

# Intelligent Hotel Management



---

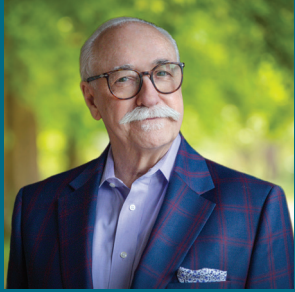
Life begins  
at the end  
of your  
comfort  
zone.

---

## About M. Gibson Hospitality Ventures

M. Gibson Hospitality Ventures is a privately held, award winning, investment and hotel development company based in Knoxville, Tennessee. We pride ourselves on possessing a lengthy track record of success in addition to espousing the values of integrity, experience, and discipline. As a vertically integrated hospitality company, we leverage our strategic relationships with worldwide industry leading brands such as Marriott International, Hilton Worldwide, and InterContinental Hotel Group to create value for our investors, team members, and the communities in which our hotels have a presence.

We understand that any venture worth pursuing calls for a diverse team of talented and driven professionals working together to achieve bigger goals than any single individual could accomplish. Our leadership team believes that successful businesses call for systematic strength, from the process of forming strategic initiatives and engaging in site selection, through thoughtful design and construction, pre-opening marketing campaigns, deploying skilled managerial talent, and providing strong corporate leadership. We consistently reach our goals through applying our management, development, and investment services on a selective and strategic basis in markets nationwide.



# Meet Michael Gibson

## Founder & Chief Executive Officer

Michael Gibson's story in the hospitality industry is one of hard work, honesty, and ethical progression. Starting as a restaurant cook, Michael found his passion for the hospitality industry while gaining invaluable experience only offered to those who begin at the bottom of the ladder. He went on to open over forty upscale restaurants in Tennessee, Texas, and California.

In his transition from restaurant to hotel management, Michael worked as a General Manager, Asset Manager, and Regional Manager of Marriott, Hilton, and InterContinental Hotel Group Brands. He became Vice President of Operations and Development for Carlisle Hospitality Group and a District Director for Food & Beverage Operations at InterContinental Hotel Group's Corporate headquarters. Michael also served in a leading position within concept development at InterContinental Hotel Group's corporate offices.

In 2000, Michael created Gibson Hotel Management, Inc., with a core philosophy of Servant Leadership. He oversees all operations, development, and acquisition activities, serving as the bedrock for the company's ethos. In doing so, Michael has gained a reputation for his ability to create mutually rewarding relationships, motivate company associates, and think outside the box in order to forge "win-win" solutions.

Michael Gibson and Gibson Hotel Management, Inc. has been recognized numerous times by Marriott, Hilton Worldwide, and InterContinental Hotel Group for developing and operating award winning hotels. Within these world-renowned franchises, Michael has overseen the management, development, and acquisition of premium hotel brands such as Hampton Inn & Suites, Hilton Garden Inn, Holiday Inn Express, Holiday Inn (full service), Fairfield Inn & Suites by Marriott, SpringHill Suites by Marriott, and Courtyard by Marriott.

Michael earned the American Hotel & Lodging Association Award for Tennessee (2012), and was also the Tennessee Hotelier of the Year (2011). Under Michael's leadership, GHMI has been recognized as a Top Hotel Management Company (2012 & 2013). Further, he has served as the Chairman and President of the Tennessee Hotel & Lodging Association, Chairman of the Governor's Tourism Conference, and Director for the Knoxville Tourism Alliance.

Michael remains heavily engaged in community initiatives, with a special focus on the Wounded Warrior Project. This endeavor takes a holistic approach to serving soldiers and their families in order to foster a well-adjusted generation of wounded service members. He has also served as Chairman of the Tennessee Education and Award Committee.

---

“ Our primary goal is to participate in value creating endeavors for our lodging partners, investors, guests, and team members. ”

---

# MEET OUR TEAM



**Charles Michael Gibson**

Founder, President, CEO  
Development | Operations | Investments

## EXECUTIVE TEAM

---



**Joe Grieco**

Executive Vice President  
of Development



**Jeremy Ruperto**

Senior Director of  
Operations/Development



**Sunni Wells**

Chief Financial Officer



**Rolando Edrada**

Director of Construction &  
Business Development/Facilities



**Alicia Bersin**

Executive Director



**Fernando Trevino**

VP of Real Estate Development



**Melissa Poma**

Vice President  
Human Resources | Compliance  
| Risk Management



**Mercedes Schindler**

Regional Director of Operations



**Michelle Arline**

Vice President  
Sales and Marketing Strategies



**Jason Allan**

Regional Director of Operations



**Tim Storms**

Vice President  
Revenue Management



## Our Vision

M. Gibson Hospitality Ventures is a dedicated hospitality company developing and operating successful, highly profitable assets while creating teams of inspirational leaders in our businesses and communities.

## Our Mission

We are dedicated to:

- ❖ Our team members by fostering their professional growth
- ❖ Our guests by providing genuine hospitality
- ❖ Our partners by generating exceptional returns



# Our Core Values

*What guides our actions and decision making; what we stand for.*

## RESPECT

---

Steadfastly adhere to strict moral and ethical principles, values and beliefs. Be honest and always do the right thing.

## EXCELLENCE

---

Relentlessly pursue being the best. Commit to the highest standards and deliver on promises every day. Reject mediocrity and hold self and others accountable.

## SERVANTHOOD

---

Prioritize serving others over leading others. Care for and meet the needs of others. Listen intently, empathetically, and receptively. Serve to the best of our ability, with humility and grace.

## RELATIONSHIPS

---

Create meaningful connections with team members, guests, and investors. Engage in genuine, open, and honest communication. Build rapport with those that share our values to promote our mission and vision.

## RESPECT

---

Esteem people and treat them with dignity, courtesy, and kindness. Value and acknowledge the contribution of every team member, guest and investor. Always follow the Platinum Rule: "Treat others as they wish to be treated."

## COLLABORATION

---

Achieve goals through teamwork, remain open to all points of view, and rely on one another's expertise.

## DEDICATION

---

Have sincere, wholehearted commitment. Demonstrate resilience and loyalty to keeping promises and achieving results. Overcome obstacles, bind to a course of action, and see it through.

**T** - Together  
**E** - Empowerment  
**A** - Attitude  
**M** - Mentoring

## *We Believe in Giving Back* SOCIAL RESPONSIBILITY

---

At Gibson Hotel Management Inc., we believe in helping when we can, where we can. We support volunteering in our community for the advancement of education, technology, and assisting those in need. Our commitment to charitable organizations is rooted in our organization's ethical foundation. Participating in community improvement endeavors is considered a civic duty.

---

# We Are A Full-service Hospitality Company

GHMI provides full-service property management, as well as a wide menu of culture and consulting services. We are driven and committed to formulate the best possible solutions for staff and management. Our culture style sets us apart from the standard solutions - we care about employee growth, bottom line improvement and asset management. Our hotel owners and lenders validate our worth as a hospitality management company.

GHMI properties consistently perform above the industry benchmarks. We attribute that success to our overall culture within our management strategy of promoting internal employee growth, continuously striving for bottom line improvement and providing superior asset management. This culture of providing exceptional service to our owners, lenders, and guests that separate us from the other hotel management companies.

**Team Development**

**Exceptional Associates**

**Outstanding Service Day In and Day Out with Award Winning Hotels**

**Strong Financial Returns for Owners and Lenders**

**Asset Protection Programs Monitored**

**Dynamic Growth Potential in Future New Build Developments, Acquisitions, and Repositioning Opportunities**



**We are Seasoned Specialists in Hotel Management and Hotel Acquisitions and we work for our investors, our employees and our guests.**

# Experts in Hotel & Restaurant Project Management



GHMI provides a proven track record of effective, cost-efficient systems for hotel and restaurant project management and the development of new properties or repositioned hotels ... from initial design through critical paths to move-in coordination. We offer professional expertise in planning and layout of a new build project, without the requirement for costly outside consultants. If you require additional consultation services, our expertise and existing partnerships with industry experts will serve to keep this expense at a minimum.

Whether a new build or the conversion of an existing property, GHMI provides forecasting for future performance and works “boots on the ground” with property owners and managers from project conception design through the daily operation of properties.

## STRUCTURE & SIZE

Gibson Hotel Management, Inc. is a strategically sized operation which has the capacity to effectively operate premium branded hotels nationwide. We pride ourselves in providing intimate attention to each property in our portfolio, while simultaneously benefiting our partners by participating in purchasing programs that typically only larger management companies were able to capitalize on. We have created a lean organization which is able to cut through the red tape and deliver quality, optimized results.

Our fully integrated hotel investment & management platform allows us the opportunity to not only deliver third party management services, but to lead with authority on matters related to development and investment. As developers and owners of premium branded assets, we are able to view the investment from a macro level and from an asset specific perspective.

**E** - Encourage

**Q** - Quality

**U** - Understand

**I** - Instruct

**P** - Prepare



# Hotel Directory

## HILTON HOTELS & RESORTS

---

### ▶ HAMPTON INN

520 Historic Nature Trail  
Gatlinburg, TN 37738  
865-436-4933  
114 Rooms

2497 Teaster Lane  
Pigeon Forge, TN 37863  
865-365-1588  
122 Rooms

1540 Mineral Wells Avenue  
Paris, TX 38242  
243-567-8910  
72 Rooms

### ▶ HILTON GARDEN INN

216 Peregrine Way  
Knoxville, TN 37922  
865-690-6511  
118 Rooms

2481 Teaster Lane  
Pigeon Forge, TN 37863  
865-366-5250  
112 Rooms

### ▶ HOMEWOOD SUITES

302 Seaboard Street  
Myrtle Beach, SC 29577  
843-353-4554  
95 Rooms

## IHG HOTELS & RESORTS

---

### ▶ CANDLEWOOD SUITES

110 Willard Hagan Drive  
Lebanon TN 37090  
615-795-0300  
95 Rooms

### ▶ HOLIDAY INN

1091 S. Willow Ave  
Cookeville, TN 38501  
P: 931-559-4539  
96 Rooms

9134 Executive Park Drive  
Knoxville, TN 37923  
865-693-1011  
225 Rooms

### ▶ HOLIDAY INN EXPRESS

130 Associates Blvd  
Alcoa, TN 37701  
865-981-9008  
80 Rooms

750 Flint Ridge Road  
Horse Cave, KY 42749  
270-786-5000  
101 Rooms

111 Hospitality Blvd  
Manchester, TN 37355  
931-728-9383  
80 Rooms

## MARGARITAVILLE HOTEL & RESORTS

---

### ▶ MARGARITAVILLE NASHVILLE

322 Broadway  
Nashville, TN 37201  
615-208-9080  
166 Rooms

## MARRIOTT HOTEL & RESORTS

---

### ▶ COURTYARD BY MARRIOTT

141 Furrow Way  
Alcoa, TN 37701  
865-977-8333  
95 Rooms

315 Historic Nature Trail  
Gatlinburg, TN 37738  
865-436-2008  
130 Rooms

3835 Technology Drive  
Paducah, KY 42001  
270-442-3600  
96 Rooms

### ▶ FAIRFIELD INN & SUITES

5910 Merchants Street  
Florence, KY 41042  
859- 545-4828  
92 Rooms

800 Salem Drive  
Owensboro KY 42303  
270-688-8887  
91 rooms

# Hotel Directory

## MARRIOTT HOTEL & RESORTS CONTINUED

---

### ▶ FAIRFIELD INN & SUITES CONTINUED

149 Rogers Bridge Road  
Duncan, SC 29334  
864-642-2150  
91 Room

3150 Oleander Drive  
Myrtle Beach, SC 29577  
843-444-8097  
111 Rooms

1865 Pauling Street  
Alcoa, TN 37701  
865-409-5950  
87 Rooms

1200 Sam's Street  
Cookeville, TN 38506  
931-854-1050  
81 Rooms

611 Historic Nature Trail  
Gatlinburg, TN 37738  
265-436-4935  
98 Rooms

3078 Hamilton Place  
Johnson City, TN 37604  
423-900-8640  
90 Rooms

3620 Outdoor Sportsman Place  
Kodak, TN 37764  
865-933-3033  
91 Rooms

## MARRIOTT HOTEL & RESORTS CONTINUED

---

### ▶ FAIRFIELD INN & SUITES CONTINUED

4760 Showcase Boulevard  
Memphis, TN 38118  
901-795-1900  
86 Room

2445 Teaster Lane  
Pigeon Forge, TN 37863  
865-409-5999  
100 Rooms

### ▶ RESIDENCE IN BY MARRIOTT

2959 Teaster Lane  
Pigeon Forge, TN 37863  
865-277-0411  
132 Rooms

### ▶ SPRINGHILL SUITES

8876 Old Lee Highway  
Ooltewah, TN 37363  
423-301-5669  
106 Rooms

120 Christmas Tree Lane  
Pigeon Forge, TN 37863  
865-453-4514  
112 Rooms

### ▶ TOWNEPLACE SUITES

1250 Sam's Street  
Cookeville, TN 38506  
931-548-0950  
91 rooms

## WYNDHAM HOTEL & RESORTS

---

### ▶ BAYMONT INN & SUITES

209 Market Place Boulevard  
Knoxville, TN 37922  
865-5647444  
122 Rooms

### ▶ LA QUINTA INN & SUITES

3305 East John Rowan Blvd.  
Bardstown, KY 40004  
502-233-6680  
81 Rooms

## NEW DEVELOPMENTS & PROJECTS

---

### AC RETREAT BY MARRIOTT

Pigeon Forge, TN

### COURTYARD BY MARRIOTT

Kodak, TN

### HOME 2 BY HILTON

Alcoa, TN

### SPRINGHILL SUITES BY MARRIOTT

Daytona, FL

### STAYBRIDGE SUITES

Pigeon Forge, TN

### TOWNEPLACE SUITES BY MARRIOTT

Riverwalk, Pigeon Forge, TN

# RECENT HOTEL MANAGEMENT AND DEVELOPMENT AWARDS & RECOGNITION



## **GIBSON HOTEL MANAGEMENT INC AND C. MICHAEL GIBSON**

2022, 2020 and 2018 Partnership Circle Award  
presented by Marriott International  
State Leadership Award from the American Hotel and Lodging Association  
Industry Leadership Award Tennessee Hospitality & Education Council  
Two Time Recipient of the Tennessee Hotelier of the Year Award  
Top Management Company of the Year



## **IHG INTERCONTINENTAL HOTELS GROUP**

IHG Torchbearer Award  
IHG Quality of Excellence Award  
Trip Advisor Award  
IHG Winning Metrics Award  
IHG Newcomer of the Year Award for New Hotel Development  
Cooper Companies Superior Award



## **MARRIOTT INTERNATIONAL**

2022, 2020 and 2018 Marriott's Most Prestigious Partnership Circle Award  
Best of the Best Hotel of the Year  
Gold Circle & Top 3 Morning Break  
Marriott Silver Award  
Marriott Gold Award  
Marriott Platinum Award  
Marriott Diamond Award  
Silver Circle Award  
Platinum Circle Award  
Marriott Problem Incidence Award  
Platinum Award for Guest Satisfaction



### HILTON

- Hilton Outstanding Award
- Trip Advisor Excellence Awards
- Hiltons Circle of Excellence
- Hilton Wall of Fame Awards
- Outstanding Quality Assurance
- KIME Fund Impact Award
- Booking.com Guest Review Award
- QA Outstanding Award
- Trip Advisor Green Leaf Silver Award
- Ramp Up Award for New Development



### THE BAYMONT INN & SUITES

- Best of Baymont Award Winner from Wyndham 2022
- Trip Advisor Certificate of Excellence

### LAQUINTA

- Best of LaQuinta award winner from Wyndham 2022

February 4, 2022

# Marriott Partnership Award 2018, 2020, 2022

CONGRATULATIONS TO OUR 2020  
PARTNERSHIP CIRCLE AWARD WINNERS

Gibson Hotel Management	Insignia Hospitality Group	Kineth Hospitality Companies	Lodging Dynamics Hospitality Group
McKibben Hotel Management	MCR Investors	Newcrest/Imago	RHW Companies
Summit Hospitality Group	Sunridge Hotel Group	Tharajson Hospitality Management	Woodbury Corporation

MARRIOTT INTERNATIONAL SELECT BRANDS

COURTYARD FOUR POINTS SPRINGHILL SUITES Fairfield Residence-INN TOWERPLACE SUITES AC Marriott Orbit Moxy

Residence Inn Jackson Project

**CONNECT 2022**  
MARRIOTT SELECT BRANDS OWNER & FRANCHISEE CONFERENCE  
MANY VOICES. ONE VISION.

**MARRIOTT SELECT BRANDS AWARDS DESCRIPTIONS**  
Qualifying Timeframe January 2020 – June 2021

**PARTNERSHIP CIRCLE** This award, Marriott's top accolade, recognizes companies with Marriott portfolios of 10 or more hotels. The winning companies represent at least three Select Brands and meet a number of extremely stringent performance thresholds and criteria. They work closely with us as partners to move our business forward together.

**15**

The Partnership Circle Award recognizes companies with Marriott portfolios of 10 or more hotels as of December 31, 2016. The award winners must also represent at least three Marriott select brands and meet a number of performance thresholds and criteria.

