

INN CROWD

We stand out because of what's inside.

SUMMER / 2021



WHAT'S NEW

TAKE A LOOK INSIDE

See what's happening inside
LBA Hospitality

NOTE FROM BEAU

Beau talks about the addition
of 2 Statesboro properties
and Renaissance opening soon

HANNAH'S STORY

Hannah's rise from AGM to
the Dothan area Director of
Sales



LBA Hospitality Acquires Management for Two Hotels in Statesboro, Georgia

The New Contracts Solidify the LBA Hospitality and BPR Properties Relationship

LBA announced that it has acquired new management contracts on the Hampton Inn and the Home 2 Suites in Statesboro. Both Hilton-branded hotels are owned by BPR Properties of High Point, North Carolina.

"We are thrilled to take over the management of two more locations for BPR Properties," said Farrah Adams, Chief Operating Officer, LBA Hospitality. "BPR is a great partner, and these two hotels are in the heart of our portfolio. Statesboro is a thriving area: home to Georgia Southern University and centrally located for our extended stay, leisure and business travelers at the Hampton Inn and Home2 Suites."

Located at 1576 Brampton Avenue, the 96-suite Home 2 Suites is pet-friendly and offers guests free Wi-Fi, a business center, an outdoor pool, a fitness center, complimentary daily breakfast and 650 square feet of meeting space. For more information visit, home2statesboro.home2suitesbyhilton.com or call 912-259-1900.

The 90-room Hampton by Hilton is situated at 350 Brampton Avenue and features the brand's signature free breakfast, complimentary Wi-Fi, an outdoor pool, a fitness center, a business center and meeting facilities for up to 60 people. For more information visit, statesboro.hamptoninn.com or call 912-489-8989.

LBA is Ramping Up to Open Renaissance St. Augustine Soon

The three-story 89-room hotel features an assortment of guestrooms and suites adorned with magnificent balconies and verandas, boasting impressive uptown city views. With distinct event spaces, world-class dining, and modern amenities, the Renaissance St. Augustine Historic Downtown hotel provides a stunning setting in a lively downtown location.

Inside the hotel, guests and local patrons will enjoy the Castillo Craft Bar + Kitchen, a full-service restaurant offering breakfast, lunch, dinner, and room service. Showcasing a menu of delectable cuisine and craft beverages, the restaurant team is committed to working with sustainable local farms to create a positive impact on its environmental footprint. Other hotel amenities and features include a grand staircase in the lobby, an outdoor swimming pool, a state-of-the-art fitness center, complimentary Wi-Fi, and over 4,400 sq. ft. of versatile event space in the luxurious San Marco Ballroom.

General Manager Richard Lowe and Director of Sales, Catering & Marketing Maggie Cornelison lead the management team at the property for LBA Hospitality. "The city of St. Augustine has always been steeped in a rich hospitality tradition dating back to the early 1800s," said, Beau Benton, President of LBA Hospitality. "We hope to carry on this tradition with this completely one-of-a-kind destination."

*Renaissance St. Augustine Historic Downtown
6 West Castillo Drive | St. Augustine, FL 32084 | (904) 824-4457*

A Note from Beau



It has been amazing to see the resilience of our industry, our property teams and above property leadership. We have recently expanded our relationship with BPR by adding two additional properties in Statesboro, GA. I recently toured the construction site in St. Augustine, FL as we anticipate the opening of the Renaissance Historic Downtown. This market is rich in history and this property pays homage to some of the great hotels that have served visitors to the oldest city in America. 2021 is shaping up to be a great year of growth and recovery for LBA!

"Good timber does not grow with ease. The stronger the wind, the stronger the trees." -Douglas Malloch

LBA Hospitality President Beau Benton Speaks at the 2021 Hunter Conference

The 2021 Hunter Hotel Investment Conference is a three-day event held annually in Atlanta and brings together the most influential leaders and investors in the hotel industry. Beau Benton served as a panelist on the Future of Management: Select-Service and Full-Service Hotels session at this year's conference.

Beau has been leading LBA Hospitality since 2005, growing the company through a combination of innovative solutions and associates that work to achieve a superior level of customer service. Believing the true strength of a company comes from its people, he inspires each LBA team member to think for themselves and use their skills to make great things happen. An active member of Hilton's Homewood Owner Advisory committee, Beau has presented at the Hunter Hotel Conference the past five years.

"The panel discussion on Future Management: Select and Full-Service Hotels gave us the opportunity to reflect on the challenges of the past year and discuss our recovery and how that affects hotel management going forward," says Benton.

Excerpt from Hotel-Online.com

Hannah's Story

LBA Hospitality Promotes Hannah Shiver to Dothan Area Director of Sales.
(April 2021)



Hannah will oversee local sales efforts in the Dothan market across the following Hilton and Marriott-branded hotels - Hampton Inn & Suites, Hilton Garden Inn, Residence Inn, and Courtyard. "It has been extremely rewarding to see Hannah continue to grow her career with LBA," stated Beau Benton, President of LBA Hospitality. "For nearly ten years, Hannah's responsiveness and attention to detail have always exceeded guests' expectations, contributing to the overall success of LBA Hospitality."

Originally from Auburn, AL, Hannah's family moved to Dothan when she was in the third grade, and she truly considers Dothan her home. Hannah's mentor was her grandfather, Samuel Wilson, a decorated judge, and attorney who let Hannah work as a "Junior Attorney" at the ripe age of 6 at the law firm where he was a partner. From an early age, Hannah was encouraged by her grandfather to learn, read books, and absorb any information that came her way. He taught her that if you work hard and treat people with dignity, unconditional love and understanding, she would always be successful. Hannah has taken her grandfather's advice and work ethic to heart in all that she does. Her passion for sales began in her teens when she started her career as a sales professional in the retail industry. Shiver later joined the LBA Hospitality team as the Assistant General Manager of the Clarion Inn & Suites in Dothan, AL, while earning a Bachelor of Science degree in Counseling Psychology from Troy University. Upon graduation, Hannah was promoted to General Manager of the Clarion, then moved on to serve as General Manager of the Courtyard in Dothan, AL, spanning nearly a decade of growth in sales and hotel operations. The knowledge and experience that Hannah has gained during her tenure with LBA Hospitality made her the perfect candidate for this new role.

Outside of work, Hannah enjoys cooking, learning about different cultures and exploring the outdoors. She loves the peace that nature brings and finds that being outside is a great way to recharge her batteries both physically and mentally. Whether she's fishing, hunting, hiking, photographing new places or honoring generational and cultural traditions, Hannah continues to strive for her very best, both personally and professionally.

Hilton Garden Inn Auburn – 2021 Q1 Brand Strong Award

Congratulations to General Manager Jay Lockhart and his hotel team at Hilton Garden Inn Auburn/Opelika, AL for being recognized by the Hilton brand and a recipient for the Q1 2021 Strong Award! Jay, thank you and the team for your continued efforts to take care of all guests during these challenging times!!

You are ALL so appreciated!!

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This award gives Hilton's brands a chance to recognize hotels that achieve the highest SALT score from the combined metrics of Overall Service, Problem Resolution, Feel Welcomed and Cleanliness of Room. We understand the significance of this award as recipients were able to deliver excellent guest experiences in the face of great challenges brought on by the pandemic. Please join us in celebrating with your fellow owners who guided their property teams to achieve excellence every day.



2733 Ross Clark Circle
P.O. Box 5566
Dothan, AL 36302
(334) 793-6855

LBA INN CROWD

The LBA Inn Crowd is the quarterly newsletter of Larry Blumberg & Associates, Inc.

Leadership Team

Larry Blumberg - Founder, Chairman and Chief Executive Officer
Beau Benton, President
Farrah Adams, Chief Operating Officer
Sharon Powel, Vice President, Administration
Tom Agar, Vice President, Operations
Bill Davis, Senior Vice President, Commercial Development
J. Stephen Smith, Chief Financial Officer, Vice President of Accounting
Amy Meshnick, Vice President, Revenue Management
Judy Cluck, Vice President, Sales & Marketing

About LBA Hospitality:

Established in 1973, LBA Hospitality is one of the leading hotel management, development and consulting companies in the US. With an extensive portfolio of hotels located in the Southeast and Southwest, the Company is a recognized leader developing and operating the most respected brands under franchise licenses of Marriott International, Hilton Worldwide, Hyatt Corporation, and InterContinental Hotel Group. For more than four decades, LBA Hospitality has continued to set a higher standard in hotel development, management and guest satisfaction, resulting in sustained, profitable growth for owners. For more information visit lbahospitality.com.

