



2019 Dimension Awards

CELEBRATING OUR HOTEL TEAMS

2019 Dim Dev Award Winners

The Covid pandemic may have set us back in time, but it is never too late to recognize the work of the following leaders and teams at Dimension Development.

We would like to send out a huge CONGRATULATIONS to our 2019 Dimension Development Award Winners listed below!

Marriott Boca Raton - Hotel of the Year

Perfect Score card in 2019!

#1 highest (4.20) Overall Balanced Scorecard.

\$1,107,724 Over Budget in Total Revenue.

\$695,177 over budget in GOP, 62.8% Flow.

Finished within 3.4% Forecasting accuracy in 2020 and was within +/-5% 9 out of 12 months.

75.6% Service Score vs. Brand average of 73.0%.



4.47 Social Media Reputation Index Score & 100% Resp Rate
152.0% RevPar Index vs. 135.3% Target
11.3% Market Share Growth!
#1 Ranking in the Market!



Ron Wichowski - GM of the Year, Full Service

Ron is a fantastic GM! Ron shows consistency in day to day high level performance of operations and brings stability to the team. He is also a great mentor to colleagues. Ron assisted DimDev with all F&B needs during a troubled time. The company leaned on him in the absence of Corporate Director of F&B.



Casey Ademski - DOS of the Year, Full Service

#1 Rank in the Market and 152.0% RevPar Index vs. 135.3% Target, with 11.3% Market Share Growth! In 2019, her team produced 111% to goal. Sales team booked almost 1 million more in group rooms and banquets and catering than the prior year. The scorecard shows some nice stats, but that doesn't tell the story of true leadership that Casey has portrayed. 2018 dealt with a lot of adversity because of team turnover in several key positions. Casey worked hard to find candidates with the best potential – and accepted the challenge to train and mentor, shaping her own team to be successful Casey has always



demonstrated a willingness to learn other facets within the hotel to make her a stronger leader.

DoubleTree Sunrise - Greatest Market Share Growth

Grew 12.8% YOY in RPI – quite the achievement thanks to Gwyn and Cheryl! They knew the demand was there and set a plan to take advantage of it. The results were extraordinary – they maintained #1 rank in RevPar even against a renovated comp set. They were very strategic. They Increased hockey rates, big time and pushed corporate group rate and BT rates up. They allowed the discounted occupancy only to fill the lower demand days.



Embassy Suites Destin - Housekeeping Team of the Year

SALT Overall Service Score (of which Cleanliness is a key influencer) 120% Index, This was the highest in the company. Top 10% of all Embassy Suites in the country. 2nd year in a row winning the Housekeeping Hotel of the Year award (2018, 2019) Despite a product that is another year older and heavy leisure clientele– beach goes! Labor market also tough here and Ingrid has to re-train and lead new people to this greatness.

Courtyard Pasadena - Engineering Team of the Year

Louis and his team are the quintessential Hotel Facility Team. He delivers exemplary leadership and has earned the respect of all that know him. He develops a loyal team with his excellent leadership, clear delivery of direction and expectation. He is never hesitant to, and often works side by side with his team members.



InterContinental New Orleans - Accounting Team of the Year



Lori is the consistent Go-To for GMs and Controllers in the Company. She has been a leader on the West Coast and the hotels there look to her for help. Lori played a big part of the JW Transition in 2019.

**Courtyard Santa Clarita -
Hotel of The Year, Select
Service**

Ranked #1 on the Apple Scorecard for 2019 - achieving a perfect 4.00 points (GOP, RevPar, Flex/Flow, GSS, Social Media & Forecast accuracy)



Alissa Elheiou - General Manager of the Year, Select Service

Hired back in 2013 - Front Desk, Catering Manager, Front Office Manager (2015), Ops Manager (2016) & General Manager (2019). Alissa has exceed expectations, while performing at extremely high standards and holding herself and team accountable.



**Homewood Suites Clovis -
Turnaround Hotel of the Year**

Total Revenue improved +5% year-over-year (from 2018 to 2019). RevPAR Index 114%

exceeded their target by 5.2 pts. RGI Growth +7%. Exceeded their STR Rank, and moved up to the #2 spot in their market. Achieved 89% Flowthrough



Marichelle Angeles - Operations Mentor of the Year

Put into tough circumstances in 2019 when both California hotels were struggling and she really brought order. Already short staffed at Valencia when Westlake was added to her plate - during Budget season no less. Not only completed 2 budgets but mentored everyone through the process and kept things going seamlessly - 45 miles apart/back and forth the whole time. Never complained - just persevered. Fantastic leader in a busy and trying time.



Bridget Shelton - Sales Mentor of the Year

We knew when we acquired the Embassy Fort Worth from Pearl we found someone special there. Bridget's participation has been instrumental to the mid-south region and the company. From helping to build Sales plans to working on transitions, she has led key initiatives including mentorship activities, support, networking, and end results. Her leadership with her team, the region and within DimDev has "raised the bar" and positively impacted sales results. Although busy herself, Bridget is always willing to listen and lend assistance in whatever way needed. You help build a dynamic and collaborate work environment which benefits all.



Rafik el Guizawi - Revenue Manager of the Year

Rafik achieved room revenue goals for half of their portfolio this year and for the other half, had record breaking revenues prior year. 75% of his portfolio achieved RGI Goals & RGI Growth and 90% achieved rank goals. Rafik has an urgency and great attitude and the company relies on his excellent Hilton knowledge. He also handled 2 of the 5 transitions we had in the



company that year and did a great job. Rafik never skips a beat with any of his hotels.

Ashley Ard - DOS of the Year, Select Service

Homewood Suites Shreveport saw year-over-year growth each year since Ashley joined as Director of Sales in 2015. In 2019, the hotel achieved #1 in RevPar rank for the year. RPI was 151.5% including 4.8% YOY Growth (3.4 points over target). Total revenues grew 3% YOY, especially impressive since it was during a renovation year! Also, the hotel pushed their rank on TripAdvisor from #7 to #1



When Ashley joined the hotel in 2015, there were many issues to be corrected. In addition to sales, she did more than her fair share to help operate the hotel. She established a reputation of being a leader who saw the potential through good and bad times and was willing to do whatever needed to drive revenue and to make things better for guests and her team. Her performance in 2019 and all years is a true testament of her tenacity, resilience and determination to be the best.



JW Marriott Houston Downtown - Service Team of the Year

Hotel was ranked #1 nationally among all JW Marriotts in 2019. SALT Overall Service 83.3%, which is an 108% Index. Top 5 actual Service scores within Dimension. SALT Overall Satisfaction 75.5%, 109% Index. SALT Cleanliness 87.7%, 112% Index. They were also ranked #1 actual Cleanliness score within Dimension. Social Media Review Score 4.55 and finished #1 in all of JW Marriott in 2019! 2nd year in a row for the Top in the brand – had won it in 2018 when we took over. Speaks volumes to have won it again with a Transition year and less staff!

JW Marriott Houston Downtown - F&B Team of the Year

We also want to recognize the hotel's outstanding F&B results. They had by far the largest F&B gross revenue in the portfolio. Incredible knowledge of F&B on this team (Josh and Andrew) – which made Dim Dev stronger. They lent their expertise to us in other markets like NOLA and Baton Rouge. The F&B team at the JW Houston is top notch in service, presentation, quality, and efficiency!



Courtyard Ruston - Most Revenue Growth

Increased Total Revenue by 15.8%, \$436K YOY (The highest % to Budget in the company and 2nd highest YOY increase). Exceeded TR Revenue by \$368K and GOP by \$318K (The largest increase of 32% in the company). #3 Highest Overall Score Card. Exceeded their Flow Target by \$98K for the year (The 2nd highest in the company)

Hercules Award - Jake Scroggins

What Jake loves most about his work is digging through massive amounts of data to find useful information – and to see that effort support good decision-making and help to make the entire team successful.



The Regionals & Ops Teams hosted Zoom Calls to congratulate the 2019 Dimension Development Award Winners due to Covid travel restrictions this year.

Pictured from Left to Right (Top to Bottom)

Call with Sunrise - Gwen West and Cheryl Garrett

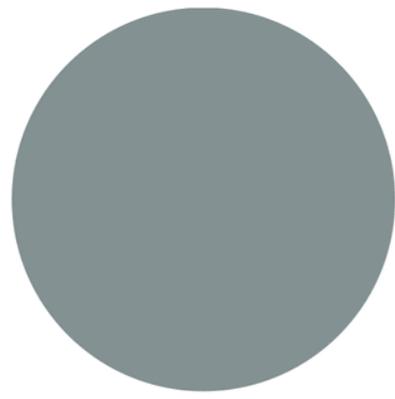
Call with Courtyard Santa Clara, Elissa Elhelou and Desiree Wammack
Courtyard Pasadena - Luis Guzman, Kent Larson (2 Photos)
InterContinental New Orleans - Lori Fisher, Rob White, Katy Wallace
Embassy Suites Destin Team – Ingrid Eaton



Good Vibes Submissions

Is there something that is working well or good news happening at your hotel?

Submit Your Good Vibes to:
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