

March 17, 2014



David L. Corliss  
City Manager  
Lawrence City Hall  
P.O. Box 708, 6 E. 6<sup>th</sup> Street  
Lawrence, Kansas 66044-0708

Dear Mr. Corliss,

Pompan Hospitality Global is pleased to present its proposal supporting R1327- Request for Proposal (RFP) for Consulting Services to evaluate the feasibility of a Lawrence Conference Center for the City of Lawrence in partnership with the University of Kansas. It's a great opportunity and strategy to combine the rapid growth in Lawrence with a conference center. The addition of the conference center space will make for a unique destination for a variety of academic, business and social activities in the Lawrence and University of Kansas community.

PHG consists of the best talent in the conference center industry comprised of a TEAM who have learned the business from the ground up; seasoned veterans from some of the world's most respected conference center companies. In addition, I bring university experience with my 23-years' at Duke University in Durham, NC. During my career at Duke I was involved in the assessment of a new conference center hotel and two-year project for their new China Campus. As conference center experts, we are reaching out to you in hopes that you would consider PHG's services in evaluating the feasibility of a conference center in your community. We can also discuss assisting you in the RFP for a developer and the selection process as required.

In preparing our proposal, I wanted to mention the importance of you clarifying PHG's question regarding the RFP and for understanding the importance of positioning the conference center adjacent or as part of a hotel. Our proposal supports a conference center versus a convention center. Conference centers are significantly different from a convention center with meeting space. Designing a conference center is no easy task. In essence, the goal is to create what we refer to as a *Total Meeting Environment*. The facility is ultimately the physical shell for the transfer of knowledge and the tool by which behavior can be changed for the benefit of the organizations that use it. The details of the design from the quantity of meeting rooms, the dimension to quantity ratios, what the best technology is and where to find it without breaking the bank, how to manage utilization, decision on how best to manage it, and a host of other issues are critical to the facilities ultimate success.

My role at PHG as the National Director of Development is to provide support and guidance for municipalities like yours. We recently completed a Feasibility and Market Study with PHR/GoldKey and

the City of Norfolk, Virginia. We are also currently working on a study for the City of Clarksburg, West Virginia. Both clients recognized the need to have a partner that fully understands the complexities of the conference center industry and selected PHG to assist them in moving forward with their projects. Unfortunately, we are unable to provide you with a sample of a prior final report as they are owned by the client and we are unable to share. Both clients are listed as our references and we strongly recommend you contact them.

I suggest we arrange a conference call to review your needs and answer any questions you may have. I invite you to visit our company website, [www.pompanhospitality.com](http://www.pompanhospitality.com) and learn more about PHG and what our team has to offer.

You can reach me by phone at 919-451-8317 or by e-mail at [tmartin@pompanhospitality.com](mailto:tmartin@pompanhospitality.com).

Thank you in advance and I hope to hear from you.

Sincerely,

A handwritten signature in black ink that reads "Timothy N. Martin". The signature is written in a cursive, flowing style.

Tim Martin  
National Director of Development  
Pompan Hospitality Global, Inc.

cc: Neil Pompan, President & CEO, PHG, Inc.  
Tom Cappucci, Regional Director – Midwest, PHG, Inc.