

PLACEMAKERS

TASTEMAKERS

HUMANIST
HOSPITALITY

GREAT HOSPITALITY BEGINS WITH A

HUMAN TOUCH

TASTEMAKERS and PLACEMAKERS



For over two decades, our parent company, Vision Hospitality Group, has provided service excellence to guests and communities alike. Now, Humanist Hospitality reimagines Vision's values with an emphasis on people and the new Golden Rule—treat others how *they* want to be treated.

A company that values expertise and individuality above all else, we help our Partners become passionate **Tastemakers and Placemakers**, activating their skills and passions to develop unique hotels and compelling food & beverage concepts. Our Partners are inspired to deliver excellence, value and results.

WHO WE ARE

PLACEMAKERS

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The Humanist mission is to foster meaningful human interactions, memorable experiences, and vibrant communities.

Hospitality has always been about service and it's no surprise that the secret to our success has always been our **Tastemakers** and **Placemakers**. Collectively and individually, we are decision makers, problem solvers, and agents of change.

We pursue every project with that same people-first approach, developing experiences that connect with our guests and are guided by the unique characteristics of the communities where we work.

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PEOPLE FIRST

Humanist is a talent-driven company that values expertise and individuality. Our **Tastemakers** and **Placemakers** focus on connecting with our guests and understanding the unique characteristics of the communities where we work.

CULINARY CREATION

We are **Tastemakers**, culinary evangelists focused on the development of compelling beverage and food concepts, run by a passionate team of industry professionals.

INNOVATORS

Disruptors in the hospitality industry, as **Tastemakers** and **Placemakers** we challenge the traditional design and operation of hotels and restaurants for a better guest experience.

IN THE KNOW

At Humanist, our work is more than a job. We're naturally curious, passionate, and engaged with what's happening in our industry and beyond.

OPEN-MINDED

We're a creative company that thinks BIG and pursues the unexpected. We welcome diverse perspectives and people from all walks of life.

COMRADERE & COLLABORATION

Humanist runs on inclusivity and authenticity. We bring passion to every project and seek input from our **Tastemakers** and **Placemakers**, guests, communities, and insightful humans of all kinds.

TRAIL BLAZING MINDSET

We think two steps ahead, cultivating meaningful human interactions. We're not interested in following trends. As **Placemakers** we explore what resonates and raise the bar for great new hospitality experiences.



David Martin, Chief Operating Officer

As Chief Operating Officer, David provides leadership and strategic vision through operational, managerial and administrative procedures. David has enjoyed a versatile career of thirty years in hospitality, in which the past eleven years were spent in a President or COO role.

His portfolio comprises several types of hospitality organizations from four star boutique hotels with Kimpton Hotels to receiverships/lender owned assets with Prism Hotels & Resorts. With a record of strategic leadership, David has been the driving force behind innovative processes to optimize productivity and create sustained growth.

He has an impressive background with Marriott, Hilton and IHG brands and brings experience overseeing the operations of global businesses ranging from \$300MM to \$6B. Most recently, he held the position of President of Centralized Service Hotel Division for Canada-based Sunwing Travel Group, which was preceded by his role as President & COO for Wright Investments, Inc., a capacity he held for seven years.

During his twelve-year tenure with Kimpton Hotel & Restaurant Group, David led as Vice President, West Coast Operations and later Vice President, East Coast Operations while the company was undergoing its most progressive phase of development.

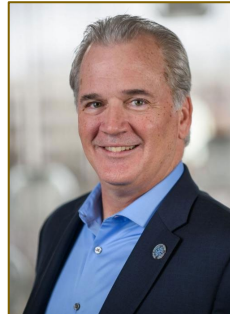
OUR tTEAM



Lynn Mucciano
Vice President
Sales & Marketing



O'Mally Foster
Vice President
Culture & Talent



Terry Daum
Vice President
Revenue Optimization



Christian Davis
Vice President
Accounting



Darin Grohs
Director
Culinary Arts



Mike Willingham
Director
Corporate IT



Jan McCormick
Regional Vice President
Operations



Jeff Mochel
Regional Vice President
Operations



Steve Patterson
Regional Vice President
Operations



Thomas Mischak
Regional Vice President
Operations



Cathy Gilbert
Regional Director
Sales & Marketing



Jeremy Bishop
Regional Director
Sales & Marketing



Heather Brinson
Regional Director
Sales & Marketing



Spencer Blake
Digital and Social Media
Marketing Manager

OUR tEAM

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Placemakers specialize in concepting, designing, managing, and developing boutique and lifestyle hotels that stand out in the market. The Humanist approach to placemaking pushes the limits of traditional hospitality in the country's most exciting up-and-coming neighborhoods and small cities, emphasizing immersive experiences and community engagement.

TASTEMAKERS

Tastemakers specialize in the design, development, and management of exceptional beverage and food experiences where locals feel at home in welcoming, inclusive spaces known for their innovative design and passionate service. Our Tastemakers know food and emphasize service, preparation, and research in providing beverage and food strategies to our Partners' hotels and restaurants.

HOTEL **mANAGEMENT**

It's no coincidence our hotels consistently rank in the top tiers of their respective brands in guest service and quality. Our team of innovative Placemakers commits to managing and improving every aspect of the hotel experience with a deep understanding of our guests' needs and an innovative approach to service delivery.

HUMAN **rESOURCES**

We are nothing without the passion and individuality of our Partners. That's why our people-first approach invests in the personal and professional development of our Partners by continually improving internal processes, providing training and development and know-how, recruiting and placing talent, and rewarding excellence and promoting hospitality.

BUSINESS MANAGEMENT & sTRATEGY

Developing a cohesive and successful business starts with developing a winning business strategy. Our team of experts and consultants identify business strategies that are pertinent to specific hotel locations to ensure success. Our decades of experience in property development, hospitality, and managing hotels has resulted in unprecedented growth and opportunities for us and our Partners.

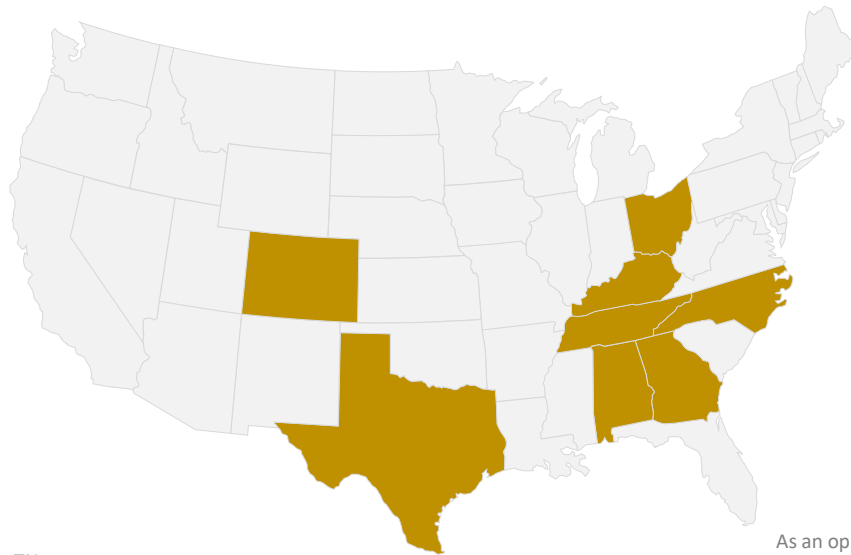
SALES & mARKETING

As champions of human connection, our sales, marketing, and branding strategies are guided by empathy and an intuitive understanding of how to best serve our Guests' and Partners' needs. Paired with the entrepreneurial spirit of our team, our products and services deliver excellence and exceed expectations every time.

OUR **f**OOTPRINT

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Where we are now...

Growing outward from our Chattanooga, TN roots, we now have 43 hotels and 4,142 rooms operating in 8 states.

...Where we are going

As an opportunistic organization, we are always looking toward the future. Expanding our current portfolio, as of this writing, we have 6 sites selected for potential development projects, and an additional 3 JV projects in various stages of progress.

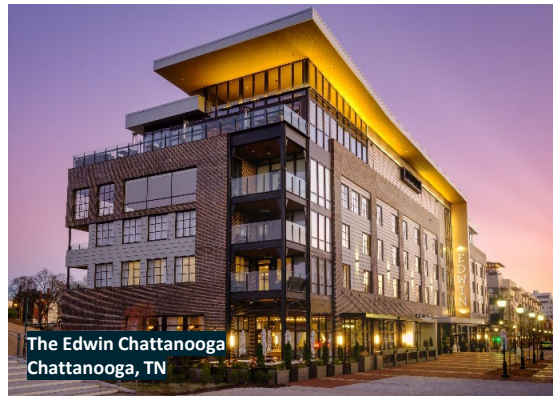
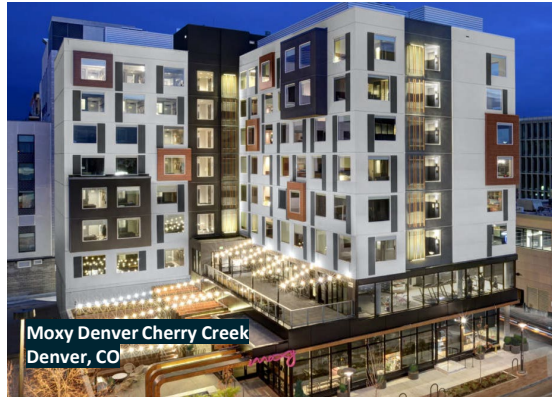
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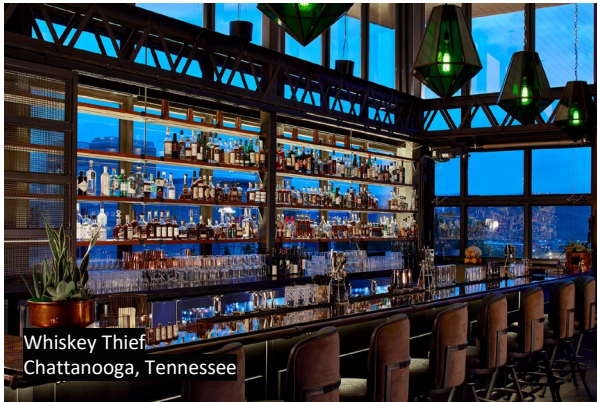
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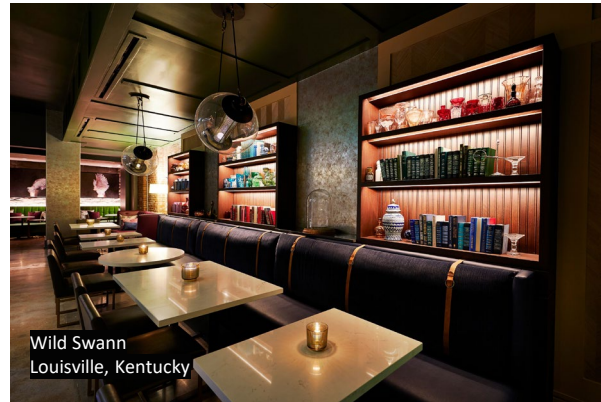
Bar Peri
Atlanta, Georgia



Company
Chattanooga, Tennessee



Whiskey Thief
Chattanooga, Tennessee



Wild Swann
Louisville, Kentucky

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OUR **a**CHIEVEMENTS

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GARDEN@GUN

The
New York
Times

LODGING

TRAVEL+
LEISURE

THRILLIST

Forbes



Awards



MARRIOTT

Marriott Development Partner of the Year Award- Full- Service

Marriott US Developer of the Year

Marriott Spirit to Serve 360 Award

Marriott International Best Custom Design Award

Hilton

Multi-Brand Developer of the Year Award

Developer of the Year for the Hampton Brand

Deal of the Year: DoubleTree Hotel
Chattanooga/Downtown

Deal of the Year: Hampton Inn & Suites
Chattanooga/Downtown

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Hotel Management Infrastructure

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Humanist offers multi-faceted care to property management

Accounting

Full-service summary, recording, analysis, and reporting of financial transactions

Beverage & Food

Preparing, presenting, and serving industry leading beverage and food with an eye for profitability

Social Media & Online Reputation

Driving computer-mediated technologies to facilitate the growth of guest communities and networks



Human Resources

Charged with recruiting and training job applications, along with administering employee-benefit programs

Revenue Management

Focused strategies for both long- and short-term actions, always weighing revenue against profitability

Sales & Marketing

Functioning within a property to impact lead generation and revenue growth

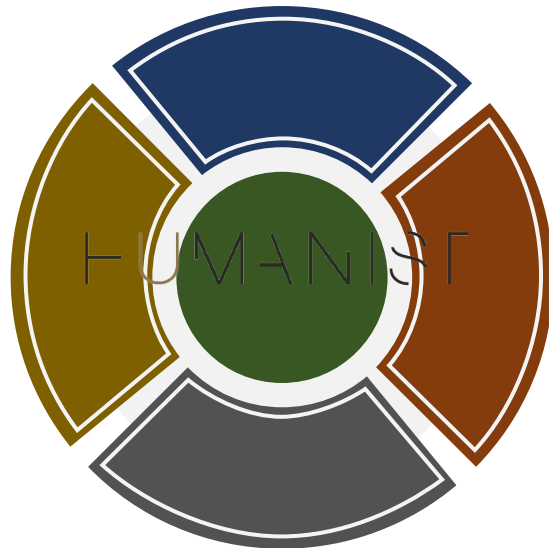
TrueU

TrueU can be defined as a feeling, a friendship, a promise, and a family. In fact, many associates shared their thoughts about our culture in Vision's first publication, a book that honors both the company's legacy and our family

Culture

Our culture is important to us. Our foundation is strong and is reinforced by our shared commitment to our values and the New Golden Rule.

We believe that if you are honest, do things with the utmost integrity, and treat everyone with respect, good things will happen. We are TrueU.



Community Service

At Humanist, the word Community speaks to each hotel's community as well as the broad, community-related causes that we proudly support, including environmental awareness, education and wellness. Our hotels routinely partner and volunteer with over 95 community service organizations in our hometowns across the United States. We believe that giving back to our communities is an important part of being good neighbors.

NEW Golden Rule

We also believe in the Golden Rule: to treat others the way **THEY** would want to be treated.

That is true in our interactions with our associates, our guests, our partners, and in our communities.

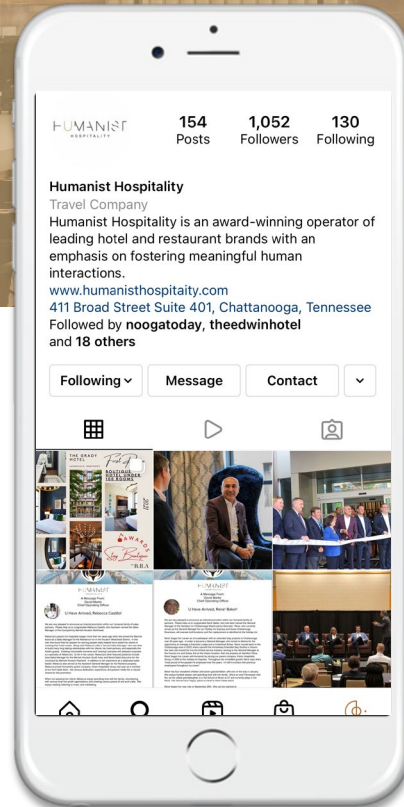




Social Media & online Reputation

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Visitor Traffic

Driving our websites, enhancing the guest online experience, increasing conversions, and driving online contributions and incremental revenues.



Analysis

We run an in-depth analysis of competitive set e-commerce initiatives.



Strategies

We develop a plan that integrates search and advertising on major search engines.



Preparation

Vision trains hotel personnel on effective management of price and marketing opportunities for these channels.



Expertise

Focused Beverage & Food offerings, highlighting lower cost/higher margin alcohol selections and small plates



Data First Approach

Data-forward approach to budgeting, sales mix analysis, and operational improvement processes



Specificity

Ability to design property-specific tools, training, and systems aligned with brand standards



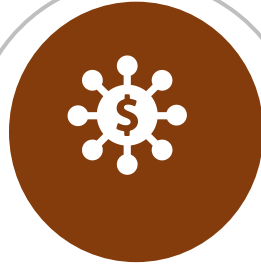
Development

Full-stack bar + kitchen design, menu development, service training, select and full-service operations



Lifetime Support

From Pre-Opening to long-term management, our team understands how to maximize top line revenue opportunities while delivering bottom line results.



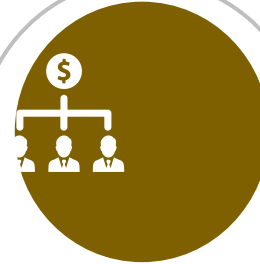
Full Infrastructure

We have the infrastructure required to support hotels through a variety of management functions and each of our hotels is supported by an experienced team of specialists



Proprietary Tools

Budget
Forecast
Variance
Revenue Optimization
Owner Reporting



Accountability

Used daily, weekly and monthly, our operating protocols are the blueprint for generating top line revenue success, and managed expense flow to increase bottom line profits.

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