which includes "upscale interior finishes," a minimum of 300 guest rooms in operation, a full service restaurant, bar, and lounge, meeting space, a health spa and fitness center, and a swimming pool, among other standard amenities.

Incentives under consideration include: a property tax abatement up to \$2.24 million; a Convention Center Development Grant worth \$24.36 million spread out over eight years; and a Redevelopment Grant worth up to \$6 million.

How big were these grants coupled with interest from Marriott in the ease of which you were able to put together \$70m for this project?

Being near the convention center, how will this property compete against all others as well as how will they fill the conference space?

**Edgewood Tahoe**  
**by HBA San Francisco**

154 rooms – 40 residential cabins (sold as fractional ownership)



Where does this property sit when compared to a 5 star hotel like The Ritz Carlton Tahoe?

Tell us more about the health club design? Do you envision a full array of wellness options?

How does being Leed certified attract travelers to this property? How do you envision recouping the cost of this expenditure? (looks like 5 hotels in CA are certified: The Ambrose Santa Monica, the Portola Hotel & Spa Monterey, W San Francisco, Orchard Hotel San Francisco, Shore Hotel Santa Monica)

Do you expect to attract small group meetings to this property?

**HOTEL INDIGO DTLA**  
**by HBA Los Angeles**

What part of the \$4B investment made by China's Greenland does this property represent?

How does non-union vs. union staff work harmoniously?

There's a lot of competition in downtown L.A. and the surrounding areas. What makes this property stand out among all the rest?

Who was involved in the decision to create a 1920's design as part of the interior space?

How will the staff and services interact with the condos? Is this something that will help the ROI for f&b first and foremost?

There is a ton of great event space in this property? How does that fit with other Indigo's who are seen more as smaller, boutique hotels?

**Edgewood Tahoe**  
**by HBA San Francisco**

154 rooms – 40 residential cabins (sold as fractional ownership)



Where does this property sit when compared to a 5 star hotel like The Ritz Carlton Tahoe?

Tell us more about the health club design? Do you envision a full array of wellness options?

How does being Leed certified attract travelers to this property? How do you envision recouping the cost of this expenditure? (looks like 5 hotels in CA are certified: The Ambrose Santa Monica, the Portola Hotel & Spa Monterey, W San Francisco, Orchard Hotel San Francisco, Shore Hotel Santa Monica)

Do you expect to attract small group meetings to this property?