




ROGER AMIDON

P R O F E S S I O N A L P O R T F O L I O

 ramidon@bellsouth.net

 561.670.9716


 [roger-amidon](#)

TABLE OF CONTENTS

Personal Profile	3
Member/Owner Communications	5
Member/Owner Events	8
Financials & Analytics	9
Capital Projects	14
Accolades	18
Press Releases.....	24
Featured Publications.....	28
Food & Beverage.....	29
Covid-19 Response	33
Award-Winning Property	37
Certifications	40

PERSONAL PROFILE

I was born and raised in Syracuse, New York. I am one of five siblings, including my identical twin brother. My father was a career-long firefighter for the City of Syracuse and my mother immigrated from Ireland at the age of 18. My twin brother and I were sports enthusiasts and excelled in baseball, basketball, and football. I did not realize it at the time but looking back, sports is where the seed was planted to excel at leading a team. As a high school and college player, I was the quarterback the pitcher, and center (high school). My twin brother and I are being inducted to the Lafayette High School Sports Hall of Fame, class of 1982, for our accomplishments in basketball.

When the NFL did not call me up as I had hoped, I made a life-changing move to Marco Island, Florida where I simply walked into the Marriott there looking for a job. I was thinking maybe I could clean pools and they decided I had the personality and energy more suited to the Front Desk. I figured out quickly that I thrived in the environment and took advantage of every opportunity to learn and progress in my career. I only stayed in Marco Island a year before I had the chance to be part of the opening team at a 1147 room property in Boston. I ended up meeting my wife of 35 years in Boston and we kept moving around the northeast as I climbed the ladder of success. After a little over a decade in the northeast and having two children by then, an opportunity arose in Palm Beach County and we decided to make the move and ended up staying to raise our family and plant roots for last 26 years!

My greatest mentors have inspired many of my now second-nature leadership traits. Lead by example, treat others as you would like to be treated, be firm, fair and consistent and don't forget to smile. On a typical day, I walk through each department and speak to every team member that I encounter. Say hello, by name and take a moment to chat about them and their family and listen to any issues that may come up.



The Amidon Clan



Roger & Tina in Mykanos

PERSONAL PROFILE

I spend another great portion of my day out and around the property talking to owners and guests. Only when I absolutely need to take care of paperwork or admin duties, will you find me in my office. I am without a doubt, a people person. I have arranged for monthly 'Coffee with Roger.' These coffee sessions are made up of hourly associates from various departments and is meant to keep lines of communication open between the GM and the team members. I enjoy putting team building events together for the management team. As we add new leaders to our team it is important to have them be able to rely on each other as one team. Like the Survivor show each team will be given initial clues that leads them to the next clue. These events will include education of the surrounding area, participate in various activities such as paddle boarding, climbing the Jupiter Light House. These activities are being timed to score points. There is no use of personal cell phones that may distract team members with an emphasis on verbal communication.

I thoroughly enjoy giving back to the community in which we live, work, and play in. This community give back was something I learned from my father and many of my mentors. I encourage my family and resort team members to become involved as well by volunteering for Feeding Palm Beach County, preparing and serving meals at The Quantum House, working with clients from The Arc of Palm Beach along with monthly beach clean ups and gleaning to help the Food Bank.

I represent the resort on the following boards, PBC Tourist Development Council, Florida Restaurant and Lodging Association, Palm Beach North Chamber of Commerce, local high school advisor councils related to Hospitality and Culinary programs.

My dedication to my family, business and community is well known trait that has proven to be very successful.



The Amidons in Palm Beach



My Three Blondes & My Classic 1966 Ford F-100



The Amidons at Bomba's Bar in Tortola BVI

MEMBER/OWNER COMMUNICATIONS



October 31, 2022

Dear Hotel Condominium Unit Owner:

We are pleased to provide to you the results of the third quarter of 2022. While the third quarter represents the end of our busy summer season, the team has done an excellent job in driving business through September despite the decreased demand. While the quarter finalized with strong results beating our competitive set in all metrics, the pool repairs and hurricane activity in late September had its impacts on business levels at the resort. The resort team is now very busy preparing for the upcoming holiday seasons as we look forward to the final period of the year with anticipation and optimism.

Q3 Update

July 2022 has resulted in an Occupancy rate of 78.4% while the Competitive Set averaged a 43.9% occupancy rate for the same period.

The resorts Average Daily Rate was \$510.61 while the Competitive Set reported \$277.58

With an occupancy of 78.4% and an ADR of \$510.61 the resort realized a Revenue per Available Room of \$400.16 while the Comp Set realized \$121.84 for the month.

August 2022 has resulted in an Occupancy rate of 59.2% while the Competitive Set averaged a 38.3% occupancy rate for the same period.

The resorts Average Daily Rate was \$430.80 while the Competitive Set reported \$267.02

With an occupancy of 59.2% and an ADR of \$430.80 the resort realized a Revenue per Available Room of \$255.01 while the Comp Set realized \$102.26 for the month.

September 2022 has resulted in an Occupancy rate of 36.3% while the Competitive Set averaged a 42.7% occupancy rate for the same period.

The resorts Average Daily Rate was \$392.11 while the Competitive Set reported \$302.39

With an occupancy of 36.3% and an ADR of \$392.11 the resort realized a Revenue per Available Room of \$142.30 while the Comp Set realized \$129.24 for the quarter.

Rental Program Updates

Recently our Resort Manager, Mr. Jon Peels, received a promotion to General Manager of the Whiteface Lodge in Lake Placid. Jon's contributions and leadership through the past years were celebrated as our team said farewell to him in early October.

Mr. Eric Carlson, who joined our resort family as our F&B Manager earlier this year, has been promoted to Resort Manager. Please join us in congratulating Eric as we look forward to his contributions to our operations teams through his unique, personalized style of leadership.

During the month of September the resort's Lagoon Pool and Slide were closed for resurfacing and pump repairs. The project was completed with a small delay due to Hurricane Ian's glancing blow to our area. Completion of the repairs occurred in the second week of October. Impacts to the units near the area were minimized by selecting September as occupancy and rate were at a relative low point for the year. Any unit with below average year to date rotational revenue is currently receiving priority rental activity through the end of the year.

Thank you for your continued support of our efforts to make the Palm Beach Marriott Singer Island Beach Resort and Spa the premier family resort in Palm Beach County. I hope that you find this update useful and encourage you to contact Thomas Demboski or myself should you have any additional questions we may answer for you.

Warmest regards,

Roger Amidon
General Manager

MEMBER/OWNER COMMUNICATIONS

September 27 2022

Good afternoon Hotel Condo Unit Owners,

As you may know, Hurricane Ian is fast approaching our region. Property staff have been working to secure the property from potential impacts as the storm path and strength are monitored. Florida Governor Ron DeSantis has declared a state of emergency for Florida and we will continue to monitor potential impacts to our vicinity.

At this time we have secured all furniture in and around the common areas. Additionally, property staff has relocated all balcony furnishings to available space within each individual unit. Arriving guests are grateful for the assistance and have been understanding about our work to secure the property.

All units have has balcony furniture secured at this time unless access through the unit front door was impossible. We ask that if you have modified your unit's door handle to make the necessary arrangements to have items stored on the balcony brought inside immediately to avoid having these items become projectiles as potential wind gusts may exceed tropical storm force overnight.

Thank you to all unit owners for your understanding and cooperation as we work to provide the safest possible environment for our guests and staff who will be here during this weather event.

If you have any concerns or special requests, please do not hesitate to reach out to either your property's management team or me for additional information or assistance.

Best regards,

Roger Amidon
General Manager
Palm Beach Marriott
Direct: 561-340-1730 | roger.amidon@marriottpb.com |
#TogetherInTravel

MEMBER/OWNER COMMUNICATIONS

THERE'S NO PLACE
LIKE HERE



November 7th, 2022

Dear Residential Owner,

We wish to inform you that we are closely monitoring Subtropical Storm Nicole. A Hurricane watch has been issued for the Southern Florida region. Please be advised that we do expect heavy rain and gusty winds here over the week. As of now, the storm is projected to move over or near the Bahamas from Tuesday into Wednesday, reaching Florida's East coast Wednesday night.

We are closely monitoring its movement; we have taken reasonable steps to ensure the safety of all our residents living in the hotel.

In anticipation of inclement weather this weekend, our stellar Recreation and Food & Beverage teams will be offering fun filled, in-door activities in the ballroom spaces! Please stop by the Concierge or the Front Desk for the resort activities list.

We will keep you updated of any changes or additional information regarding Subtropical Storm Nicole. Please feel free to contact our At Your Service Department at extension "0" if you should have any questions or require special assistance.

Warmest regards,

A handwritten signature in blue ink, appearing to read 'Roger Amidon'.

Roger Amidon
General Manager

MEMBER/OWNER EVENTS



Beach Clean Up



Santa Arrives by Jet Ski

LIFESTYLE > SHINING A LIGHT



Large gingerbread house brings joy to guests of the Marriott Singer Island Beach Resort and Spa



Large gingerbread house brings joy to guest of the Marriott Singer Island Beach Resort and Spa

By: T.A. Walker

Posted at 3:52 PM, Dec 12, 2018 and last updated 2:16 PM, Dec 13, 2018

SINGER ISLAND, Fla. — A life-sized gingerbread house now adorns the lobby of the Marriott Singer Island Beach Resort and Spa.

The house is six feet wide by seven feet tall and is built with 1500 pieces of gingerbread, held together by royal icing and decorated with gumdrops, peppermints, and gumballs.

It took over a 1,000 man hours and planning started in June.

FINANCIALS & ANALYTICS

2022 Forecast

PALM BEACH MARRIOTT SINGER ISLAND																
2022 FORECAST																
As of Sep 15, 2022																
SUMMARY	2021 Actual	2022 Budget	2022 Act/Fcast	%	Actual Jan	Actual Feb	Actual Mar	Actual Apr	Actual May	Actual June	Actual July	Actual August	Actual September	Forecast October	Forecast November	Forecast December
Available Rooms	68,374	68,255	64,745		5,598	5,015	5,549	5,340	5,513	5,315	5,487	5,487	5,310	5,456	5,250	5,425
Occupied Rooms	50,644	53,424	48,262		4,149	4,318	5,085	4,558	4,195	3,574	4,286	3,248	1,927	3,568	3,550	3,804
Occupancy %	74.1%	78.3%	71.6%		74.1%	86.1%	91.6%	85.4%	76.1%	67.2%	78.1%	59.2%	36.3%	65.4%	67.6%	70.1%
Average Daily Rate	\$483.21	\$ 421.07	\$593.63		\$563.53	\$776.97	\$962.59	\$793.04	\$603.04	\$466.06	\$507.33	\$430.80	\$392.10	\$390.18	\$496.73	\$658.86
RevPar	\$357.91	\$ 329.58	\$434.17		\$417.67	\$669.98	\$790.75	\$676.91	\$362.78	\$313.40	\$396.29	\$255.01	\$142.29	\$255.16	\$335.89	\$461.99
TOTAL REVENUES	37,592,499	38,061,274	41,188,442	100.0%	3,542,340	4,748,984	5,863,119	5,052,569	3,556,412	2,608,887	3,368,381	2,322,917	1,389,887	2,382,577	2,784,268	3,588,321
Room Revenue	24,471,815	22,495,421	27,462,863	68.7%	2,338,092	3,354,956	4,387,852	3,614,678	2,110,267	1,665,697	2,174,427	1,399,253	755,585	1,392,145	1,763,403	2,506,310
Wages & Benefits	2,340,575	2,668,905	2,881,836	10.5%	246,288	252,602	256,203	270,817	271,399	217,621	266,957	181,671	216,785	225,600	212,750	263,163
Other Expenses	1,868,579	1,913,589	1,866,489	8.8%	163,855	194,949	226,539	219,055	134,223	144,621	152,670	160,316	85,155	94,866	119,911	170,429
Department Profit(Loss)	20,262,661	18,315,327	22,714,938	62.7%	1,927,949	2,907,405	3,905,010	3,125,004	1,704,645	1,303,455	1,754,800	1,057,266	453,665	1,071,879	1,430,742	2,072,718
Food Revenue	4,497,447	4,795,895	4,752,706	11.5%	471,226	546,970	494,677	492,033	529,268	280,518	388,605	284,889	196,517	344,645	344,199	377,159
Cost Of Sales	1,309,908	1,493,493	1,507,394	31.7%	109,630	140,216	152,171	174,275	143,178	105,929	140,745	103,672	63,411	120,570	120,814	132,383
Wages & Benefits	2,376,890	2,906,044	2,932,402	61.7%	246,915	236,194	257,943	278,194	318,139	234,000	283,310	213,798	237,921	208,855	208,585	228,558
Other Expenses	683,292	612,161	707,425	14.9%	48,744	59,363	69,127	77,514	84,818	42,682	60,811	61,775	56,143	44,115	44,057	48,276
Department Profit(Loss)	127,357	(215,802)	(394,518)	-3.3%	65,937	111,207	15,436	(27,950)	(26,967)	(102,093)	(76,201)	(94,366)	(158,958)	(29,295)	(29,257)	(32,059)
Beverage Revenue	2,660,422	2,615,990	2,758,383	6.7%	221,286	266,725	297,251	315,152	276,045	178,311	242,823	178,483	107,980	227,205	215,961	231,161
Cost Of Sales	497,848	457,798	503,283	18.2%	30,560	54,623	45,379	74,996	32,514	36,666	37,363	34,523	25,280	40,897	38,873	41,609
Wages & Benefits	141,576	145,009	204,804	7.4%	19,438	21,741	22,309	21,147	14,023	14,586	18,752	16,601	12,376	14,768	14,037	15,025
Other Expenses	70,851	74,827	70,392	2.6%	5,340	4,073	5,134	3,613	5,203	14,656	888	11,524	1,080	6,362	6,047	6,473
Department Profit(Loss)	1,950,147	1,938,355	1,979,904	71.8%	165,948	176,288	224,429	215,396	224,305	112,403	185,820	115,835	69,244	165,178	157,004	168,054
Spa Revenue	2,051,100	1,983,919	2,338,964	5.7%	196,921	209,501	259,849	241,869	245,710	160,998	182,938	174,861	154,079	173,252	164,880	172,116
Cost Of Sales	46,932	44,342	47,612	2.0%	3,361	3,010	6,562	4,055	3,900	4,810	3,664	5,074	2,051	3,812	3,827	3,787
Other Expenses	1,168,345	1,292,777	1,446,062	61.9%	119,720	118,964	150,270	136,430	146,191	109,326	121,439	101,280	109,740	112,960	107,502	112,220
Department Profit(Loss)	835,823	646,800	845,290	36.1%	73,840	87,507	103,017	101,384	95,719	46,852	57,835	68,507	42,288	56,480	53,751	56,110
Other Operated Departments-NET	3,911,715	4,160,590	3,877,726	9.4%	314,815	370,832	423,490	388,839	395,122	323,373	379,588	285,431	173,506	245,330	275,825	301,575
Cost Of Sales	295,569	304,506	288,545	6.9%	14,375	27,952	19,120	23,962	38,153	20,794	29,052	19,301	17,422	17,418	19,564	21,412
Other Expenses	1,762,815	2,091,157	1,829,388	47.2%	143,833	142,150	171,140	207,374	148,765	167,347	174,125	155,830	111,770	121,436	136,533	149,290
Department Profit(Loss)	1,853,531	1,774,387	1,779,796	45.9%	156,607	200,730	233,230	157,503	208,204	135,232	176,411	110,500	44,314	106,473	119,708	130,864
TOTAL DEPARTMENT PROFIT	25,028,519	22,459,667	26,923,012	65.4%	2,390,281	3,483,137	4,481,122	3,561,337	2,206,006	1,495,848	2,098,605	1,257,752	460,563	1,370,716	1,731,947	2,395,707
OVERHEAD DEPARTMENTS																
Admin & General	3,105,698	3,673,166	3,619,034	8.8%	294,398	346,415	351,315	330,425	286,730	264,109	284,506	252,332	343,963	235,875	273,663	355,244
Information & Telecommunication	386,820	416,198	383,424	9.9%	38,006	25,887	34,149	30,830	28,341	30,121	43,298	23,508	24,462	20,591	33,171	43,060
Sales & Marketing	2,282,756	2,215,535	2,616,837	4.4%	182,197	287,738	247,041	346,933	307,782	182,824	198,469	176,358	148,981	146,528	170,002	220,882
Franchise, Marketing & Reservations	1,683,045	1,654,477	1,882,988	4.0%	161,061	225,708	287,029	241,096	150,775	113,707	149,408	97,856	54,330	109,599	127,156	165,063
Repairs & Maintenance	2,064,065	1,713,246	2,527,324	6.1%	133,365	147,658	190,389	227,609	297,918	250,516	303,819	189,355	288,782	148,500	152,035	197,358
Utilities	1,369,817	1,412,905	1,642,940	4.0%	145,700	92,237	161,605	129,526	131,316	128,076	155,224	160,382	127,763	132,953	138,213	139,945
TOTAL OVERHEAD DEPARTMENTS	10,872,189	10,985,527	12,672,247	30.8%	954,747	1,125,645	1,271,528	1,306,419	1,202,922	965,353	1,134,724	899,791	989,481	802,046	894,241	1,121,350
HOUSE PROFIT	14,157,329	11,473,540	14,250,765	34.6%	1,435,534	2,357,492	3,209,594	2,254,918	1,003,084	526,496	963,881	357,961	(538,928)	568,670	837,707	1,274,357
FIXED EXPENSES	2,777,228	0.541														
Management Fees-Base	1,503,700	1,442,051	1,647,538	4.0%	141,694	189,959	234,525	202,103	142,257	104,355	134,735	92,917	55,587	95,303	110,571	143,533
Management Fees-Incentive	761,948	681,478	681,478	1.7%	57,426	71,103	91,931	72,278	52,768	51,498	56,990	46,801	30,017	35,155	49,927	65,584
Professional Fees	291,984	300,000	96,908	0.2%	9,424	3,105	297	2,177	(25,358)	11,561	0	14,820	19,882	20,000	20,000	20,000
Equipment Leases	37,855	50,000	38,253	0.1%	2,687	2,574	3,267	3,033	2,866	3,248	2,805	3,267	2,705	3,267	3,267	3,267
Real Estate Taxes	120,504	128,529	128,529	0.3%	10,544	10,544	10,544	10,544	10,544	10,544	10,544	10,544	10,544	10,544	10,544	10,544
Insurance - Prop. & General Liability	1,053,407	1,188,281	1,284,236		104,715	104,715	104,871	104,715	104,715	104,715	104,715	104,715	102,215	104,715	104,715	104,715
Owner Rental Proceeds	13,024,198	10,635,135	14,772,038		1,231,687	1,992,614	2,846,446	2,084,576	976,248	1,271,941	1,077,649	517,839	84,977	658,485	834,090	1,185,485
Owner Rental FF&E Reserve	1,218,900	1,119,600	1,368,274		115,853	167,469	219,142	179,826	104,999	82,458	108,068	69,963	37,404	89,607	88,170	125,316
Expenses Recovered from HOA	(6,485,486)	(7,227,355)	(7,582,128)		(822,118)	(847,534)	(747,117)	(726,798)	(772,250)	(179,614)	(811,504)	(603,598)	(726,041)	(533,318)	(590,180)	(622,056)
Admin Fee/Other	(2,220,974)	(201,180)	(1,132,887)		(40,705)	(26,939)	(87,422)	(39,603)	(84,707)	(1,724,951)	(41,362)	(25,614)	(17,363)	(9,408)	(14,097)	(20,716)
TOTAL FIXED EXPENSES																
Net Income From Operations																
UH-SI, LLC 15 Condo Units b4 Interest																
Net Income UH-SI, LLC																

FINANCIALS & ANALYTICS

Tab 2 - Weekly Performance at a Glance - My Property vs. Competitive Set

Marriott Palm Beach Singer Island Beach Resort & Spa 3800 N Ocean Dr Riviera Beach, FL 33404 Phone: (561) 340-1700
 STR # 54360 Chain ID: PBISG Mgt Co: Urgo Hotels Owner: Urgo Hotels
 For the Week of: October 23, 2022 - October 29, 2022 Date Created: November 01, 2022 Competitive Set Data Excludes Subject Property

October 23, 2022 - October 29, 2022																	
		Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total	
		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg	
Occupancy	My Property	43.2%	-4.3	48.9%	4.5	59.7%	56.0	67.6%	84.7	89.8%	141.6	88.1%	47.9	75.0%	8.9	67.5%	42.1
	Comp Set	38.7%	0.3	42.9%	18.8	57.0%	80.4	61.5%	53.9	57.5%	27.8	61.9%	16.9	56.3%	8.8	53.7%	27.0
	Index (MPI)	111.7	-4.6	113.9	-12.0	104.7	-13.5	109.9	20.0	156.1	89.0	142.3	26.5	133.3	0.1	125.7	11.9
ADR	My Property	417.53	8.3	374.17	3.6	336.75	-0.7	354.03	3.9	362.57	-6.2	382.44	-2.9	424.64	2.0	377.88	-0.5
	Comp Set	358.71	35.5	332.80	45.1	349.56	61.6	347.82	45.0	344.25	37.9	322.02	18.7	324.99	23.9	339.28	35.5
	Index (ARI)	116.4	-20.0	112.4	-28.6	96.3	-38.5	101.8	-28.4	105.3	-32.0	118.8	-18.2	130.7	-17.7	111.4	-26.6
RevPAR	My Property	180.30	3.7	182.84	8.4	200.90	54.9	239.38	91.9	325.49	126.7	336.81	43.5	318.48	11.1	254.88	41.4
	Comp Set	138.65	36.0	142.76	72.4	199.15	191.4	214.08	123.1	197.97	76.3	199.29	38.7	182.82	34.8	182.10	72.1
	Index (RGI)	130.0	-23.7	128.1	-37.2	100.9	-46.8	111.8	-14.0	164.4	28.6	169.0	3.4	174.2	-17.6	140.0	-17.9

Running 28 Days (by Day of Week)																	
		Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total	
		% Chg		% Chg		% Chg		% Chg	P31	% Chg		% Chg		% Chg		% Chg	
Occupancy	My Property	56.0%	12.4	56.2%	49.8	60.9%	67.7	66.2%	48.8	77.8%	31.2	80.4%	13.2	83.4%	5.7	68.7%	27.4
	Comp Set	39.3%	-7.7	45.3%	26.9	47.7%	35.5	51.1%	14.6	55.5%	5.7	61.2%	-2.5	62.9%	-6.3	51.9%	6.6
	Index (MPI)	142.7	21.7	124.0	18.1	127.5	23.8	129.6	29.9	140.2	24.2	131.3	16.1	132.6	12.8	132.5	19.5
ADR	My Property	384.43	-8.9	357.00	-7.1	334.14	-8.5	353.64	-1.6	373.14	-2.1	432.14	-4.2	449.61	-1.1	388.06	-5.7
	Comp Set	304.83	24.4	311.76	36.9	329.86	36.4	324.35	29.8	322.19	19.6	327.44	14.6	327.70	14.3	322.16	22.5
	Index (ARI)	126.1	-26.8	114.5	-32.2	101.3	-33.0	109.0	-24.1	115.8	-18.1	132.0	-16.4	137.2	-13.5	120.5	-23.0
RevPAR	My Property	215.39	2.3	200.53	39.1	203.32	53.4	234.08	46.4	290.45	28.5	347.43	8.4	374.89	4.5	266.55	20.2
	Comp Set	119.67	14.9	141.24	73.7	157.38	84.8	165.72	48.7	178.83	26.4	200.55	11.7	206.07	7.1	167.07	30.6
	Index (RGI)	180.0	-10.9	142.0	-19.9	129.2	-17.0	141.2	-1.5	162.4	1.7	173.2	-2.9	181.9	-2.4	159.5	-7.9

2022 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2022 STR, LLC / STR Global, Ltd. trading as "STR".

FINANCIALS & ANALYTICS

Tab 3 - Segmentation at a Glance - My Property vs. Competitive Set

Marriott Palm Beach Singer Island Beach Resort & Spa 3800 N Ocean Dr Riviera Beach, FL 33404 Phone: (561) 340-1700

STR # 54360 Chain ID: PBISG Mgt Co: Urgo Hotels Owner: Urgo Hotels

For the Week of: October 23, 2022 - October 29, 2022 Date Created: November 01, 2022 Competitive Set Data Excludes Subject Property

October 23, 2022 - October 29, 2022

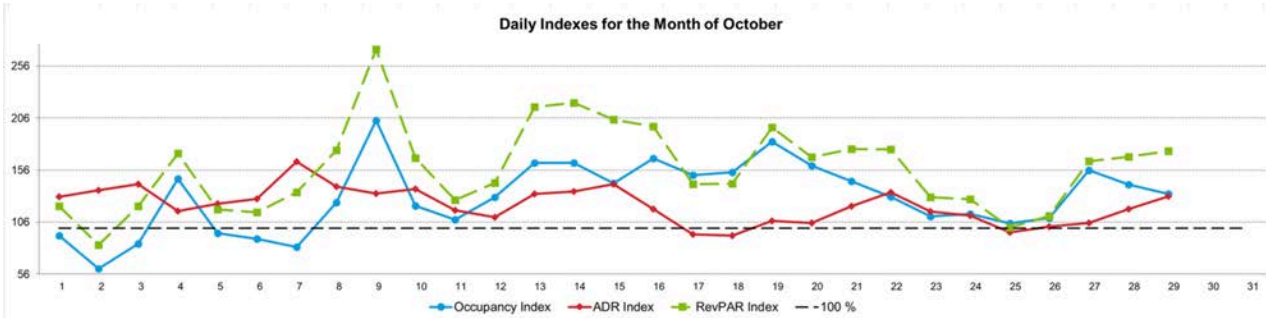
	Transient		Group		Contract		Total					
		% Chg		% Chg		% Chg		% Chg				
Occupancy	My Property	41.2%	3.7	My Property	26.2%	239.8	My Property	0.0%	0.0	My Property	67.5%	42.1
	Comp set	29.0%	7.6	Comp set	24.7%	61.2	Comp set	0.0%	0.0	Comp set	53.7%	27.0
	Index (MPI)	142.1	-3.6	Index (MPI)	106.3	110.7	Index (MPI)	0.0	0.0	Index (MPI)	125.7	11.9
ADR	My Property	420.22	6.3	My Property	311.28	4.0	My Property	0.00	0.0	My Property	377.88	-0.5
	Comp set	318.78	29.9	Comp set	363.39	40.3	Comp set	0.00	0.0	Comp set	339.28	35.5
	Index (ARI)	131.8	-18.2	Index (ARI)	85.7	-25.9	Index (ARI)	0.0	0.0	Index (ARI)	111.4	-26.6
RevPAR	My Property	173.27	10.2	My Property	81.61	253.5	My Property	0.00	0.0	My Property	254.88	41.4
	Comp set	92.48	39.7	Comp set	89.63	126.2	Comp set	0.00	0.0	Comp set	182.10	72.1
	Index (RGI)	187.4	-21.1	Index (RGI)	91.1	56.2	Index (RGI)	0.0	0.0	Index (RGI)	140.0	-17.9

Running 28 Days

	Transient		Group		Contract		Total					
		% Chg		% Chg		% Chg		% Chg				
Occupancy	My Property	49.1%	4.8	My Property	19.5%	178.0	My Property	0.0%	0.0	My Property	68.7%	27.4
	Comp set	30.0%	0.8	Comp set	21.8%	15.8	Comp set	0.0%	0.0	Comp set	51.9%	6.6
	Index (MPI)	163.6	4.0	Index (MPI)	89.6	140.0	Index (MPI)	0.0	0.0	Index (MPI)	132.5	19.5
ADR	My Property	419.05	-1.4	My Property	310.16	-3.1	My Property	0.00	0.0	My Property	388.06	-5.7
	Comp set	317.01	19.8	Comp set	329.26	26.5	Comp set	0.00	0.0	Comp set	322.16	22.5
	Index (ARI)	132.2	-17.7	Index (ARI)	94.2	-23.4	Index (ARI)	0.0	0.0	Index (ARI)	120.5	-23.0
RevPAR	My Property	205.91	3.4	My Property	60.63	169.4	My Property	0.00	0.0	My Property	266.55	20.2
	Comp set	95.19	20.7	Comp set	71.88	46.5	Comp set	0.00	0.0	Comp set	167.07	30.6
	Index (RGI)	216.3	-14.4	Index (RGI)	84.4	83.9	Index (RGI)	0.0	0.0	Index (RGI)	159.5	-7.9

2022 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2022 STR, LLC / STR Global, Ltd. trading as "STR".

FINANCIALS & ANALYTICS



	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Run	MTD	MTD		
Occupancy (%)	Oct																																			
My Property	39.5	19.2	26.8	37.3	47.2	55.1	55.1	62.8	90.9	52.3	49.4	51.7	73.9	90.9	85.2	71.0	87.2	97.2	98.3	92.6	87.5	80.7	43.2	48.9	59.7	67.8	89.8	88.1	75.0	67.7	63.4	77.2				
Comp Set	42.5	31.3	31.2	25.3	49.5	61.3	67.1	74.1	44.6	43.0	45.5	38.8	45.3	55.8	59.4	42.5	64.2	63.1	53.5	57.8	60.3	61.8	28.7	42.9	57.0	61.5	57.5	61.9	56.3	51.5	47.8	59.9				
Index (MPI)	93.1	61.3	85.2	147.7	95.3	89.8	82.2	125.0	203.9	121.7	108.6	129.9	163.0	163.0	143.5	167.1	151.4	154.0	183.6	160.1	145.2	130.5	111.7	113.9	104.7	109.9	156.1	142.3	133.3	131.3	132.7	128.8				
% Chg																																				
My Property	-53.9	-49.5	-18.6	-8.5	-27.1	-39.6	-38.5	-0.3	34.9	41.4	63.3	26.8	15.2	30.7	8.9	45.2	188.3	170.9	174.0	107.8	34.2	6.8	-4.3	4.5	56.0	84.7	141.6	47.9	8.9	22.7	39.4	0.7				
Comp Set	-25.0	-17.4	10.8	-16.5	4.1	4.5	-7.6	4.8	-14.7	0.8	-1.6	-17.1	-21.9	-17.8	-21.9	2.6	78.5	92.4	25.0	19.6	4.3	-11.7	0.3	18.8	80.4	53.9	27.8	16.9	8.8	5.8	13.4	-5.6				
Index (MPI)	-38.6	-38.9	-28.5	9.5	-30.0	-42.2	-33.5	-4.9	58.1	40.9	66.0	53.9	47.5	59.2	39.4	41.5	61.6	40.8	119.2	73.7	28.6	21.0	-4.6	-12.0	-13.5	20.0	86.0	26.5	0.1	16.0	22.8	6.7				
ADR	Oct																																			
My Property	366.30	346.74	329.72	324.14	373.06	401.98	525.30	462.34	400.18	428.47	385.95	365.60	404.84	429.73	451.57	354.41	318.49	310.02	337.75	340.93	425.98	456.13	417.53	374.17	336.75	354.03	362.57	382.44	424.64	387.62	360.72	436.75				
Comp Set	280.52	253.38	231.02	277.98	301.13	313.07	320.28	329.88	299.75	308.73	328.87	330.31	304.10	317.18	316.56	299.07	338.30	333.56	314.40	324.10	350.47	338.47	358.71	332.80	349.56	347.82	344.25	322.02	324.99	320.98	319.35	323.86				
Index (ARI)	130.6	136.8	142.7	116.6	123.9	128.4	164.0	140.2	133.5	137.7	117.4	110.7	133.1	135.5	142.6	116.5	94.1	92.9	107.4	105.2	121.5	134.8	116.4	112.4	96.3	101.8	105.3	118.8	130.7	120.8	113.0	134.9				
% Chg																																				
My Property	-7.4	-9.9	-15.5	-8.7	10.2	8.7	1.1	-16.5	-19.8	6.5	-3.3	-4.0	7.0	-3.9	9.2	-6.5	-19.2	-17.6	-13.6	-16.9	3.1	11.1	8.3	3.6	-0.7	3.9	-6.2	-2.9	2.0	-5.2	-6.0	-1.2				
Comp Set	-1.1	7.7	-8.7	12.1	29.3	20.3	8.8	8.0	10.8	35.8	48.4	43.0	20.8	20.6	23.4	47.2	64.6	17.2	4.9	1.2	11.2	6.2	35.5	45.1	61.6	45.0	37.9	16.7	23.9	21.2	28.4	12.2				
Index (ARI)	-6.5	-16.3	-7.4	-18.6	-14.8	-8.6	-7.1	-22.7	-27.7	-21.6	-34.0	-32.8	-11.4	-20.3	-11.5	-36.5	-50.9	-29.7	-17.6	-17.9	-7.3	4.8	20.0	-28.6	-38.5	-28.4	-32.0	-18.2	-17.7	-21.8	-26.8	-11.9				
RevPAR	Oct																																			
My Property	144.86	66.60	87.55	120.86	175.93	221.55	289.51	428.19	363.80	222.93	190.78	189.03	299.03	390.66	384.06	251.71	309.44	301.22	331.99	315.75	372.73	368.02	180.30	182.84	200.90	239.38	325.49	336.81	318.48	262.33	228.74	337.00				
Comp Set	119.20	79.34	72.03	70.20	149.04	192.06	214.82	244.21	133.63	133.07	149.71	131.46	137.82	176.85	188.02	127.08	217.10	210.47	168.32	187.46	211.23	209.24	138.65	142.76	199.15	214.08	197.97	199.29	182.62	165.42	152.57	193.96				
Index (PGI)	121.5	83.9	121.8	172.2	118.0	110.4	134.8	175.3	272.3	167.5	127.4	143.8	217.0	220.9	204.7	196.1	142.9	143.1	197.2	188.4	176.5	175.9	130.0	128.1	100.9	111.8	164.4	189.0	174.2	158.6	149.9	173.7				
% Chg																																				
My Property	-57.4	-54.5	-31.2	-16.5	-19.7	-33.8	-37.9	-16.8	8.1	50.7	57.9	21.8	23.3	25.6	18.9	35.8	133.1	123.2	136.8	72.6	38.3	18.6	3.7	8.4	54.9	91.9	126.7	43.5	11.1	16.3	31.0	-0.5				
Comp Set	-25.8	-11.1	1.1	-6.3	34.6	25.7	0.6	13.2	-5.5	36.9	44.1	18.5	-5.7	-1.0	-3.6	51.0	193.7	125.4	31.2	21.1	16.0	-8.3	36.0	72.4	191.4	123.1	76.3	36.7	34.8	28.2	45.7	5.9				
Index (PGI)	-42.6	-48.8	-31.9	-10.8	-40.3	-47.3	-38.2	-28.4	14.4	10.1	9.8	2.8	30.7	26.9	23.4	-10.1	-20.7	-1.0	80.6	42.5	19.3	26.6	-23.7	-37.2	-46.8	-14.0	28.6	3.4	-17.6	-9.2	-10.1	-6.0				

2022 © Collier Group. This STR Report is a publication of STR, LLC and STR Global, LMI, Collier Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2022 STR, LLC / STR Global, LMI, trading as "STR".

FINANCIALS & ANALYTICS

Tab 11 - Additional Revenue

Marriott Palm B
STR # 54360

For the Week of: October 23, 2022 - October 29, 2022

Date Created: November 01, 2022

Competitive Set Data Excludes Subject Property

Market Scale: Palm Beach, FL Upper Upscale Chains

		Revenue Per Room Sold											% of Total Revenue									
		Room			F&B			Other			Total (TrevPOR**)			Room			F&B			Other		
		My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale
Oct	2 Su	346.74	253.38	192.69	173.56	174.65	70.69	230.50	175.84	20.60	750.79	603.86	283.97	46.2	42.0	67.9	23.1	28.9	24.9	30.7	29.1	7.3
	3 Mo	329.72	231.02	198.18	129.60	170.30	31.95	137.55	482.34	29.07	596.87	883.66	259.20	55.2	26.1	76.5	21.7	19.3	12.3	23.0	54.6	11.2
	4 Tu	324.14	277.96	186.58	210.23	209.78	45.67	108.08	208.58	15.87	642.44	696.33	248.13	50.5	39.9	75.2	32.7	30.1	18.4	16.8	30.0	6.4
	5 We	373.06	301.13	197.93	132.96	230.00	33.24	112.61	157.72	18.78	618.64	688.85	249.95	60.3	43.7	79.2	21.5	33.4	13.3	18.2	22.9	7.5
	6 Th	401.98	313.07	209.84	163.72	191.68	42.69	125.22	101.61	28.52	690.92	606.36	281.05	58.2	51.6	74.7	23.7	31.6	15.2	18.1	16.8	10.1
	7 Fr	525.30	320.28	217.28	205.88	335.21	56.68	129.38	166.09	19.90	860.56	821.58	293.86	61.0	39.0	73.9	23.9	40.8	19.3	15.0	20.2	6.8
	8 Sa	462.34	329.68	235.65	461.57	375.22	86.23	127.72	198.69	22.45	1051.64	903.59	344.33	44.0	36.5	68.4	43.9	41.5	25.0	12.1	22.0	6.5
	9 Su	400.18	299.75	217.43	225.68	206.17	65.26	91.91	200.94	20.31	717.76	706.86	303.00	55.8	42.4	71.8	31.4	29.2	21.5	12.8	28.4	6.7
	10 Mo	426.47	309.73	208.03	102.58	141.65	33.73	92.33	120.75	18.48	621.37	572.12	260.24	68.6	54.1	79.9	16.5	24.8	13.0	14.9	21.1	7.1
	11 Tu	385.95	328.87	207.29	80.70	213.16	41.43	151.75	106.68	24.70	618.40	648.71	273.42	62.4	50.7	75.8	13.0	32.9	15.2	24.5	16.4	9.0
	12 We	365.60	330.31	212.71	117.71	302.91	66.94	105.47	146.34	21.51	588.79	779.56	301.16	62.1	42.4	70.6	20.0	38.9	22.2	17.9	18.8	7.1
	13 Th	404.84	304.10	206.11	87.88	186.09	61.64	92.38	171.58	23.07	585.11	661.77	290.81	69.2	46.0	70.9	15.0	28.1	21.2	15.8	25.9	7.9
	14 Fr	429.73	317.18	211.75	248.68	140.67	79.38	132.64	177.39	23.79	811.04	635.24	314.92	53.0	49.9	67.2	30.7	22.1	25.2	16.4	27.9	7.6
	15 Sa	451.57	316.56	215.88	147.03	278.11	109.38	145.09	178.60	22.82	743.69	773.27	348.08	60.7	40.9	62.0	19.8	36.0	31.4	19.5	23.1	6.6
	16 Su	354.41	299.07	190.04	107.10	152.45	69.64	116.09	172.36	22.88	577.60	623.88	282.56	61.4	47.9	67.3	18.5	24.4	24.6	20.1	27.6	8.1
	17 Mo	318.49	338.30	212.04	200.85	175.09	40.48	62.94	93.21	13.48	582.27	606.60	266.00	54.7	55.8	79.7	34.5	28.9	15.2	10.8	15.4	5.1
	18 Tu	310.02	333.56	216.41	266.54	333.23	46.20	58.13	98.78	15.18	634.70	765.56	277.79	48.8	43.6	77.9	42.0	43.5	16.6	9.2	12.9	5.5
	19 We	337.75	314.40	209.04	103.86	257.44	28.16	71.99	91.66	19.70	513.60	663.50	256.91	65.8	47.4	81.4	20.2	38.8	11.0	14.0	13.8	7.7
	20 Th	340.93	324.10	200.94	97.04	412.49	37.41	89.99	185.43	20.91	527.96	922.02	259.26	64.6	35.2	77.5	18.4	44.7	14.4	17.0	20.1	8.1
	21 Fr	425.98	350.47	207.64	103.26	319.18	96.98	109.12	224.20	26.65	638.36	893.84	331.28	66.7	39.2	62.7	16.2	35.7	29.3	17.1	25.1	8.0
	22 Sa	456.13	338.47	213.33	374.20	409.30	112.20	141.78	188.47	26.45	972.12	936.25	351.98	46.9	36.2	60.6	38.5	43.7	31.9	14.6	20.1	7.5
	23 Su	417.53	358.71	197.51	183.67	297.89	57.48	151.58	206.05	43.15	752.78	862.65	298.13	55.5	41.6	66.2	24.4	34.5	19.3	20.1	23.9	14.5
	24 Mo	374.17	332.80	201.36	110.98	419.75	62.66	96.99	124.57	43.10	582.14	877.12	307.12	64.3	37.9	65.6	19.1	47.9	20.4	16.7	14.2	14.0
	25 Tu	336.75	349.56	204.85	211.81	231.19	55.35	85.69	174.60	18.11	634.25	755.35	278.31	53.1	46.3	73.6	33.4	30.6	19.9	13.5	23.1	6.5
	26 We	354.03	347.82	213.03	214.08	316.34	44.96	58.08	122.71	21.96	626.19	786.87	279.95	56.5	44.2	76.1	34.2	40.2	16.1	9.3	15.6	7.8
	27 Th	362.57	344.25	208.30	123.89	319.99	88.46	73.65	126.35	18.93	560.11	790.58	315.69	64.7	43.5	66.0	22.1	40.5	28.0	13.1	16.0	6.0
	28 Fr	382.44	322.02	220.30	144.05	273.20	77.97	91.88	214.74	21.03	618.37	809.96	319.31	61.8	39.8	69.0	23.3	33.7	24.4	14.9	26.5	6.6
	29 Sa	424.64	324.99	209.50	168.72	308.85	121.62	154.96	175.70	44.96	748.33	809.54	376.09	56.7	40.1	55.7	22.5	38.2	32.3	20.7	21.7	12.0
	Last 4 Sundays	304.83	200.56	175.58	207.93	65.57	122.97	189.46	26.63	682.99	702.22	292.76	56.3	43.4	68.5	25.7	29.6	22.4	18.0	27.0	9.1	
	Last 4 Mondays	311.76	205.25	150.04	224.25	42.62	86.02	174.12	25.71	593.06	710.13	273.58	60.2	43.9	75.0	25.3	31.6	15.6	14.5	24.5	9.4	
	Last 4 Tuesdays	299.86	204.42	206.79	257.79	47.26	91.54	137.82	18.38	632.47	725.48	270.06	52.8	45.5	75.7	32.7	35.5	17.5	14.5	19.0	6.8	
	Last 4 Wednesdays	335.35	208.19	139.89	277.39	43.34	82.21	127.65	20.50	575.74	729.39	272.03	61.4	44.5	76.5	24.3	38.0	15.9	14.3	17.5	7.5	
	Last 4 Thursdays	322.19	206.37	114.41	281.30	57.61	92.08	144.14	22.92	579.63	747.63	286.90	64.4	43.1	71.9	19.7	37.6	20.1	15.9	19.3	8.0	
	Last 4 Fridays	327.44	214.49	173.12	271.32	77.00	114.52	195.25	22.70	719.78	794.01	314.20	60.0	41.2	68.3	24.1	34.2	24.5	15.9	24.6	7.2	
	Last 4 Saturdays	327.70	219.15	294.21	345.82	106.64	141.69	186.29	28.86	885.50	859.81	354.65	50.8	38.1	61.8	33.2	40.2	30.1	16.0	21.7	8.1	
	Current Week	339.28	208.42	162.93	305.67	73.18	98.80	163.01	29.42	639.61	807.96	311.03	59.1	42.0	67.0	25.5	37.8	23.5	15.4	20.2	9.5	
	Running 28 Days	322.16	208.78	181.89	272.10	63.47	105.90	165.56	23.59	675.84	759.82	295.84	57.4	42.4	70.6	26.9	35.8	21.5	15.7	21.8	8.0	
	MTD	387.62	320.98	208.42	181.46	271.02	64.54	107.74	168.89	23.83	676.81	760.89	296.79	57.3	42.2	70.2	26.8	35.6	21.7	15.9	22.2	8.0

** TrevPOR = Total revenue per occupied room (sum of Room, F&B, and Other revenue divided by total occupied rooms).

2022 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2022 STR, LLC / STR Global, Ltd. trading as "STR".

CAPITAL PROJECTS

PALM BEACH MARRIOTT AT SINGER ISLAND 2021 CAPITAL PLAN



Priority A	Lot Owner	A Projects
1	150 Clear Resin Chiavari Chair with White Cushion A	\$ 10,975.50
2	50 White resin folding chairs A	\$ 5,290.08
3	1 Milenium Sectional Bar A	\$ 11,021.00
4	2 set Stainless Steel buffet tables with glass top A	\$ 32,000.00
5	15 Folding buffet tables A	\$ 6,612.60
6	2 Sets Eastern Tabletop Cartwheel buffet achrilic shelves A	\$ 13,000.00
7	40 6' linenless conference table A	\$ 20,000.00
8	24 Round banquet table A	\$ 20,000.00
9	1 Salamander Broiler A	\$ 3,061.42
10	3800 Pizza Oven A	\$ 4,807.36
11	1 new grill for Reef kitchen A	\$ 4,500.00
12	10 Chafers with stand A	\$ 10,000.00
13	Beach hauler A	\$ 35,000.00
14	Outdoor Grill on wheels A	\$ 6,000.00
15	3800 Restaurant venetian plaster A	\$ 40,000.00
16	3800 Restaurant shades/blinds A	\$ 30,000.00
17	3800 Restaurant Floor refinish A	\$ 20,000.00
18	Meeting room HVAC replacement A	\$ 105,000.00
19	Contingency A	\$ 100,000.00
20	Spa water heater replacement A	\$ 12,500.00
21	Spa Men showers/Steam room area renovation A	\$ 87,700.00
22	New insulated floor for P2 Walking cooler by Sea Side Café A	\$ 8,000.00
23	New guests rental bikes A	\$ 4,000.00
24	New cushions for Infinity pool cabanas furniture	\$ 6,000.00
25	120 Beach Umbrellas	\$ 40,000.00
26	6 Beach cabanas	\$ 6,000.00
27	New Air Star Ball A	\$ 6,000.00
	TOTAL	\$636,492

CAPITAL PROJECTS

Existing Coffee & Retail

REFINISH DOORS WITH WHITE PAINT

WRAP FACE WITH DYNOC THAT MATCHES RECEPTION

TO REMAIN

WALL DEMOD

NEED TO PROVIDE A TRANSITION DETAIL THAT FILLS WHERE WALL IS REMOVED

WOOD SLAT CEILING INSTALLED

WALL DEMOD

WOULD LIKE TO OPEN DOORS BUT NEED TO ENSURE ENOUGH DISPLAY AREA

TAKING ADVANTAGE OF THE EXISTING TWO SPACES OF THE RETAIL & COFFEE BAR WE ARE CREATING AN UPGRADE COFFEE BAR & MARKET. THIS WILL GIVE THE HOTEL TO PROVIDE A WELL STOCKED MARKET WITH GROCERY OPTIONS FOR THE FULL KITCHENS IN THE GUESTROOMS & MEMORABLIA WHILE GUEST PURCHASE COFFEE.

LEO A DAILY DESIGN & DEVELOPMENT FOR PUBLIC SPACES - PALM BEACH MARRIOTT SINGER ISLAND BEACH RESORT & SPA SEPTEMBER 9, 2022

Coffee Bar & Retail Mood

PENDANTS OVER THE COFFEE BAR

FUNCTION LEVEL OF THE MARKET SUPPLYING THE GUESTROOM KITCHENS

CHUNKY WOOD CEILING IN THE COFFEE AND MARKET AREA

MOOD AND COLOR PALETTE FOR THE EXISTING COFFEE BAR

COMBINATION OF COFFEE BAR AND MARKET

LEO A DAILY DESIGN & DEVELOPMENT FOR PUBLIC SPACES - PALM BEACH MARRIOTT SINGER ISLAND BEACH RESORT & SPA SEPTEMBER 9, 2022

CAPITAL PROJECTS

Existing Bar

RESIDENCE UTILIZE THE WINE STORAGE

CREATING A GREAT ROOM EXPERIENCE WITH LOUNGE SEATING IN THE BAR AND IN FRONT OF THE WINE ROOM, REMOVING THE GREEN ONYX WALL, REPLACING A FOCAL POINT ENTRANCE LOCATION FOR THE RESTUARANT, REFINISHING ALL OF THE REDWOOD WITH PAINT AND ADDING TEXTURAL ELEMENTS FOR LAYERS.

LEO A DALY DESIGN & DEVELOPMENT FOR PUBLIC SPACES - PALM BEACH MARRIOTT SINGER ISLAND BEACH RESORT & SPA SEPTEMBER 9, 2022

Bar - Lounge Mood

CREATING A LOUNGE MOOD IN THE BAR IN NEUTRAL TEXTURAL FINISHES

ADDING LAYERS TO THE SPACE WITH A ROPE ACCENT DETAIL AT THE CEILING GIVES TEXTURE AND SOFTENS TO THE OVERALL SPACE

CREATING A SOFTER FEELING AT THE EXISTING BAR BY REFINISHING THE BAR-DIE WITH A SOFT CONCRETE FINISH, FLUTED TOE KICK, AND BRASS BAR TOP

LOUNGE AREA WITH NEUTRAL COLOR PALETTE, TEXTURES AND POPS OF ACCENT BLACK WITH A BEACH RESORT FEEL

LEO A DALY DESIGN & DEVELOPMENT FOR PUBLIC SPACES - PALM BEACH MARRIOTT SINGER ISLAND BEACH RESORT & SPA SEPTEMBER 9, 2022

CAPITAL PROJECTS

Existing King Room - Room Type G - 2 bedroom



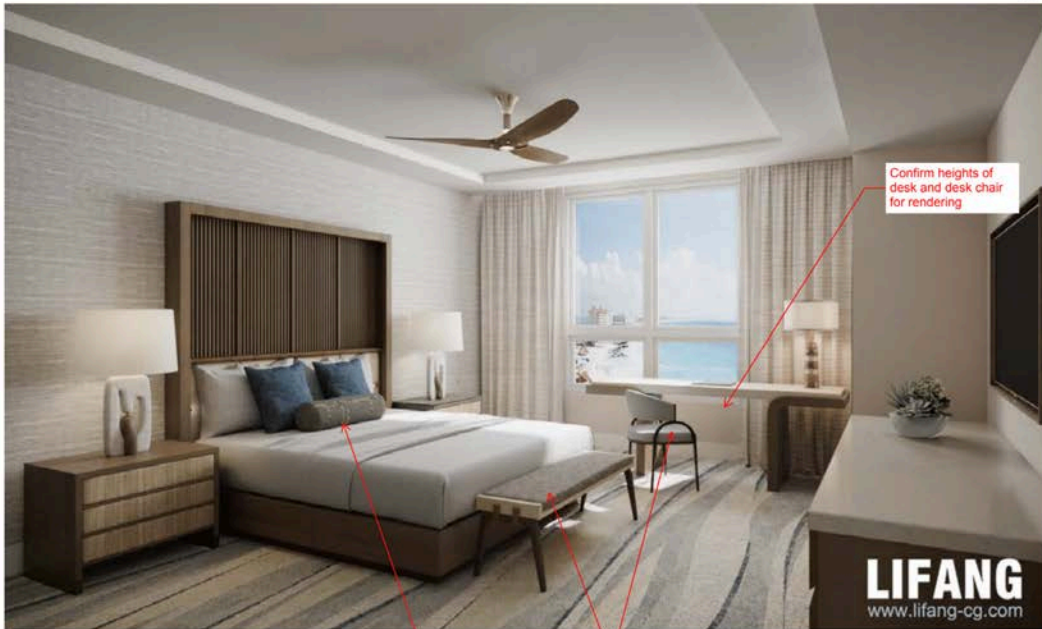
Bedroom Closet millwork to remain as is.

LEO A DAILY

SCHEMATIC DESIGN FOR MODEL ROOM - PALM BEACH MARRIOTT SINGER ISLAND BEACH RESORT & SPA

OCTOBER 28, 2022

3D View of the Living Area



Accent Pillows to be reviewed in Model room, not a Marriott requirement

Fabric is more blue/grey, rendering not showing accurately - see finish page

LEO A DAILY

SCHEMATIC DESIGN FOR MODEL ROOM - PALM BEACH MARRIOTT SINGER ISLAND BEACH RESORT & SPA

OCTOBER 28, 2022

Marriott Recognizes Palm Beach Marriott Singer Island Beach Resort & Spa, General Manager Among Best In Business

Palm Beach luxury resort named one of brand's full-service hotels of the year in Eastern Region; Roger Amidon honored as franchised GM of Year for Eastern Region

NEWS PROVIDED BY

[Palm Beach Marriott Singer Island Beach Resort & Spa](#) →

May 20, 2015, 09:11 ET

SHARE THIS ARTICLE



SINGER ISLAND, Fla., May 20, 2015 /PRNewswire/ -- Riviera Beach -- [Palm Beach Marriott Singer Island Beach Resort & Spa](#) and its ace team have been applauded in Marriott International's latest awards.

General Manager Roger Amidon, a long-admired supporter of Palm Beach tourism, was named Franchised General Manager of the Year for Marriott's Eastern Region. The AAA Four-Diamond retreat, the only all-suite luxury resort in Palm Beach County, was named one of Marriott International's Full-Service Hotels of the Year in the Eastern Region.

"A beautiful facility becomes an award-winning destination when there is thoughtful leadership at the helm," said Don J. Urgo, senior president and CEO of Urgo Hotels, which manages Palm Beach Marriott Singer Island. "We could not ask for a better hotelier to guide Singer Island and its ongoing success than Roger."

A longtime Palm Beach resident, Amidon has served as general manager of the Singer Island luxury hotel since 2012. He has worked with Marriott for 17 years and has more than 27 years of hospitality experience.

"Our Palm Beach resort excels because of its incredible staff members, whether they are wowing guests directly or facilitating the magic from behind the scenes," Amidon said. "The hotels of the year honor goes to my entire team. I am enormously proud of what we have accomplished together."



Palm Beach Marriott Singer Island Beach Resort & Spa and its general manager, Roger Amidon, have been named a Marriott International Full-Service Hotel of the Year in the Eastern Region and Franchised General Manager of the Year for Marriott's Eastern Region, respectively. For information, call 1-561-340-1700 or visit www.PalmBeachMarriottResort.com.

Roger Amidon

General Manager
Palm Beach Marriott Singer Island Beach Resort & Spa

Roger Amidon has served as general manager of Palm Beach Marriott Singer Island Beach Resort & Spa since 2012. Marriott International named him “Franchised General Manager of the Year” for its Eastern Region Full-Service Hotels/Resorts in 2015.

Amidon is responsible for the successful operation of Palm Beach County’s only AAA Four-Diamond all-suite beachfront hotel, which, at 305 rooms, boasts a prime location on its own private beach on Singer Island, and amenities including the acclaimed 3800 Ocean restaurant and the elegant Condé Nast Traveler award-winning SiSpa. Under Amidon’s expert leadership, Palm Beach Marriott Singer Island was named one of Marriott International’s “Full-Service Hotels of the Year” in the Eastern Region for 2015.

A longtime Palm Beach resident, Amidon has worked in the hospitality sector since 1983. Joining Palm Beach Marriott Singer Island marked his return to the Marriott brand after serving three years as executive director of the Tourist Development Council of Palm Beach County. As head of the county’s tourism development efforts, Amidon focused on promoting and managing tourism-related agencies and activities in Palm Beach County.

Prior to leading the Tourist Development Council, Amidon served Marriott in roles including area general manager for Marriott Palm Beach Gardens, Boca Raton Renaissance and Fort Lauderdale Marriott North. His regional tenure included general manager positions for the Delray Beach Marriott and Sheraton at CityPlace.

Amidon spent his early career in the Northeast, where he managed a number of hotels, including independent ski resorts.

Amidon provides leadership and involvement in a variety of industry and community organizations. Current and past positions include: executive director of the Tourist Development Council; chairman of Discover the Palm Beaches; president of the Palm Beach County Hotel & Lodging Association.; president of the Florida Restaurant and Lodging Association (Palm Beach Chapter); and board memberships with Singer Island Civic Association and Loggerhead Marine Life Center, Riviera Beach Business Council, and Coalitions to Senior Leaders and Interns, FRLA State Association, SunFest, South Florida Fair, and Palm Beach Gardens High School Five Star Magnet Advisory Council.

When not working or volunteering, Amidon enjoys golf, fishing, travel with his family and indulging in his passion for classic cars. Amidon and his wife, Tina, have two children and reside in Stuart.

ICYMI: PALM BEACH RESTAURANTS AND HOTELS ACHIEVE TOP SANITATION AND SAFETY AWARD FROM THE FLORIDA RESTAURANT AND LODGING ASSOCIATION

POSTED ON OCTOBER 19, 2020

TALLAHASSEE – Several local Palm Beach hospitality establishments have achieved the Florida Restaurant and Lodging Association (FRLA) Seal of Commitment, demonstrating their dedication to enhanced safety and sanitation practices. The FRLA Seal of Commitment is a promise to guests that their safety is a priority and is designed to improve confidence to return to hotels and restaurants in a post COVID-19 environment. It is a commitment that a restaurant or hotel meets safety and sanitation standards as designated by FRLA and that staff are well-trained.

Since the launch of the program, over **100 establishments** have achieved the Seal, with dozens more in progress, representing the statewide commitment of the hospitality industry to the health and safety of employees and guests. Awarded establishments have invested considerable resources to prioritize the safety and health of the staff, guests, and establishment.

Of the first group of Seal of Commitment Designees, the following achievers are in the Palm Beach, Florida Area:

- Kyle G's Prime Seafood & Steak, Jensen Beach
- Berry Fresh, Jupiter
- The Breakers Palm Beach, Palm Beach
- Cucina Palm Beach, Palm Beach
- Meat Market Steakhouse, Palm Beach
- Palm Beach Country Club, Palm Beach
- Café Chardonnay, Palm Beach Gardens
- Berry Fresh, Port St. Lucie
- Marriott Singer Island, Riviera Beach
- Berry Fresh, Stuart
- La Quinta Inn & Suites, West Palm Beach
- Okeechobee Steakhouse, West Palm Beach
- Okeechobee Prime Meat Market, West Palm Beach
- Palm Beach Yacht Club, West Palm Beach

I am pleased to be a part of the initiative and my team will uphold the standards set forth in the class.

—ROGER AMIDON, GENERAL MANAGER OF THE MARRIOTT SINGER ISLAND RESORT

"Employee and guest safety is paramount for Florida's hospitality industry," SAID CAROL DOVER, FRLA PRESIDENT AND CEO. "Even before the COVID-19 pandemic, our hotels and restaurants adhered to strict sanitation, food safety, and training guidelines. With the Seal of Commitment program, we have built on the foundation of those excellent standards to do even more to ensure cleanliness and safety and help build consumer confidence. Establishments can display their awarded Seal as a promise to guests of their strict adherence to these rigorous standards."

"We were the first restaurant in Palm Beach County to receive the Seal of Commitment. We wanted to set the bar high because it is important to us that our guests and staff feel safe and protected," SAID RALPH LEWIS, CEO OF OKEECHOBEE STEAK HOUSE. "We have been a member of FRLA since 1951. It is important for us to do the right thing. Operators who get the Seal of Commitment indicate they are willing to go above and beyond for safety and sanitation."

"When FRLA presented the Seal of Commitment, our team was excited to add this to our tool chest in order to build consumer confidence," SAID ROGER AMIDON, GENERAL MANAGER OF THE MARRIOTT SINGER ISLAND RESORT. "This program allows restaurants and hotels to exhibit their strong commitment to safety and sanitation. I am pleased to be a part of the initiative and my team will uphold the standards set forth in the class."

"We've always taken extra steps with safety and sanitation, but the Seal of Commitment gives our members an even higher level of confidence," SAID RON PASSAGGIO GENERAL MANAGER OF PALM BEACH COUNTRY CLUB.

Awarded establishments have completed rigorous safety and sanitation training. In a post COVID-19 atmosphere, when guests see an FRLA Seal of Commitment sticker on an establishment's door, they can be confident that the business is committed to sanitation excellence and protecting employees and guests.

Visit <https://frla.org/sealofcommitment/> to learn how to achieve the FRLA Seal of Commitment.



PALM BEACH MARRIOTT SINGER ISLAND (FL.) BEACH RESORT & SPA'S 3800 OCEAN RESTAURANT WINS WINE SPECTATOR AWARD

July 14, 2021 | Steve Pike | Awards, Destinations, Florida, News, Palm Beach County, Resorts, Restaurants

Palm Beach Marriott Singer Island (FL.) Beach Resort & Spa's 3800 Ocean Restaurant & Lounge has been honored for its wine program. The restaurant achieved the Two Glass, Best of Award of Excellence in the *Wine Spectator's* 2021 Restaurant Awards.

Wine Spectator's program recognizes restaurants around the world as top destinations for wine lovers across three levels: Award of Excellence, Best of Award of Excellence, and the Grand Award. The level earned by 3800 Ocean recognizes restaurants that offer extensive selections with excellent vintage depth and regional breadth.

"This is fantastic news for our resort," said General Manager Roger Amidon. "Resort Manager Jon Peels challenged the food and beverage team to get to the next level this year, and Corporate Director of Food & Beverage Larry LaValley got involved to hit the points and inventory needed to get there. We're excited to continue being a destination for aficionados and casual sippers alike."

Wine Spectator began its program to recognize the world's best wine lists in 1981.

3800 Ocean Restaurant & Lounge offer 326 selections, hailing from renowned wine territories in Italy, Spain, Chile, and Argentina.

ACCOLADES



<https://www.youtube.com/watch?v=rY2XzzwpKFI>

After the Palm Beach Marriott was nominated for the Providencia Award, general manager Roger Amidon explained the uniqueness of the hotel's services and amenities in the wake of COVID-19.



<https://www.wflx.com/2021/09/28/hospitality-industry-boosting-pay-benefits-effort-fill-job-openings/>

Roger Amidon explains the impacts of COVID-19 on staffing and outlines how the Palm Beach Marriott plans on building up their staff again before the busy tourism season for Palm Beach County begins around Thanksgiving.



<https://www.palmbeachpost.com/story/business/2022/09/11/marriott-hotel-resort-singer-island-gets-creative-find-workers/7999803001/>

Roger Amidon explains the impacts of COVID-19 on staffing and outlines the unique ways that the Palm Beach Marriott has approached hiring.

ACCOLADES



http://archive.tveyes.com/18120/3218780-181862/c50478be-55d9-48e3-aab2-6b480b9fcc58/WPTV_07-20-2020_11.48.38.mp4

Roger Amidon and others explain the appeal of the Palm Beach Marriott to guests looking for clean, high-standard accommodations and amenities post-pandemic.



<https://www.wflx.com/2022/02/25/beach-resort-shares-hiring-challenges-housing-obstacles-foreign-workers/>
Roger Amidon discusses the labor shortages in the wake of the pandemic and compares the hiring strategies of other hotels to those of the Palm Beach Singer Island Marriott.



<https://www.pbfilm.com/news/big-win-for-pbc-resort>

Roger Amidon explains the Sand Canvas Campaign that spread inspirational messages while the hotel's beachfront was closed during COVID-19 and was recognized by the 2020 Florida Tourism Hall of Fame and Flagler Awards.



https://issuu.com/rowlandpublishing/docs/22flla_fall/s/17265817



<https://palmbeach.floridaweekly.com/articles/roger-amidon/>



<https://www.wptv.com/rebound/hospitality-industry-boosting-pay-benefits-in-effort-to-fill-job-openings>

PRESS RELEASES



<https://www.youtube.com/watch?v=9mZeEfxQemw>



<https://www.youtube.com/watch?v=0kZYTmKFtg>



<https://www.wpbfl.com/article/most-fun-small-town-in-the-united-states-celebrates-title/1313800>



<https://www.northpalmbeachlife.com/roger-amidon.html>



<https://www.youtube.com/watch?v=rY2XzwpKFI>



<https://www.hotelexecutive.com/news/53008/marriott-international-recognizes-floridas-palm-beach-marriott-singer-island-beach-resort-spa-and-general-manager-roger-amidon-among-the-best-in-its-business>

FEATURED PUBLICATIONS

CHEERS TO PALM BEACH MARRIOTT SINGER ISLAND BEACH RESORT & SPA

Resort Celebrates Nomination for the 29th Annual Providencia Award with Signature Drink, Proceeds to Local Charity

Published Thursday, April 15, 2021

[Tweet](#)



<https://www.bdb.org/news/2021/04/15/newsmakers/cheers-to-palm-beach-marriott-singer-island-beach-resort-spa/>



The Palm Beach Marriott, Singer Island: For families seeking a turtle's pace

Robin Hutson | February 2, 2020

<https://luxerecess.com/marriott-singer-island-best-palm-beach-resort-loggerhead-marinelife-center/>

FEATURED PUBLICATIONS



<https://kidsareatrip.com/marriott-resort-palm-beach-singer-island-florida/>



<https://www.weddingwire.com/biz/palm-beach-marriott-singer-island-beach-resort-spa-west-palm-beach/0d502b1ea2138d7f.html>

FOOD & BEVERAGE



<https://www.visitflorida.com/travel-ideas/articles/places-to-stay-marriott-singer-island/>



<https://tripsandgiggles.com/story/singer-island-marriott-gingerbread-house>



https://www.dropbox.com/referrer_cleansing_redirect?hmac=VFcfva8WEjMpC%2BNoLBBYHi%2BaeVX8EnTzn-McVW2VK4TY%3D&url=https%3A%2F%2Fwww.miamiculinarytours.com%2Fpalm-beach-marriott%2F

FOOD & BEVERAGE



FOOD & BEVERAGE



FOOD & BEVERAGE



COVID-19 RESPONSE



THERE'S NO PLACE LIKE HERE.

May 18, 2020

Mayor Ronnie L. Felder
600 W. Blue Heron Boulevard
Riviera Beach, FL 33404
rfelder@rivierabeach.org

Dear Mayor Felder:

I am kindly requesting your urgent attention to the matter of allowing our private beaches to re-open as soon as possible.

First, I must impress upon you the importance of allowing our private beaches to re-open so that we can put our unemployed hospitality workers in our community back to work and boost our city's much-needed economic recovery. At our resort alone, we need to bring back over 200 unemployed workers. These same unemployed workers are finding it difficult to receive unemployment benefits, making this period especially tough on them and their families.

Please keep in mind that as a private beach and concessionaire, we are uniquely equipped with the ability to control access to our beach and closely monitor social distancing which we understand is critical to reducing the potential spread of COVID-19. We have already formulated plans to set up beach chairs with 10 feet of space between each pair - this goes above and beyond the 6 feet recommended by the CDC. Hotels and resorts have adapted to the circumstances brought on by the virus to create a "new normal" and I can assure you that we have enhanced our cleanliness guidelines and enforced the practice of social distancing.

Furthermore, please consider that our beach was initially closed due to an Executive Order issued by Palm Beach County. On May 15, the Board of County Commissioners voted unanimously to allow beaches in Palm Beach County to re-open. The state and county beaches located north and south of us are all permitted to open today, May 18, including Ocean Reef Park which is directly next to our beach. Considering the safety measures we are prepared to put in place, please vote to allow us to re-open and put our team back to work.

Sincerely,

A handwritten signature in black ink, appearing to read 'Roger Amidon'.

Roger Amidon
General Manager

A handwritten signature in black ink, appearing to read 'Jon Peels'.

Jon Peels
Resort Manager

PALM BEACH MARRIOTT SINGER ISLAND BEACH RESORT & SPA
3800 N. OCEAN DR. RIVIERA BEACH-SINGER ISLAND, FL 33404
PALMBEACHMARRIOTTRESORT.COM T 561.340.1700



COMMITMENT TO CLEAN PLAN

A standard that all properties must comply with is to create a hotel-specific Commitment to Clean plan. The plan should outline specific guidance and steps to ensure associate hygiene and cleanliness and guest safety regarding COVID-19 are accounted for throughout the hotel. All associates must familiar with the hotel's plan and be able to communicate it to guests as needed.

ASSOCIATE PROTOCOLS

HOTEL PLAN



CLEANLINESS CHAMPION

Each property required to have a Cleanliness Champion to help lead the hotel's efforts around guest/associate safety and stays up to date on changing cleanliness needs and protocols

1. Cleanliness Champion: Roselyn Cardona, Director of Housekeeping
2. The CARE Committee is assisting Roselyn with planning and implementing our Cleanliness Action Plan
3. The CARE Committee consists of the following people:
Molly Brown (Executive Assistant), Trevor Keena (Recreation Supervisor), Jennifer Miller (Reservations Manager), Harvinder Singh (Director of F&B), Frankie Somarriba (Purchasing Manager), Alli Vigilio (HR Coordinator), Jose Vincens (Director of Security)



TRAINING

Associates will be required to take training on COVID-19, safety and sanitation protocols. Cleanliness Champion will lead efforts.

1. All incumbent associates, new hire associates, and temp labor are required to take the VENZA COVID-19 Training Course
2. Delivery of daily stand-up materials (materials forthcoming from Marriott International)
3. CleanMatters COVID-19 Refresher Training will be completed by incumbent associates and all new hire associates (training to be developed)



HAND HYGIENE AND ETIQUETTE

Provide guidance to associates on the steps, frequency, and requirements for hand sanitization. This includes use of proper soap and steps to wash hands or use of hand sanitizer.

Place hand sanitizer stations at high customer touch points (entry/exit, elevators, escalators, F+B outlets, meeting space, spa, fitness, etc.)

Display signage promoting social distancing, hand hygiene, and cleanliness in heart of house, front desk, and public spaces; view MGS for signage ideas

1. Signage for proper handwashing, sneezing, and coughing protocols posted in back-of-house areas, in multiple languages
2. Proper hand washing videos shown to every associate in each department
3. Hand sanitizer stations placed at high customer touch points (entry/exit, F&B outlets, and fitness center).
4. Signage promoting social distancing, hand hygiene and cleanliness in heart of the house, front desk, and public spaces.
5. F&B and Housekeeping associates are required to wear gloves and change them out frequently

THERE'S NO PLACE
LIKE HERE



Pool Chair Reservations

Following CDC guidelines, we have reconfigured both pool decks by adding 6 feet between each set of pool chairs. This added safety measure has altered the seating capacity at each pool. To ensure that all of our guests are able to enjoy the pools, we have implemented a Reservation System for the safety of our guests and associates. We thank you for supporting our efforts.

- ❖ Reservations can be made in-person at our Concierge Desk located in the Resort Lobby
Reservations for Saturday will be accepted on Friday starting at 8am
Reservations for Sunday will be accepted on Saturday starting at 8am
- ❖ One pool reservation per suite per day
- ❖ Seating Times
8:30 am to 11:30am
12pm to 3:00pm
3:30pm to 6:30pm
- ❖ **Reservations will be held for 30 minutes from start time before being released for walk-up seating**
- ❖ Day-of availability will be determined on a walk-up basis at the entrance of each pool
- ❖ Between each block of reservations, our team will be disinfecting all chairs and tables for everyone's safety
- ❖ Outside coolers and food are not permitted
- ❖ Day visitors are not permitted in order to accommodate our registered resort guests
- ❖ 1 towel per person will be provided
- ❖ Leaving the pool area during your reserved time frame may result in forfeiting your space in order to maximize our capacity under the CDC guidelines
- ❖ Please exit the pool areas at the end of each block to ensure that our team has the appropriate time for disinfecting and welcoming our next guests to enjoy the pool
- ❖ As a reminder, a 1 bedroom suite accommodates a maximum of 4 people and a 2 bedroom suite accommodates a maximum of 6 people

MEMBER OF MARRIOTT BONVOY™

PALM BEACH MARRIOTT SINGER ISLAND BEACH RESORT & SPA
3800 NORTH OCEAN DRIVE, SINGER ISLAND - RIVIERA BEACH, FL 33404
561.340.1700, PALMBEACHMARRIOTTRESORT.COM



In-room Covid-19 testing is a hotel amenity on the rise in the new year

By Christina Jelski | Jan 05, 2021

A+ A-



A nasal swab Covid-19 test used by Helix Urgent Care.



Hotels and resorts have been somewhat slow to adopt Covid-19 testing protocols for guests, but as the pandemic stretches toward the one-year mark, the concept of testing as an amenity is starting to gain traction.



Among those that have pioneered the concept of on-property testing are Spain-based chain Room Mate Hotels, which in September unveiled plans to make **complimentary rapid antigen Covid-19 tests** available to its guests portfolio-wide, and Soneva, which operates luxury resorts in the Maldives and Thailand and announced **mandatory guest testing upon arrival** this past summer.

Such comprehensive on-site guest testing programs, however, have generally remained few and far between, with many hospitality players relying on national, regional or local pretravel testing mandates – such as requirements calling for proof of a negative PCR test result within 72 hours of departure – to serve as the guest-testing component of their Covid-19 safety plans.

But according to Dr. Teresa Bartlett, senior medical officer for the claims management firm Sedgwick, pretravel testing requirements are far from foolproof.

CLICK FOR FULL ARTICLE

<https://www.travelweekly.com/Travel-News/Hotel-News/In-room-Covid-19-testing-is-a-hotel-amenity-on-the-rise-in-the-new-year>

AWARD-WINNING PROPERTY



AWARD-WINNING PROPERTY



AWARD-WINNING PROPERTY



CERTIFICATIONS

