

# Welcome



## Introduction

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Thank you, Buchanan Field Airport Aviation Advisory Committee for allowing us to introduce you to Kumar Sharma, Hogan Hospitality Group (HHG), and the future of the Concord Plaza Hotel

# Company Overview



# Jai Shri Ram

Kumar Sharma is the principal owner of the Concord Plaza Hotel under Jai Shri Ram.

Mr. Kumar, was born in a small village near a river in the foothills of Punjab, India. The son of astrologers, who married the daughter of astrologers his future was foretold at birth to travel and own real estate of hotels, retail, and complex housing.

After earning an economics degree and working in Iran, entered the United States and worked in a liquor store that he would eventually own. Over the years Mr. Kumar has earned over 40 hotels and with his wife and two sons now owns the owner of 6 hotels with two more in escrow. Last year's assets represented over \$150 million dollars and employed over 250 employees.



INDIVIDUALIZED ATTENTION. FOCUSED RESULTS.

# Hogan Hospitality

Pioneers in hospitality and tourism, Ed and Lynn Hogan opened Pleasant Travel Service in 1959. The travel company based in Westlake Village, California provided travel packages to Hawaii. When guestroom inventory in Hawaii became restricted to travel agents, the Hogan family purchased their first hotel in 1974. This launched Hogan Hospitality Group (HHG), which has owned several hotels throughout the years. Today Hogan Hospitality owns the Royal Kona Resort and manages the Kauai Shores Hotel. Born out of hotel ownership, Hogan Hospitality Group has a unique understanding of the hospitality industry, offering hotel owners measurable results in profitability and guest satisfaction, and unparalleled management experience.

Hogan Hospitality Group acquired Marin Management in 2018, pairing the two companies for successful growth. The combined properties owned or managed by Hogan Hospitality Group currently totals 26 properties and over 3,200 hotel rooms in 5 states.



INDIVIDUALIZED ATTENTION. FOCUSED RESULTS.



# Our Portfolio



Doubletree by Hilton  
Chico, CA



Concord Plaza Hotel coming soon as  
Courtyard by Marriott and Fairfield  
Inn Suites, Concord, CA



Best Western  
Placerville, CA



Fairfield Inn & Suites,  
Oakhurst, CA



Hampton Inn,  
Oakhurst, CA



Holiday Inn,  
Oakhurst, CA

Full-Service Brands

# Concord Plaza Asset Overview

The purchase of the Concord Plaza hotel and successful negotiations to convert to a hybrid Courtyard by Marriott and Fairfield Inn & Suites by Marriott brand accommodate the company's business strategy and model. This acquisition and immediate rebranding is an excellent and sound opportunity for business success and value growth.

With an acquisition price of \$16 million and renovation costs of \$18 million the asset growth potential is 29 million within two years. Five-year projections estimate \$90 million in revenue, 52 million in GOP at 58% revenue and net profits of \$17 million at 19% to revenue.



HOGAN  
HOSPITALITY

INDIVIDUALIZED ATTENTION. FOCUSED RESULTS.



# Community Exposure

## Strengthening Community Through Strategic Partnerships

The new Concord Plaza Hotel is committed to being a positive force in the region by collaborating with key local partners to drive growth, opportunity, and quality of life.

### Partnering with the neighboring Golf Course

- Expanding tourism through joint packages and events
- Driving revenue for local sports and recreation
- Hosting charitable tournaments to benefit community causes

### Investing in the Local Community

- Prioritizing local hiring and workforce training
- Partnering with local businesses
- Supporting community events, youth programs, and cultural initiatives

### Coordinating with Airport

- Enhancing regional connectivity with high-end travel experiences
- Attracting business travelers and corporate retreats to the area
- Creating a seamless experience for NetJets clients, encouraging longer stays and greater local spend



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# Food and Beverage

## **Concord Plaza Hotel – Dining & Hospitality**

Our on-site restaurant is designed to serve guests, event attendees, and the local community with convenience, quality, and flexibility:

### **Daily Breakfast Options**

- Complimentary Continental Breakfast served every morning
- Cook-to-Order Breakfast available for a fee — fresh, hot, and customized to guest preferences

### **Event Catering**

- Full-service catering available for small meetings to large celebrations
- Flexible menus, professional service, and spaces designed to suit both intimate gatherings and corporate events

### **Evening Bar Service**

- Our lobby bar is open daily from 5 PM – 10 PM
- A relaxed space to unwind with curated wine, cocktails, and local brews



INDIVIDUALIZED ATTENTION. FOCUSED RESULTS.





## COURTYARD | FAIRFIELD- CONCORD, CA



*The ownership of Courtyard | Fairfield looks to the future with its latest conversion in Concord, CA. An artwork marriage of custom and prototypical elements combine to create an eclectic yet refined mix of styles. The Courtyard and Fairfield brands are both comfortable and welcoming without being cluttered and dark. The relaxed, casual and contemporary brand is clearly evident. Additional layers like refined fine art installations, organic details and materials that evoke its location all work together to create a unique and memorable mix of style.*





Front Desk- Mood Photo



Pendant at Media Pods



Floor Tile



Media Pod Seating Style



Carpet





Custom Area Rug

Floor Tile





Carpet



Floor Tile at Bar



Ceiling Pendants at Terrace- to be hung at different heights.



Floor Tile at Terrace

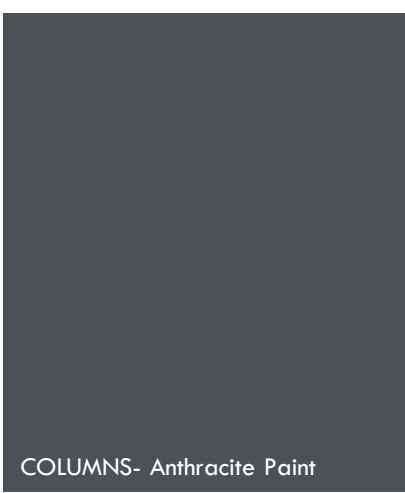




PAINT AT BUILDING ELEVATIONS-  
Already approved with architect's  
submittal.



FLOOR TILE-  
WOOD BEAMS AT CEILING-  
Stripped to match tile.



COLUMNS- Anthracite Paint



New ceiling pendants and sconces.



WALL MURAL- Shown for artist  
style only. Concept to be  
developed- Bird morphing into  
airplane and taking flight.  
Brightly colored to coordinate  
with overall color scheme.



EXISTING STACKED STONE-  
California Gold



Large Scale Floor Pattern



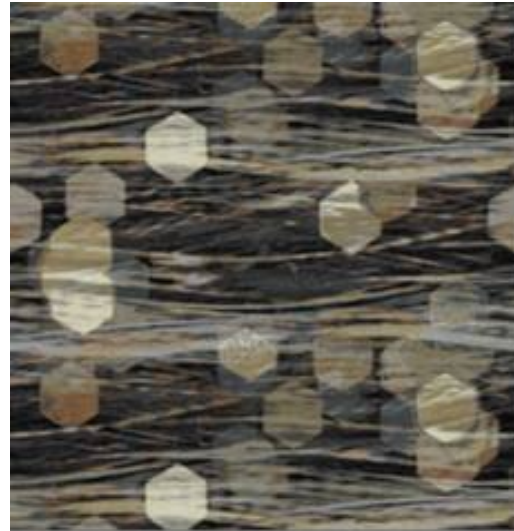
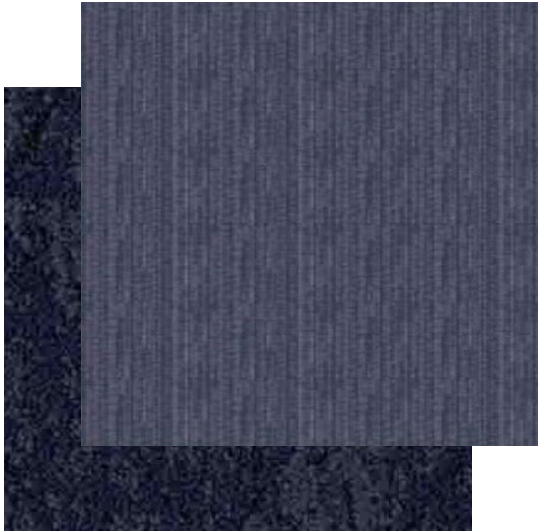




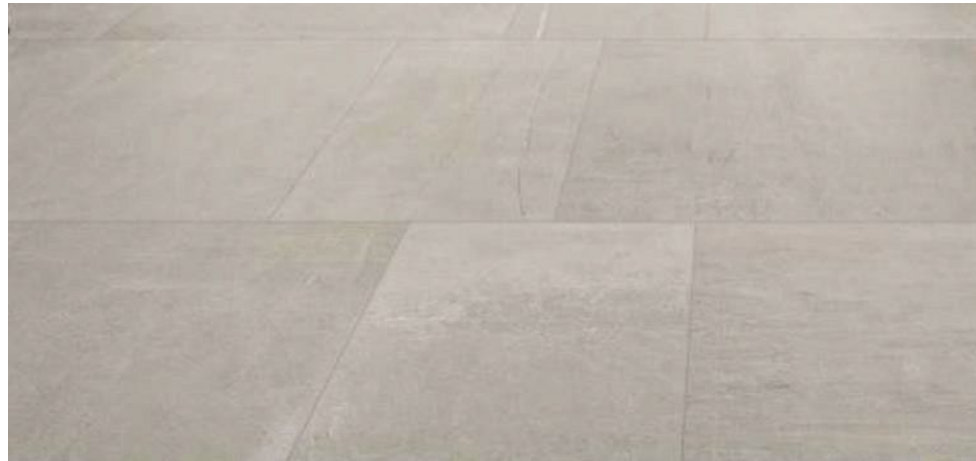


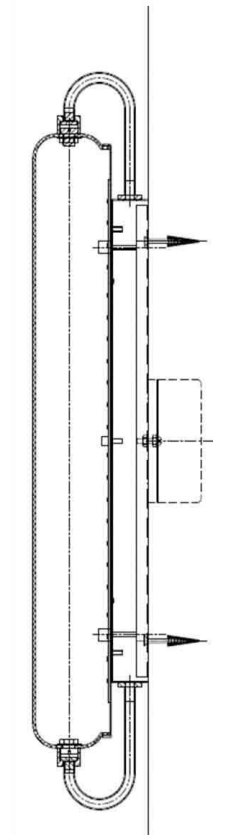


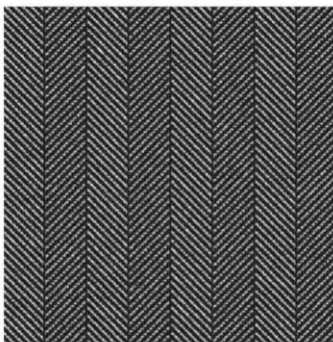
We are in progress of our ballroom carpet design. We are blending the look and feel of the Fairfield and Courtyard corridor carpet using the striations from Fairfield and the geometric pattern from Courtyard to inspire our design. We plan to utilize the same yarn colors from both carpets to infuse those colorations into our final design. More to come in Design Development!









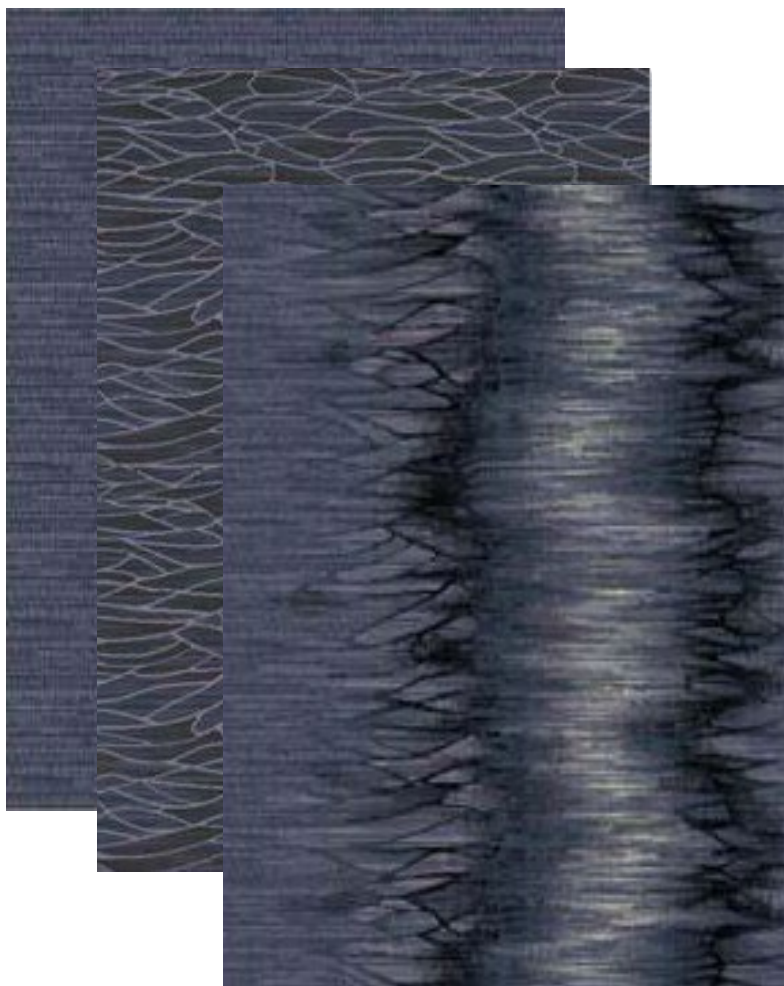


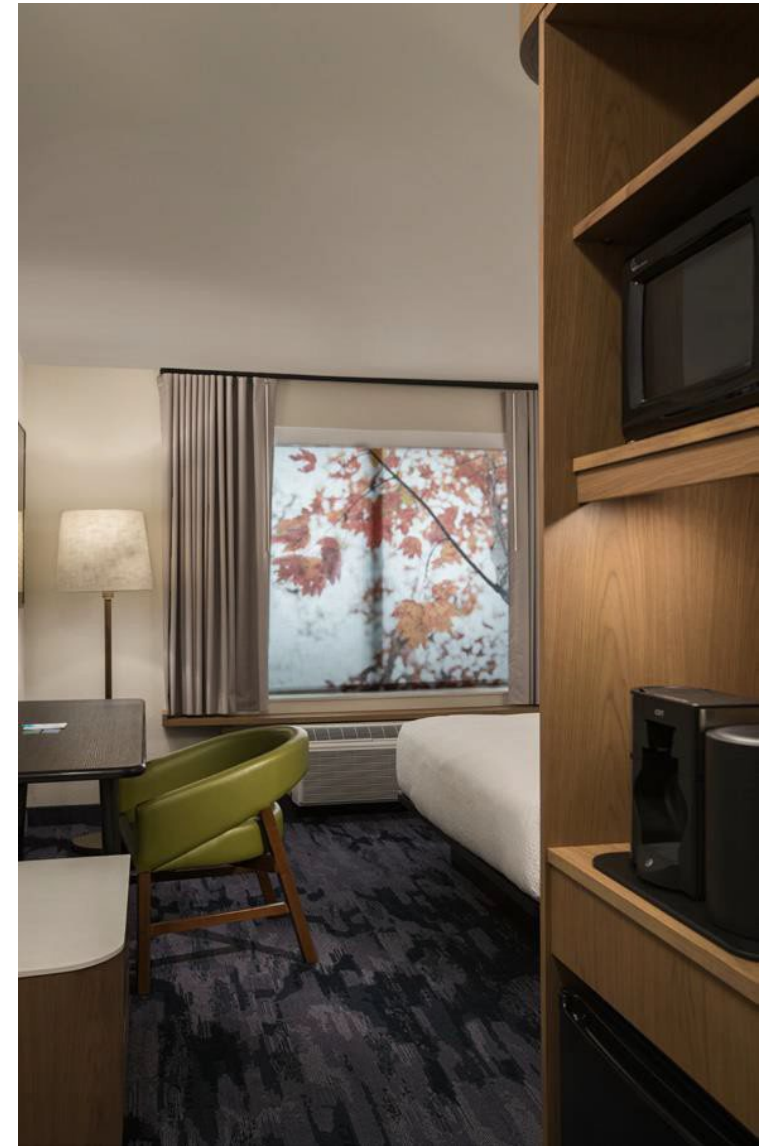
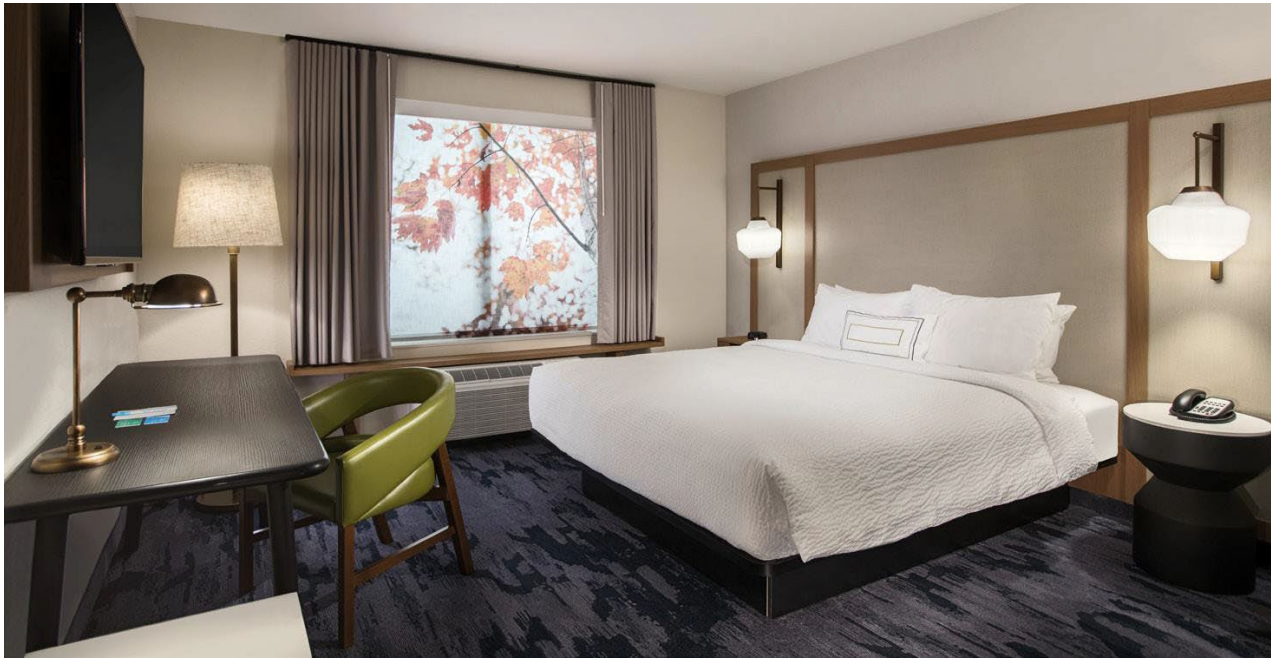
















A group of seven business professionals (four men and three women) are posed in a modern office environment with large windows. They are all smiling and dressed in business attire. The image is overlaid with a semi-transparent blue filter. Centered over the image is white text that reads: "Thank you on behalf of Kumar Sharma and, Hogan Hospitality Group".

Thank you on behalf of Kumar Sharma  
and,  
Hogan Hospitality Group