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CITY MANAGERS OFFICE  
LAWRENCE, KS

RJA Hospitality is a full service hotel property management, consulting and executive recruitment company specializing in full and select service hotels. The leadership team has over 40 years of hotel management and regional management experience with Marriott, Starwood, IHG, Choice, Hilton and independent hotels and resorts.

Most recently, RJA Hospitality renovated and converted an independent hotel in Scottsdale, Arizona to a Best Western Plus brand and will continue to manage this property.

Our company has a proven track record of delivering higher net operating profits for owners. We understand hotel operations, the importance of efficient management and cost controls and how to execute sales, marketing and revenue management strategies that improve occupancy and drive ADR growth.

The principals have managed full and select service properties within Marriott, Starwood, IHG, Best Western and Choice brands in California, Arizona, Texas, Florida, New Mexico, North Carolina and several other markets across the U.S.

RJA takes a very hands on and focused approach to our properties with an emphasis on revenue management, sales, and operational efficiencies to maximize returns for owners. Additionally, we believe guest satisfaction, overall quality adherence to brand standards, and employee satisfaction are all very important focus areas and paramount to the success of any hotel.

RJA Hospitality is fully committed on a 24/7 basis to all hotels they manage or are consulting with on an interim basis. For more information, visit our web site at [www.rjahospitality.com](http://www.rjahospitality.com) or contact us at any of the numbers listed below.

Robert Adler- Managing Partner- 505-463-2679

Barry Renker- Managing Partner- 619-279-6906

Jack Jones- VP Human Resources/Recruitment- 760-564-1934

*Hotel Management-Recruiting  
Consulting  
619-279-6906-o  
619-651-4171-f  
[www.rjahospitality.com](http://www.rjahospitality.com)*



## **Consulting/Feasibility Proposal**

**Presented to:** David Corliss  
City Manager  
Lawrence City Hall

**From:** Bob Adler and Barry Renker  
Managing Partners  
RJA Hospitality

**Re:** Request for Proposal (RFP)

**For:** Consulting Services to evaluate the feasibility of a  
Lawrence, Kansas Conference/Convention Center

**Date:** March 15, 2014

**Objective:** The City of Lawrence, in partnership with the University of Kansas, is seeking proposals from experienced and accomplished consulting firms with specializations in conference and convention center development, economic feasibility analysis and market evaluation of suitable locations/areas.

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**RJA Hospitality Overview:** RJA Hospitality is an experienced hospitality management, consulting and recruitment company with over 30 years experience in the full service, select service, extended stay and resort sectors of lodging hospitality. The company specializes in hotel management, consulting, asset management, strategic analysis and recruitment and placement of high end executives for hospitality clients.

**Scope of Services:**

RJA Hospitality will provide the following information:

- Lawrence Lodging market overview. Focus will be on providing the city of Lawrence with key analysis and a summary of types of lodging, demand generators, trends, occupancy levels and RevPar metrics for the market.
- SWOT analysis will be provided outlining strengths, barriers/opportunities for conference center development, feasibility of, upside/downside and general recommendations for the city of Lawrence's potential development of a conference center. Competing conference centers, downtown Lawrence and Clinton Lake will be analyzed and reviewed. PKF, Smith Travel Research, CVB (convention and visitor bureau) organizations and other industry resources and research companies will be utilized and consulted in gathering information for the city.
- RJA will reach out to executives of some of the major lodging facilities in the area, talk to community leaders, conduct focus group meetings with important stakeholders and provide an overview of the community response to a potential conference center development.

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- A summary of findings report will be presented with possible costs of development, community responses, recommendations on feasibility of development, management and marketing suggestions and a general overview of what potential next steps would be.

- **Fee for Services:**

<b>Time in Lawrence: \$200 an hour</b>	<b>\$10,000</b>
<b>Report preparation and generation:</b>	<b>\$18,000</b>
<b>Misc. travel fees</b>	<b>\$2,000</b>
 <i>Total fee</i>	 <i>\$30,000</i>

Contact information-

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## **Market Experience:**

*Scottsdale, Kansas City, Fayetteville, Albuquerque, Memphis and El Paso Markets-*

As Vice President of Operations for Terrapin Management Group, Bob Adler, Managing Director for RJA Hospitality, was responsible for analyzing, evaluating and positioning various hotel assets in all of the above mentioned cities over a period of 7 years. In the last 12 months, Bob was responsible for successfully putting together the plan of operation to renovate and convert an independent hotel in Scottsdale to a nationally branded hotel.

*San Diego, La Jolla and Tucson Markets-*

As General Manager and Area Manager for Starwood Hotels & Resorts, Marriott International and the Pyramid Hotel Group, Barry Renker, Managing Director for RJA Hospitality, was responsible for analyzing, evaluating, managing and positioning various hotels in the San Diego market for over 25 years. Most recently, Barry was General Manager for the Sheraton Suites San Diego, a full service hotel located downtown in the financial district 10 blocks from the San Diego Convention Center.

## **Professional References:**

Keith Gamberg- Area Managing Director, Marriott International  
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