

# Call Management Program - New Construction Leads

<b>Client Record</b>		<b>Market/Tract/County</b>	<b>Developer/Owner Name</b>	<b>Architect Name</b>	H454410
Marriott Hotel		TUCSON, AZ	Wally Kulka	Mark Hornberger	
3645 W Star Pass Blvd.		TUCSON NORTH/WEST	Resort Dev'mt. LLC	Hornberger & Worstell Inc.	
Tucson		PIMA	3645 W Star Pass Blvd.	170 Maiden Ln. #600	
	AZ 85777	<b>Commentary</b>	Tucson	AZ 85745	San Francisco CA 94108
<b>Project Stage</b>	Under Construction	Located on the grounds of the Star Pass Resort this \$170 million Marriott Hotel will provide extensive amenities, a choice of restaurants and lounges, and a 20,000 sq. ft. European-style spa. In addition, the facility will offer 66,000 sq. ft. of meeting and convention facilities.	520 405-1376 F: 520 405-1376	415 391-1080 F: 415 986-6387	
<b>Record Status</b>	No Change This Quarter		<b>Designer Name</b>	<b>Project Manager Name</b>	
<b>Rooms</b>	575 Yr Built			Gary Lewis	
<b>Chain Scale</b>	Upper Upscale		Hirsch Bedner Assoc.	Weitz Co.	
<b>Franchise Name</b>	Marriott Hotel		3216 Nebraska Ave.	444 N 4th St.	
<b>Parent</b>	Marriott International		Santa Monica CA 90404	Phoenix AZ 85008	
<b>Start Date</b>	May 03 Open Feb 05		310 829-9087 F: 310 453-1182	602 225-0225 F: 602 225-0225	
<b>Record Type</b>	New Construction		<b>Contractor Name</b>	<b>Purchasing Agent Name</b>	
			Steve Warden	Gerry Brown	
			Weitz Co.	Gerry Brown & Assoc.	
		444 N 4th St.	70 E Lake St. #141		
		Phoenix AZ 85008	Chicago IL 60601		
		602 225-0225 F: 602 225-0225	312 606-0777 F: 312 606-0779		

<b>Call Report</b>	Call Date	Next Trace Date	Sales Rep	National Account
Hotel Intelligence - General Property Comments	Sales Activity			
Hotel Intelligence - Product Specifications				

# Call Management Program - Conversion Leads

## Client Record

Holiday Inn Exit 24		
260 Mall Blvd.		
King of Prussia	PA	19406
Phone	610 265-7500	Fax 610 265-4076
Gen. Mgr.	Shaun	Kirby
Project Stage	Underway	
Record Status	No Changes	
Rooms	225	Yr Built 1969
Franchise	Holiday Inn	
Changing To	Crowne Plaza	
New Parent	Six Continents Hotels	
Start Date	Jun 03	Open Sep 04
Record Type	Conversions	

## Market/Tract/County

PHILADELPHIA, PA-NJ
PHILA WESTERN SUBURBS
MONTGOMERY
<b>Commentary</b>
This Holiday Inn will convert to a Crowne Plaza. Some renovations are anticipated. The hotel is located directly across the street from the King of Prussia Shopping Complex, 1 mile from Lockheed Martin, 2 miles from Valley Forge Convention Center and 3 miles from the Valley Forge National Park.

## Developer/Owner Name

Keith Coe		
Valley Forge Investment Corp.		
120 S Warner Rd. #200		
King of Prussia	PA	19406
610 902-9901	F:	610 687-8175

## Management Co. Name

H442095		
Keith Coe		
Valley Forge Investment Corp.		
120 S Warner Rd. #200		
King of Prussia	PA	19406
610 902-9901	F:	610 687-8175

## Designer Name

Development Design Group		
7 Saint Paul St.		
Baltimore	MD	21202
410 962-0505	F:	410 783-0816

## Project Manager Name

Bob McElwee		
Holiday Inn		
260 Mall Blvd.		
King of Prussia	PA	19406
610 265-7500	F:	610 265-4076

## Contractor Name

Nelson Lawton		
Skanska USA		
516 Township Line Rd.		
Blue Bell	PA	19422
267 470-1000	F:	267 470-1010

## Purchasing Agent Name

Keith Coe		
Valley Forge Investment Corp.		
120 S Warner Rd. #200		
King of Prussia	PA	19406
610 902-9901	F:	610 687-8175

## Call Report

Call Date

Next Trace Date

Sales Rep

National Account

Hotel Intelligence - General Property Comments

Sales Activity

Hotel Intelligence - Product Specifications

# Call Management Program - Renovation Leads

## Client Record

The Hershey Lodge		
W Chocolate Ave. & University Dr.		
Hershey	PA	17033
Phone	717 533-3311	Fax 717 534-8667
Gen. Mgr.	Bill	Liedholm
Project Stage	Underway	
Record Status	New Record	
Rooms	665	Yr Built 1967
Franchise	Independent Hotel	
Start Date	May 02	Open Jun 05
Parent	Independent Hotel	
Record Type	Renovations	

## Market/Tract/County

HARRISBURG, PA	
HARRISBURG/ HERSHEY PA	
DAUPHIN	
<b>Commentary</b>	
A \$5-million renovation program on the Hershey Lodge is underway. Guest rooms will be refurbished with new carpet and wall treatments; lighting alterations; drapery, bedding and shower curtain upgrades; and custom-created artwork. Granite countertops will be installed in most bathrooms. About 5-8 rooms will receive upgrades each week.	

## Developer/Owner Name

J. Bruce McKinney		
Hershey Resorts Co.		
300 Park Blvd. PO Box 860		
Hershey	PA	17033
717 534-3131	F:	717 534-8991

## Management Co. Name

H411751		
J. Bruce McKinney		
Hershey Entertainment & Resorts		
300 Park Blvd, PO Box 860		
Hershey	PA	17033
717 534-3131	F:	717 534-8991

## Designer Name

Hughes Design Assoc.		
1487 Chain Bridge Rd.		
McLean	VA	22101
703 442-3200	F:	703 442-8363

## Project Manager Name

Bill Liedholm		
The Hershey Lodge		
W Chocolate Ave. & University Dr.		
Hershey	PA	17033
717 534-8685	F:	717 533-9642

## Contractor Name

The Hershey Lodge		
W Chocolate Ave. & University Dr.		
Hershey	PA	17033
717 533-3311	F:	717 533-9642

## Purchasing Agent Name

CPI		
135 Howell Rd.		
Tyrone	GA	30290
770 486-9688	F:	

## Call Report

Call Date | Next Trace Date | Sales Rep | National Account |

Hotel Intelligence - General Property Comments

Sales Activity

Hotel Intelligence - Product Specifications

# Call Management Program - Names of Owners & Management

## Client Record

The Lodge at Torrey Pines		
11480 N Torrey Pines Rd.		
La Jolla	CA	92037
Phone 858 453-4420	Fax 858 453-0691	
Gen'l Manager	William Friese	
Rooms	175	Yr Built 2002
Chain Scale	Luxury	
Franchise Name	Preferred Hotels	
Parent Co.	Preferred Hotels	
Record Type	Census	

<b>Market /Tract/County</b>
SAN DIEGO, CA
SAN DIEGO/LA JOLLA
SAN DIEGO

<b>Owner Name</b>		
Chris Brown		
The Lodge at Torrey Pines		
11480 N Torrey Pines Rd.		
La Jolla	CA	92037
858 453-4420	F: 858 453-7691	

<b>Management Co. Name</b> 24837		
William Evans		
Evans Hotels		
998 W Mission Bay Dr.		
San Diego	CA	92109
858 488-0551	F: 858 488-7055	

SAMPLE

## Call Report

Call Date	Next Trace Date	Sales Rep	National Account
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Hotel Intelligence - General Property Comments

Sales Activity

Hotel Intelligence - Product Specifications