

Hotel of the Arts-Baymont Inn and Suites

www.Hotelofthearts.com.com

Baymont Inn and Suites

2810 Coho st.

Madison, WI 53711

"Best Value for your travels"

Operational Plan

Updated December 1st, 2017



Mission statement

We believe in the passionate pursuit of excellence and financial success with uncompromising services and integrity. We are certain that our values will help us drive the business to enviable heights and also help us attract the number of clients that will make our hotel enjoy high occupancy and rates all through the year.

We are going to be a customer-centric hotel with a service culture that will be deeply rooted in the fabric of our organizational structure and indeed at all levels of the organization. With that, we know that we will be able to consistently achieve our set business goals, increase our profitability and reinforce our positive long-term relationships with our clientele, partners, and all our employees as well.

Business Structure

The success of any business is to a larger extent dependent on the business structure of the organization and the people who occupy the available roles. The Baymont Inn and Suites will work with a flat business structure that will require all managers to continue to work with hotel Guests directly on a day to day basis and give room to employees to explore their creativity, give a sense of belonging, as well as grow through the corporate ladder of the organization.

We will work hard to ensure that we only recruit the right set of people with the right mindset to help us achieve our business goals and objectives in record time. We intend building a Hotel on this structure;

- President and CFO: Karl Rajani
- General Manager: Patrick Prabhu Kasthurirangaian
- Operations Manager: To be determined.
- Front desk manager: To be determined
- Guest service representatives
- Facility / Maintenance Manager
- Security/ shuttle service manager
- Housekeeping supervisor/manager
- Housekeepers
- Security/ Shuttle drivers

Roles and Responsibilities

President and CFO:

- Responsible for providing strategic direction for the business
- Responsible for financial management of the company
- Responsible for payment of bills and salaries
- Responsible for all financial matters including bank balancing and timely filing of tax documents

- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

General Manager:

- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for Revenue management and signing business deals
- Reports to the President
- Prepares budget and reports for the organization
- Responsible for recruitment

Operations Manager

- Responsible for managing the daily activities in the hotel
- Ensures that the facility is in tip top shape and conducive enough to welcome customers
- Reports to the General manager
- Interfaces with vendors
- Attends to Customers complains and inquiries
- Responsible for Training and Development in the organization
- Handles procurement
- Handles any other duty as assigned by the General Manager

Front Desk Manager

- Oversees the smooth running of the daily office activities.
- Schedules Guest service representatives to man the front desk 24 hours a day 7 days a week
- Responsible for hiring and training Guest serve representatives
- Responsible for reconciling reservations with online travel agencies
- Responsible for handling charge backs and providing payment processors with necessary documentation
- Responsible for making sure the front desk is stocked with supplies at all times

Facility/Maintenance Manager

- Responsible for planning and overseeing building work/renovation
- Responsible for allocating and managing space within buildings
- Responsible for managing building maintenance activities
- Responsible for coordinating cleaning, parking lot
- Responsible for organizing security and general administrative services

- Ensures that facilities meet government regulations and environmental, health and security standards
- Advises on energy efficiency and cost-effectiveness
- Supervises multi-disciplinary teams of staff including maintenance, grounds workers

Guest service representatives (5):

- Interacts with customers, handle check ins and check outs
- Pre-charges customers due to check in for the day.
- Checks identification of the guest to make sure they meet age requirements and documents guests as determined by the front desk manager
- Addresses customer complains in a timely manner and communicates with superiors as necessary
- Opens cash Drawers, counts starting cash and keeps track of cash receipts and expenses
- Print Cash transactions reports at the end of the shift and and drops all cash taken in less expenses along with necessary reports and receipts at the end of the shift and hand over to next shift
- Answer phones and take reservations and return phone calls in a timely manner
- Answer shuttle requests and dispatch shuttle as need in a timely manner.
- Assesses customers' needs and preferences and make recommendations

Security Manager:

- Schedules work for all security officers and shuttle drivers
- Responsible for hiring and training security officers and shuttle drivers
- responsible for grounds maintenance and scheduling contractors as needed
- Responsible for procuring grounds, Sam's club and Restaurant Depot supplies

Housekeeping Manager:

- Responsible for printing the checklist and assigning work to the Housekeepers
- Responsible for hiring and training the housekeepers
- Responsible for scheduling housekeepers
- Responsible for ordering all housekeeping supplies and replacement furniture needed along with the operations manager
- Responsible for secure storage of supplies and Lost and found items and log.
- Responsible for timely reporting of damage to hotel property to operations manager
- Responsible for training breakfast attendant and ordering breakfast supplies.

Housekeepers (6):

- Cleans rooms during the stay of guests and after they check out
- Cleans up after customers and clean common areas

- Provide clean laundry and towels to the guests as needed
- Remove any items from rooms left behind by guest and turn over to supervisor for appropriate disposition
- Report any smells to supervisor for appropriate action
- Notify supervisor immediately when room is finished so it may be inspected and added to the clean room list in the property management system
- Responsible for stripping the rooms off dirty laundry and handling laundry if assigned as laundry attendant for the day
- Handles any other duty as assigned by the Housekeeping manager,

Security Officers

- Ensures that the facility is secured at all times
- Controls traffic and organize parking
- Gives security tips to staff members from time to time
- Patrols around the building while on duty and ensures guest and hotel vehicles are kept safe
- Submits security reports daily
- Any other duty as assigned by the Security manager

Hotel and guest security

Securing hotel premises and guest safety and prevention of any unlawful and unsafe acts within the hotel premises is paramount to the success of the proposed hotel. We are very experienced in running a hotel in a challenging urban environment and well versed in the precautions necessary to ensure that any such illegal activities do not occur at the proposed Baymont Inn and Suites.

Facilities design and management:

The hotel will be equipped with state of the arts Closed circuit television monitoring system that will be recorded continuously 24 hours a day in all common areas and exterior of the building. If requested at any time, we will be able to provide law enforcement real-time access to the system via the internet or recorded footage from any of the cameras. All exits and entrances will require key cards to enter at all times except for the main entrance. The main entrance may also be locked late at night and will require key card access. CCTV cameras will be strategically located to record all person entering and leaving the building.

The exterior of the building and the hallways will be well lit to make sure guests feel safe and be kept clear of any non guests by the security officers.

Guest screening and guest age requirement policy

All guests will need to be 21 or older to stay at the hotel. All guests under the age of 21 will have to be accompanied by a parent or legal guardian to be able to stay at the hotel. At no time will anyone under the age of 21 from Dane county will be allowed to stay at the hotel unaccompanied by a legal guardian

or parent. Anyone from Dane county under the age of 25 will be background checked to ensure they are not attempting to rent a hotel room for any unlawful or unsafe activities. The backgrounds of all local public attempting to rent a hotel room will be check and their state issued identifications documented to deter anyone from any illegal activities.

Front desk personnel and managers will monitor any suspicious activities by guests or visitors and an identification may be requested at anytime from anyone within the hotel premises. Such identification when presented will be documented as necessary. Anyone refusing to provide identification will immediately be asked to leave the premises.

Front desk personnel will monitor website such as backpage.com or arrangementfinders.com, which solicit escort services. Anyone advertising such services will not be allowed to stay at the hotel and will be asked to leave immediately.

Accomplishing guest safety will go a long way to providing excellent guest service thus ensuring that guests return to our hotel during their future visits paving way to success of our hotel.