

# AmericInn® Brand Standards Manual

2012 Version 1



Welcome to the end of the day.™

<b>Introduction .....</b>	<b>5</b>
<b>100 Design and Construction .....</b>	<b>6</b>
101 Logo Description & Qualifications .....	6
102 Plan Review & Property Approvals.....	7
103 Refurbishing and Product Replacement.....	11
104 Site.....	12
105 Landscaping .....	13
106 Exterior & General Hotel.....	13
107 Life Safety & Security Systems .....	15
108 Lobby.....	16
109 Breakfast Area.....	19
110 Guest Corridors .....	21
111 Guest Rooms .....	22
112 Pool and Recreation Area.....	33
113 Fitness Room .....	36
114 Meeting Facilities .....	38
115 House Laundry.....	39
116 Guest Laundry.....	40
117 Office.....	41
118 Vending & Ice.....	42
119 Telephone System.....	43
120 Signage .....	45
121 Furnishing Installation Guidelines .....	48
<b>200 Operations .....</b>	<b>49</b>
201 Guest Rooms .....	49
202 Guest Room Logo/Branded Items .....	50
203 Housekeeping .....	50
204 Front Desk.....	53
205 House Laundry Room .....	54
206 Indoor Recreation Area .....	54
207 AmericInn Perk Breakfast.....	54
208 Lobby & Common Areas .....	60
209 Exterior .....	62
210 Uniforms and Appearance.....	62
211 Personnel .....	65
212 Training.....	65
213 Quality Assurance and Compliance .....	67
214 General Policies .....	67
215 Vendor Relations Policy.....	68
216 AmericInn Customer Satisfaction System (ACSS) and Guest Relations .....	70

217	Splash Bay Adventure® .....	70
218	American Automobile Association (AAA) .....	71
<b>300</b>	<b>Sales &amp; Marketing .....</b>	<b>72</b>
301	Hotel Identification .....	72
302	Colors .....	73
303	Fonts .....	73
304	Primary Logos .....	74
305	Secondary Logos .....	74
306	Logo Usage .....	76
307	Tagline .....	76
308	Legal Matter .....	77
309	Toll-free Phone Numbers and Website URLs .....	77
310	Loyalty Program .....	78
311	Best Rate Guarantee .....	82
312	Rate Offerings .....	83
313	AAA .....	84
314	Marketing Collateral .....	84
315	Telephone Faceplates .....	86
316	In-Room/Guest Services Directories .....	87
317	Fax, Memos and Email Signature .....	87
318	Outdoor .....	87
319	Vehicle Graphics .....	88
320	Public Relations .....	88
321	Photography Standards .....	88
322	Hotel-Specific Websites .....	91
323	Hotel-Specific Email Marketing .....	93
324	Hotel-Specific Pay-Per-Click Advertising .....	93
325	Hotel-Specific Social Media .....	94
326	Social Media and Franchisee Employees .....	95
<b>400</b>	<b>Information Systems &amp; Technology .....</b>	<b>96</b>
401	Data Privacy .....	96
402	Indemnity .....	96
403	High Speed Internet Access (HSIA) Specifications .....	97
404	Network Infrastructure .....	99
405	Guest Computers .....	99
406	Administrative Network .....	99
407	Equipment .....	99
408	Central Reservation System .....	99
409	Distribution .....	102
410	Property Management System .....	103
411	Two-Way Interface .....	104

412 Hospitality Information Portal..... 105

413 Technology Systems ..... 105

414 Technology Systems Support..... 105

415 OCIS..... 107

Explanation of Abbreviations ..... 108

## Introduction

AmericInn International, LLC (the “Franchisor”) is committed to providing our guests with a consistent, quality lodging experience. A brand impression is made each time a guest arrives at one of our locations and their decision to return is made when they depart. With this in mind, the Franchisor has created this set of brand standards to promote continuity between all Hotels within the AmericInn® brand, in regards to construction/design, operations, sales/marketing and technology.

Changes from the previous version of AmericInn Brand Standards are highlighted in yellow, though the Franchisor is not responsible for changes that may have not been highlighted. The Franchisee is ultimately responsible for complying with all standards.

***While using this manual, keep in mind that meeting all additional laws and codes (federal, state, local, ADA, etc.) are the responsibility of the Franchisee. Utility companies and insurers may also require variances. All requests for variances must be submitted in writing to the Franchisor to review and respond with written approval prior to ordering or implementation.***

To make it easier to read this manual, the following terms are used uniformly throughout the remainder of this document:

- “Franchisor” refers to AmericInn International, LLC
- “Franchisee” refers to the person or entity which owns the Hotel
- “Hotel” refers to the physical AmericInn®, AmericInn Lodge & Suites®, AmericInn Hotel & Suites®, AmericInn Motel & Suites® or AmericInn Motel® building as well as the hotel on-site representatives (i.e. general manager)
- “Program” refers to the Franchisor’s loyalty program
- “Points” refers to the Franchisor’s loyalty program points
- “Easy Rewards Online” refers to the Franchisor’s online loyalty system
- An Explanation of Abbreviations can be found at the back of this manual

**All information outlined in this manual is confidential and should not be shared with any third parties.**

## 100 Design and Construction

For clarifications or questions concerning the Design and Construction Standards contact the Design and Construction Department at:

Design and Construction Department - AmericInn  
250 Lake Drive East  
Chanhassen, MN 55317  
Phone: 952-254-5000  
Fax: 952-294-5001  
Email: DesignServices@AmericInn.com

Licensee must comply with the Design and Construction Standards and Standard Interior Design Packages when:

- Building a new hotel or addition
- An implementation dated is indicated
- When required in a Property Improvement Plan (PIP)
- Renovating and product replacement

Failure to comply may result in a default under your license agreement.

The following are referenced in **Section 100 Design and Construction**. Familiarize yourself with their content and locations:

- Hospitality Information Portal – General Manager and Owner portal for all brand communications
- AmericInn Prototype Plans – Given to the Franchisee upon the signing of the Franchise Agreement
- AmericInn Prototype Project Manual – Given to the Franchisee upon the signing of the Franchise Agreement
- AmericInn Standard Interior Design Packages – Hospitality Information Portal >Resources
- AmericInn Perk Retrofit Plans - Hospitality Information Portal > Resources

### 101 Logo Description & Qualifications

---

- 101.1 Each Hotel/Franchisee must meet all design standards, operating requirements and graphic standards of the Franchisor. Any deviations from the Franchisor's established standards and requirements and use of the AmericInn logo must be approved by the Franchisor in writing. For more information regarding AmericInn logos see **Section 300 Sales & Marketing** of this manual.
- 101.2 The following are qualifications to use the AmericInn and AmericInn Hotel & Suites logos and classifiers.
- 101.2.1 *AmericInn* – To qualify to use the AmericInn logo, it is not a requirement to have suites. If suites are incorporated they must follow the criteria for the Franchisor-approved suites as specified in **101.4** along with all standard room requirements.
- 101.2.2 *AmericInn Hotel & Suites* - To qualify to use the AmericInn Hotel & Suites logo and classifier, a minimum of 5% of all guest rooms (not including the hospitality/meeting room) must be a Franchisor-approved suite.
- As an example, a 75-unit Hotel must have at least four suites to qualify to use the AmericInn Hotel & Suites logo. Fractions of room count percentage calculations must be rounded up.
- 101.3 Upon transfer or re-licensing of a Hotel, the Franchisor reserves the right to require the designation of the Hotel to change to "AmericInn" or "AmericInn Hotel & Suites."
- 101.4 For a guest room(s) to be considered a Franchisor-approved "suite", **one of the** following criteria must be met:

- A. Spa suite
  - a. Spa with decorative tile floor and wall surround
  - b. Minimum of 350 square feet
- B. One room suite
  - a. Bedroom and a living room area separated with partial walls
  - b. One 32" TV per room or one 42" TV to be shared between the living room and bed room.
  - c. Minimum of 350 square feet
- C. Two room suite
  - a. Bedroom and living room separated by a French door or door with side light

b. Minimum of 350 square feet

101.5 In addition to the above criteria all suites must have the following requirements along with all standard room requirements:

- A. Fully upholstered lounge pieces for 2 or more guests.
- B. A compact size, or larger, refrigerator housed in a cabinet or piece of furniture.
- C. A compact size microwave housed in a cabinet or piece of furniture.
- D. MP3 player clock radio.

## 102 Plan Review & Property Approvals

---

102.1 **New construction and additions** - Each Franchisee will submit to the Franchisor the construction documents for the proposed Hotel that have been prepared and stamped by professionals licensed in the disciplines of architecture and engineering and licensed in the area in which the Hotel will be constructed. The current requirements of the Prototype Plans, Project Manual, Design and Construction Standards and the Standard Interior Design Packages must be met.

The review of these construction documents will be only to determine that the Franchisor's Design & Construction Standards have been met. The Franchisor's approval does not imply the approval of the project for architectural, engineering or other professional input on the project, nor does the Franchisor's approval imply that the documents have met the requirements of building, fire, zoning or other applicable requirements of local, county, state, federal or other authorities with jurisdiction. The Franchisee is responsible for these documents meeting or exceeding applicable laws, Americans with Disabilities Act (ADA), codes and ordinances.

102.1.1 *Preliminary Plans and Specifications* - Within 90 days of the execution of the Franchise Agreement, the Franchisee is required to submit to the Franchisor for review: three sets of preliminary plans and specifications for the construction of the Hotel. These documents will be reviewed as to their compliance with the Construction & Design Standards. Within 30 days of receipt of these documents, the Franchisor will notify the Franchisee as to compliance with the Construction & Design Standards. A review letter and, if necessary, one set of the documents, with notations, will be sent to the Franchisee concerning any corrections that must be made. These preliminary plans shall include, but are not limited to, the following:

- 102.1.1.1 Site plan showing, building outline, streets, access drives and parking location, utility easements, signage locations, landscaping, site setback lines and an area location drawing.
- 102.1.1.2 Dimensioned floor plans, of all floors, which show room types with a clear indication of any deviation from the standard room layout or sequence. One quarter (1/4) inch scaled and dimensioned guest rooms and common area plans showing the room furniture, fixtures & equipment (FF & E).
- 102.1.1.3 Front exterior elevation, scaled, showing the full building and identifying building materials.
- 102.1.1.4 Indications of any material substitutions, interior or exterior, from the Construction & Design Standards as laid out in this manual.

102.1.2 *Final Plans and Specifications* - Within five months of the execution of the Franchise Agreement, but no later than 30 days prior to the start of construction, the Franchisee will submit for final review to the Franchisor: three complete sets of final drawings and specifications incorporating the modifications required by the Franchisor in the preliminary submission review. Upon review and approval by the Franchisor, and within 30 days of receipt of these documents, a letter of approval will be sent to the Franchisee along with any further comments. Addendums or changes to the approved final drawings shall be submitted in writing to the Franchisor for prior written approval before implementation.

If the final plans and specifications do not meet the standards, they will be returned with a review letter and notations for completion and resubmission by the Franchisee. It is in the best interest of the Franchisee to make sure the corrections are made to the documents to avoid delay of construction or termination of the Franchise Agreement. The final construction and FF & E documents are to include, but are not limited to, the following items:

NOTE: ALL DRAWINGS ARE TO BE CROSS-REFERENCED AND INCLUDE ADEQUATE SCHEDULES AND NOTATION FOR CLARITY. THESE ARE TO BE THE CONSTRUCTION DOCUMENTS AND WILL BE REVIEWED AS SUCH.

The documentation below must be prepared and certified by a licensed architect and engineer registered in the state and municipality where the Hotel is located.

- 102.1.2.1 Site Plan 1"=50'-0" or larger scale
- A. Existing Contours tied to an established and identified benchmark.
  - B. Proposed Contours tied to same benchmark as above.
  - C. Spot elevations of; specific features, floors, walks, curbs, bituminous surfaces, catch basins, storm sewers and stoops outside all exterior doors.
  - D. Accessible parking locations and associated; ramped curbs, meeting applicable codes and the requirements of ADA.
  - E. Parking and traffic layout showing; size and number of stalls, driveways and striping.
  - F. Adjacent streets, highways and access drives to site.
  - G. All utilities and easements indicating; connection points with appropriate slopes and civil engineering, including retention areas, weirs, and other information associated with site water run-off, including erosion controls during construction.
  - H. Site boundaries, showing lengths and declination.
  - I. Signage locations indicating height, area of sign and face position on site and drawing of proposed signage using the AmericInn trademarked logo.
  - J. Site dimensions locating building, paved areas of site, future expansion if planned and signage support locations.
  - K. North arrow.
  - L. Light standard locations and heights.
- 102.1.2.2 Landscape Plan 1"=30'-0" scale
- A. Show landscaping plan with location on site in relation to the building and the parking areas.
  - B. Identify tree and shrubbery species on a schedule and indicate their location on the plan. Local ordinances often have requirements as to species, quantities, and irrigation requirements.
  - C. Indicate with details how plants are to be guyed and protected during early growth period.
  - D. Show existing trees that are to remain on the site.
- 102.1.2.3 Floor Plans 1/8"=1'-0" scale
- A. Plan of all floors showing room locations and identified with numbers that will be the final numbers assigned to the rooms.
  - B. Show door swings, bathroom fixtures and built-in items in all rooms and stairways.
  - C. Indicate type of wall construction including reference to details or schedule, rated wall conditions, special flooring and major equipment locations.
  - D. Show exterior dimensions (overall as well as openings in exterior walls).
  - E. Include on this plan or indicate its location in documents, a room finish schedule with abbreviations showing: room names and numbers, floor finishes, base finish, wall finish, ceiling material and ceiling heights as a minimum.
  - F. Include a window and door schedule on this plan. The schedule should include appropriate cross-referencing to the plan and abbreviations showing; door numbers, size of doors, door types, frame materials, frame types, fire ratings, finishes and hardware groups. Provide adjacent drawings showing elevations, at small scale, of all doors and frames. The window schedule should include: a reference number, size of window and a description of materials with elevations, at small, scale of the window frames.
  - G. Include on this plan a unit room schedule showing each unit type, quantity and total unit count, using alphabetic labeling. Identify locations of all accessible and hearing-impaired rooms.
- 102.1.2.4 Area Floor Plans 1/4"=1'-0" scale
- A. Show the pool and recreation area, accessible restrooms, mechanical equipment room and the specific location of the pool and whirlpool.
  - B. Show the meeting room, if applicable, the laundry and storage room and the lobby area with its adjacent rooms.



- C. Show each of the guest room types that will be in the building, including furniture, bathroom fixtures and whirlpool. Label each unit with an appropriate letter.
- D. Indicate by dimension: the sizes of all rooms and features, including equipment, in the rooms.
- E. Show dimensions for construction layout and framing materials, including: locations in the walls and on the floors.

102.1.2.5 Elevations

- A. Interior elevations of walls with built-in or permanently affixed fixtures, including guest rooms, pool, lobby, laundry and all other areas for clarity of intent.
- B. Elevations of each type of bathroom including, but not limited to, locations by dimension of all of the bathroom equipment including grab bars, towel shelves, mirrors, shower curtain rods, tile locations, lavatories and light fixture. In the accessible bathrooms, show mounting heights of shower controls and ADA seats.
- C. Elevations of the front desk inside and out with drawer and storage cabinetry. Include the breakfast room, fireplace and other major elements.
- D. Laundry shelving and storage, including equipment locations.
- E. Provide sufficient detail to show the design intent and character of the spaces.
- F. Reference all sections through elevations to larger scale details.
- G. Exterior elevations to show all materials and their locations, relative heights of elements and roof pitches.
- H. Exterior elevations to show building section lines and detail section lines. Indicate windows, brick, doors and all mechanical units as well as mechanical grilles and roof vents.

102.1.2.6 Building Sections

- A. Show sections through entire building at scale, no less than 1/4"=1'-0", at all major parts of the building including; the pool area, the lobby area, the guest room area, the stairway area and other areas as needed to clearly describe construction of the building.
- B. Section shall show material, their locations and thickness, ceiling and floor to floor heights, wall heights, and window and door locations. Refer complex construction areas to larger scale details.
- C. Sections shall clearly indicate STC ratings and assemblies that achieve a minimum rating of 54 at all areas and in addition, provide assemblies that achieve a minimum rating of 58 at all areas immediately adjacent to guest rooms that serve all public areas (excluding corridors) and all back of house operations.

102.1.2.7 Wall Sections

- A. Section shall show, using a minimum of 3/4"=1'-0" scale, full walls from footings to top of wall. In the case of exterior walls, the roof and soffit details should be shown. Interior walls should go to a minimum of above the top floor ceiling line.
- B. Sections are to show the relationship of the various materials and how they are to be related to each other. Indicate materials, dimensions and special conditions, vapor barriers and sound control.
- C. Wall Section Details are to incorporate designs that achieve a minimum of STC 54 for all interior wall assemblies and where guest may be impacted by equipment related noises, those wall sections are to have assemblies that achieve a minimum of STC 58. All floor assemblies shall be constructed to match the wall STC rating and shall have a minimum deflection of L/480.

102.1.2.8 Details

- A. The details should be at a minimum of 1"=1'-0" scale and should more fully describe material relationships as identified in building sections, wall sections and plans. These details should be made up of plan and section blow-up, where clarity is important. Indicate materials, dimensions and clarify any unique or complex condition.

102.1.2.9 Reflected Ceiling Plan 1/8"=1'-0" scale

- A. Show ceiling configuration of all floors of the building indicating ceiling materials, penetrations of the ceiling, access panels and soffits.
- B. Refer to larger scale details where appropriate.

102.1.2.10 Structure

- A. These documents must include, but are not limited to, a complete set of drawings showing all: footings, foundation walls, structural framing, including roof trusses, beams and columns, lintels, relieving angles and all details necessary to construct the Hotel in a manner that will assure the safety and well-being of the occupants. Include specifications, calculations, schedules and certification by a registered structural engineer licensed to practice in the locality of the building. The following are approved structural building systems: wood frame construction masonry and concrete, metal studs and structural steel systems, or a combination thereof. Refer to Section 102 Plan Review & Property Approvals in addition to the current prototype plans and specifications for additional detail.

102.1.2.11 Mechanical

- A. These documents must include, but are not limited to, a complete set of drawings showing all: equipment, equipment piping, systems and system piping, ducts, floor and wall penetrations with appropriate fire protections of openings and isometrics of water, gas and vent piping; with specifications, calculations and schedules. No mechanical piping is to be shared with another guest room. All documents must be certified by a registered mechanical engineer licensed to practice in the locality of the Hotel.

102.1.2.12 Electrical

- A. These documents must include, but are not limited to, a complete set of drawings showing all: main feeds, wiring runs, panels, safety devices, light fixtures, circuiting loads and installation schematics. Include all guest room device locations; outlets, TV, data, phone, life safety and hearing impaired device location. Include specifications, schedules of fixtures, wiring schedules and equipment. All documents must be certified by a licensed electrical engineer registered to practice in the locality of the Hotel.

102.1.2.13 Specifications

- A. These documents must include, but are not limited to, all: materials, products, equipment and systems specifications that will be needed in the Hotel, in conjunction with the architectural, structural, civil, mechanical and electrical drawings for it to operate efficiently. The specifications are to be presented in a legible and structured CSI format and must meet all applicable codes and the requirements of ADA.

102.1.3 Interior Design Package - These documents shall be prepared by a professional interior design firm with experience in hospitality interior design. The submittal must include, but is not limited to:

- A. Floor plans at 1/4"=1'-0" scale of all: guest room types and public areas, with all furniture coded.
- B. Specifications and photos of all furnishings. **Note: All furnishings and furniture must be purchased new.**
- C. Samples of interior furnishings such as: fabrics, carpet, wallcovering, photos of furniture, proposed art work, etc. which must be mounted on presentation boards. The items must be clearly displayed and labeled.
- D. Interior signage package.
- E. Samples of all interior finishes such as paint, tile, vanity color, doors, stain, etc.

102.2 Existing, Change of Ownership, Conversions and Re-licensing

102.2.1 An inspection will be conducted by the Franchisor noting any observed deficiencies and approved variances, if applicable. A Property Improvement Plan (PIP) will be prepared which includes a time line for completion. The PIP is intended to ensure properties maintain an updated design and remain consistent with the brand standards.

- 102.2.2 The Franchisee is not relieved of the responsibility of compliance if there is a failure to identify any specific deficiencies on the PIP generated by the Franchisor. It is the Franchisee's responsibility to comply with all Franchisor standards.
- 102.2.3 If any construction is required, complete drawings and specifications are to be submitted to the Franchisor for prior written approval. If any renovation or product replacement is required to the existing Hotel, a design package is required to be submitted for approval, including but not limited to, layouts, furnishing cut sheets and finish locations and samples, and specification of all products prior to ordering. The current Design and Construction Standards and the Standard Interior Design Packages must be met. Failure to comply may result in default under your license agreement. Any renovations or improvements made prior to approval may result in the items being required to be removed or modified.
- 102.3 **Variations** - Request for a variance from the Design and Construction Standards, Standard Interior Design Packages, Prototype Plans and Project Manual or any other requirements are discouraged. If requesting a variance, the licensee must submit in writing a detailed description of the request and the reason for the request. The Franchisor will respond in writing granting or denying the variance. **Approved variances will be for a specific property only and may include a timeline. Variances approved by AmericInn are non-transferable should the property be sold.**
- 102.4 **Field Audits** - The Franchisor will periodically visit or send a representative to the Hotel or construction site to solely identify any observed deficiencies in the construction or compliance with the standards. The licensee is solely responsible to meet all requirements of building, fire, zoning or other applicable requirements of local, county, state, federal or other authorities with jurisdiction.
- 102.5 **AmericInn Design and Purchasing Service** - Franchisor offers turnkey design and purchasing services (project management, furniture layouts, tracking & expediting purchased goods or any partial part of the design and purchasing that fits the project's needs) to assist in furnishing of new properties, additions and renovations to existing properties. Franchisees are assured that all purchases of furnishings and equipment made through Franchisor will meet or surpass current Franchisor design requirements.

### 103 Refurbishing and Product Replacement

---

- 103.1 Refurbishing and product replacement is required to ensure:
  - A. PIP fulfillment
  - B. Compliance with brand standards
  - C. Compliance with design packages
  - D. Meet market positioning
  - E. Keep current with hospitality lodging trends
- 103.2 AmericInn Standard Interior Design Packages are required to be installed. All products in the design packages are approved. Packages are available on the AmericInn Portal. Specifications, product numbers and contact information is provided to assist in purchasing.
- 103.3 Full submittals are required to be submitted to Franchisor for approval prior to refurbishing and product replacement. Failure to do so may result in the items being required to be removed or modified.
  - 103.3.1 Submittal must include, but is not limited to:
    - A. Floor plans at 1/4"=1'-0" scale of all: guest room types and public areas, with all furniture and furnishings coded.
    - B. Photos of all furniture and furnishings coded and coded on a corresponding floor plan. **Note: All furnishings and furniture must be purchased new.**
    - C. Samples of all interior finishes such as paint, tile, vanity color, doors, stain, etc.
    - D. Interior elevations of walls with built-ins, front desk or permanently affixed, fixtures.
- 103.4 Recommended to refurbish or replace all products in the entire area at one time versus product by product basis. This will provide a fresh new look perceived by guests and enables the property to have a new updated design throughout the space. Product by product replacement can be perceived by guests negatively. New products introduced in an area with older products will make the older products appear even more dated and worn. The area will look as worn or dated as the oldest product in the space.
- 103.5 Refurbishing and product replacement will vary from property to property due to occupancy levels, cleaning procedures/frequency and care of the property. The following are guidelines of product life cycles:
  - A. Paint 3 to 4 years

B.	Coverlet/Bed Skirt	4 to 6 years
C.	Window Treatment	5 to 7 years
D.	Lamps	7 to 9 years
E.	Upholstered Seating	7 to 9 years
F.	Beds	7 to 9 years
G.	Carpet	8 to 10 years
H.	Artwork	8 to 10 years
I.	Casegoods	12 to 14 years

- 103.6 Annual capital improvement planning is recommended. Evaluate the property's appearance and condition, competition in the area, market place, and design trends. Plan for the financial impact, product selections, submittal and approval process, purchasing lead-time, installation and when best to start the project as well as how long the project will take. Work around peak occupancy times. It is recommended that a minimum of 4 to 5% of revenue be set aside each year for future capital improvements.
- 103.7 Recommended to hire a professional FF&E purchasing firm and professional installation firm when a significant refurbishing project takes place.
- 103.8 Variances - Request for a variance from the Design Packages or any other requirements are discouraged. If requesting a variance, the licensee must submit in writing a detailed description of the request and the reason for the request. The Franchisor will respond in writing granting or denying the variance. **Approved variances will be for a specific property only and may have a timeline. Variances approved by AmericInn are non-transferable should the property be sold.**
- 103.9 **AmericInn Design and Purchasing Service** - Franchisor offers turnkey design and purchasing services (project management, furniture layouts, tracking & expediting purchased goods or any partial part of the design and purchasing that fits the project's needs) to assist in furnishing of new properties, additions and renovations to existing properties. Franchisees are assured that all purchases of furnishings and equipment made through Franchisor will meet or surpass current Franchisor design requirements.

## 104 Site

---

- 104.1 **Drainage** - Work with civil engineering professionals to assure that the site drains properly during rain and melting snow conditions. If water retainage is required, work with civil engineers to be sure that it will have a minimal impact on your operation. The engineers will also design and locate catch basins, sewer, water lines, fire hydrants and other needs of your particular area.
- 104.2 **Site Conditions** - Soil testing by a recognized testing company is mandatory and the report must be included as part of the construction documents. A minimum of five borings should be taken, including three borings under the Hotel and two in the parking lot. This should be done early in the design process. With this information, the soil engineer can recommend methods of soil correction, if necessary, that may be needed to prepare the building pad area, the parking lot sub grades and provide the structural engineer with soil bearing capacities from which the footings for the building can be designed. Thickened slab footings for interior walls are only allowed with approval of the project's structural engineer.  
  
All parking, drive aisle and heavy use area surfaces should be designed to be compatible with the soil conditions below. Recommendations on thickness for automobile and truck traffic should come from the soil's engineer. There should not be "ponding" or "birdbathing" in the paved areas of the Hotel site when completed.
- 104.3 **Site Improvements** - Use of a curb and gutter integral concrete design will help preserve curbs and direct water flow. Maximum height of the curb shall be 6" above flowline.  
  
In curbed areas with vehicle parking, keep landscaping, accessible signage, light fixtures or heater plug-ins for vehicles a minimum of 3' from the curb. The back of the curb is required to be a minimum of 6' from the Hotel.  
  
The sidewalks leading to the entry are typically 5' wide. Finish walkways with a coarse broom finish and slope a maximum of 5% and a minimum of 1% away from the building. Accessible parking stalls should be served with a gently sloping surface per ADA requirements. Mechanical units, meters, sprinkler valves, transformers, etc. must be kept from the public view by use of screen walls or landscaping.
- 104.4 **Lighting** - The exterior light fixtures should not allow glare into the building or adjacent buildings off site.  
  
In areas where vehicles will be parking near light poles, provide protection around the poles or put them on a concrete base a minimum of 30" above the ground.  
  
The recommended parking lot lamps are Metal Halide or LED.

## 105 Landscaping

---

- 105.1 Landscaping lends to the overall curb appeal of the Hotel and should be well planned. Landscaping is a way to significantly enhance the beauty of the Hotel and to make it more inviting. Many retaining walls, ramps or stairs must be protected with handrails designed according to federal, state and local codes.
- 105.1.1 At a minimum, landscaping is required around the building and any deviations from the minimum standards must be approved in writing by the Franchisor. Minimum standards include detailed landscape plans that indicate all plant species, sizes and locations that shall be submitted to Franchisor for written approval prior to acceptance. All accessories used are to be commercial grade.
  - 105.1.2 Verify vegetation species, quantities and requirements with local ordinances and horticultural requirements are met
  - 105.1.3 Sod all lawn areas within 50' of building perimeter (verify with local codes). Seed all lawn areas not receiving sod.
  - 105.1.4 Retain existing trees and shrubs to extent possible.
  - 105.1.5 Taller plantings at guest rooms to be located between windows.
  - 105.1.6 All land landscaped areas to be fully irrigated with automatic underground system.
  - 105.1.7 Screen all equipment from guests' view with landscaping.
  - 105.1.8 Coordinate all landscaping with building up-lighting.
  - 105.1.9 Shrubbery shall be at least two year maturity. Spruce trees shall be a minimum of 6' in height and hardwood trees a minimum caliper of 2 ½". Select species that are compatible with the local environment. Use different kinds of large and small scale trees and plantings, including perennials and annuals to get color and textures year-round. Be cautious of berry and fruit trees, as they will drop their produce seasonally, which quickly stains sidewalks and vehicles.
  - 105.1.10 Keep plantings back from parking lot curbs to avoid damage from vehicles and snow plows.
  - 105.1.11 Put the plantings in rock surrounded with edge material to stop grass from intruding into the planting area. Berms in conjunction with plantings are a very effective way to improve the visual impact of the property from the adjacent roadways.
  - 105.1.12 Secure a minimum one year warranty on all plantings through the nursery that provides and installs the landscaping materials.
  - 105.1.13 Two planters, with seasonal plantings, are required outside at the front entry. The minimum size of the planter shall be 22" in diameter and 21" high.
- 105.2 **Irrigation** - It is required to install an automatic irrigation system.
- Provide hose bibs on the exterior of the building for watering landscaping, washing down the parking lot, sidewalks and trash enclosure areas or in case of a watering system breakdown. Hose bibs, as well as lock-up fire hydrants, must be frost proof.
- 105.3 **Lighting/Electrical** - If lighting is planned in the landscaping, keep it away from the grass mowing areas and the rock surroundings to avoid damage to the fixtures. Be sure fixtures are grounded and do not recess in the ground.
- Place the lighting for the optional flag pole in a protected area and light the flag as required. The minimum size flag is 5' x 8' on a 30' aluminum pole.

## 106 Exterior & General Hotel

---

- 106.1 Prototype hotel exterior appearance can be adapted to a geographic area but any deviations must be submitted in writing and approved by the Franchisor in writing before final plans are completed.
- 106.2 The following are approved structural building systems: wood frame construction masonry and concrete, metal studs and structural steel systems, or a combination thereof. Refer to Section 102 Plan Review & Property Approvals in addition to the current prototype plans and specifications for additional detail.

106.3 **Hotel Entrances**

- 106.3.1 An extended drive under canopy is required with a minimum covered area of 26' X 36'.
- 106.3.2 Steps up to the entryways should be avoided whenever possible. If they become necessary, no fewer than three risers with accompanying handrails designed to meet federal, state and local code requirements, as well as accessible ramps, are allowed.
- 106.3.3 Primary building entrance, entry doors, both the exterior and interior vestibule, are to be an automatic double sliding door.
- 106.3.4 An electronic lock card reader is required at the inside door of the main entrance for use during night hours when door is required to be locked. An electronic lock card reader is required at all secondary guest entrances which are required to be locked at all times. All other non-guest entry doors are to be locked at all times. All electronic lock card readers used must be conforming to an ANSI Grade 1 electronic mortise locking mechanism and using a re-programmable magnetic key card with a minimum of a low coercivity 600 oersted rating.
- 106.3.5 A "Door Open" alarm system, consisting of a door chime in the laundry room wired to the exterior front entry door and a door ajar light at the front desk, wired to all other exterior entries, is required.
- 106.3.6 Emergency exit illumination both high on the wall and near the floor must be on a separate battery system to provide illumination in case of a power failure. Check federal, state and local code requirements for exiting information, including but not limited to: distances apart, area required and location in the Hotel.
- 106.3.7 Guest entry vestibules are to have a recess floor mat with the remainder of the floor and base being tile. Recess floor mats are to have an aluminum frame with anchors, extruded aluminum foot grille with top surface tread rails and carpet inserts. The mat and tile surfaces are to be flush.
- 106.3.8 A 35 gallon outdoor trash/ash receptacle is required at each guest entry. Receptacle to have a polycarbonate frame with aggregate side panels and a hinged dome top ashtray frame. Plastic trash receptacles and open sand containers for cigarettes are not permitted.

106.4 **Trash Enclosure** - The trash enclosure shall be sized to coordinate with the local handlers and their dumpster sizes. Include space in the trash enclosure for recycling bins.

- 106.4.1 Access from the front, for the large rubbish hauling truck, should include double wide doors a minimum of 9' clear with 4" diameter steel bollards filled with concrete and sunk into the ground a minimum of 4' and above ground 4' to protect the doors of the enclosure. The floor of the enclosure should be a 6" concrete slab extending in front of the enclosure approximately 8'.
- 106.4.2 Walls are to be split face block with steel structure reinforcing.
- 106.4.3 It is optional to have a storage shed that is an integral part of the trash enclosure. Any finishes and color, in addition to the split face block, are to match the main Hotel. Freestanding sheds are not permitted, unless they match the main Hotel construction and have been reviewed and approved in writing by the Franchisor.

106.5 **Exterior Finishes** - All materials must meet or exceed minimum requirements in accordance with National Fire Protection Association (NFPA) standards and local fire and all building codes.

- 106.5.1 Siding - EIFS, Stucco, Brick, Stone and Steel, Wood or Aluminum Siding is allowed. Vinyl siding is not allowed.
- 106.5.2 Roofing
  - 106.5.2.1 Metal roofing, factory-formed steel panels with factory-applied finish
    - A. Steel Thickness: Minimum 0.032 inch.
    - B. Fluoropolymer Coating System: Manufacturer's standard multi-coat thermocured coating system, including minimum 70 percent fluoropolymer color topcoat with minimum total dry film thickness of 0.9 mil
    - C. Color: Una-Clad - Regal Red.
    - D. 2. Profile: Standing seam, with minimum 1.0 inch seam height; concealed fastener system for field seaming with special tool.
    - E. 3. Width: Maximum panel coverage of 12 inches.

- 106.5.2.2 Asphalt Shingles:
- A. 12 inches by 36 inches, laminated, self-sealing, strip shingles, conforming to ASTM D225, Type 1
  - B. UL Class A Fire Resistance label
  - C. UL Wind Resistance label
  - D. Weight of not less than 250 pounds per 100 square feet.
  - E. Color: Weather Wood or Weather Wood Blend
  - F. Manufacturer’s standard 30 year warranty.

- 106.6 **Mechanical** - For fire protection systems requirements, refer to **Section Life Safety & Security Systems** of this manual.
- 106.7 **Lighting** - Ground up-lighting is required for the majority of the exterior lighting for the Hotel. The ground lighting fixture must have glare shields to direct light from shining into the guest room windows.

The canopy offers another good opportunity for “warm lighting” at the entry to the building.

Perimeter roof lighting, or any other type of Hotel lighting, is not permitted.

Minimum Lighting Foot Candle Requirements:

<u>Location</u>	<u>Level</u>
Parking Lot	.5 - 2.0
Guest Entrances/Vestibule	5.0 - 10.0
Canopy	5.0 - 10.0
Building Exterior Lighting	1.0 - 2.0

- 106.8 **Electrical** - The main power service entrance, main phone line service entrance, high-speed Internet access (HSIA) entrance, television service entrance and electric panels are to be located in the equipment room.

## 107 Life Safety & Security Systems

---

- 107.1 Life safety requirements vary greatly on state and local levels. These issues should be reviewed carefully with the local fire and building officials or authorities with jurisdiction, to make sure that the Hotel construction is in compliance with all applicable laws and regulations. The impact of these local, state and federal requirements on the Hotel construction in terms of: additional doorways, wall material, and exiting requirements also need to be fully understood, as they will have an effect on the cost of the Hotel. In addition, OSHA, barrier free and ADA requirements are to be carefully reviewed and conformed to.

- 107.2 All systems are to be inspected and/or monitored as required by the local Fire Marshall or authority with jurisdiction.

- 107.3 Carbon monoxide detectors must be installed wherever gas appliances are located in the Hotel and in accordance with the manufacturer’s recommendations.

- 107.4 **Fire Protection System** - The fire protection system, both interior and exterior, must be complete. This system will include, but is not be limited to, testing connections, fire hydrants, communication systems, alarm devices, emergency lighting, city water connection, sprinkler heads and piping. The system must be approved by the authority with jurisdiction.

A smoke detection system must be provided throughout the building. Smoke detectors are required in each of the guest rooms. It is recommended that each guest room smoke detector be tested at least once every three months by qualified in-house personnel. Documentation of testing is required. Strobe smoke detectors are to be provided in accessible equipped rooms and public areas.

Fire extinguishers are to be recessed in corridor walls and at distances required by applicable codes.

- 107.5 **Fire Sprinkler System** - The Franchisor requires a fire protection sprinkler system in all guest rooms, public areas and concealed spaces, including attic areas.

The sprinkler system flow indicator must be connected to a remote enunciator panel, located at the front desk, for monitoring.

Both a wet system for all areas below the top floor ceiling and a dry system for all areas exposed to freezing temperatures are required and all sprinkler piping is to be concealed within an enclosed soffit, wall or ceiling cavity. Adequate water supply is required to supply necessary flow rates.

- 107.6 **Fire Alarm System** - A complete and fully functional fire detection and alarm system, consisting of equipment from one manufacturer and including, but not limited to: all required wiring, conduits, J-

box and outlet boxes, shall be installed per code. The alarm system must be connected to a remote enunciator panel, located at the front desk for monitoring. A manual general alarm or complete voice evacuation system is required. The system should sound an alarm throughout the entire building along with visual alarms. Automatic emergency power is required. Complete testing of the alarm system is required at least once every six months by qualified in-house personnel. Documentation for this testing is required.

The complete installation shall conform to the applicable section of NFPA, local codes and the National Electrical Code. Each item of the system shall bear the Underwriters Laboratories (UL) label. The plans and specifications shall include a complete description of the system and operating requirements. All devices are to be appropriately labeled and located at the appropriate heights. Refer to the specific manufacturer's recommendations for code compliance.

107.7 **Observation System** - An observation system is optional. Monitors are to be concealed from view by the public and not permitted behind the front desk.

107.8 **Emergency Lighting** - Emergency lighting compliant with all national and local codes, NFPA, and local jurisdiction must be installed.

## 108 Lobby

---

108.1 The intent of the lobby is to have an ambience of congeniality, comfort and security throughout its decor with a mixture of lounge seating, breakfast table seating, if applicable and computer stations. Refer to the Breakfast Section for breakfast design requirements.

108.2 A passenger elevator is required for all new construction. The minimum size shall be determined by code, with a minimum of a 2500# capacity.

108.3 Public restrooms; both a men's and a women's restroom are required in the lobby area and cannot be shared as the pool restroom.

### 108.4 Front Desk

108.4.1 The registration countertops must be granite or a natural stone slab. The front side of the desk must be stained wood. The front desk is to have a transaction counter approximately 46" high and an accessible transaction counter lowered to comply with ADA. A pull out bread board counter is not permitted for the ADA counter.

108.4.2 Chairs are not allowed behind the front desk.

108.4.3 The rear wall behind the front desk is to be free from all notices, message signs, racks, fax machine, plug molds, windows, upper cabinets, observation monitors, TV's, etc. An accent paint, wallcovering or wood veneer per the current Design Packages and the current AmericInn channel logo letters are required behind the front desk. This provides consistency and a clean and attractive appearance. For more information regarding the AmericInn channel logo see **Section 300 Sales & Marketing** of this manual.

### 108.5 Windows

108.5.1 Construction: Thermally broken frame.

108.5.2 Comply with requirements of ANSI/AAMA 101 "specifications for Aluminum Prime Windows: performance class, HS-DW-C20. Window system to meet minimum STC of 35

108.5.3 Security dowels or a secondary window lock is required on all first floor operable windows in addition to the required mechanical lock on the window.

108.6 **Finishes** - All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes.

#### 108.6.1 Lobby

108.6.1.1 Walls - Painted gypsum board with a smooth or textured finish or 20 oz. commercial grade wallcovering. Exposed painted block walls are not permitted. Paint walls other than white and remove wallcovering border/stenciling no later than October 1, 2012. Refer to the Standard Design Packages on the Hospitality Information Portal for approved paint colors.

108.6.1.2 Floor - Carpet must have a minimum 36 oz. face weight, multi level cut/loop, solution dyed Branded yarn nylon, 1/10 gauge, 12 stiches per inch, action back with fiber locking capabilities, commercial anti-soil stain protection, installed over a separate nine pound density urethane pad, 32 oz. synthetic felt pad or a 64 oz. rubber cushion. Attached pad is acceptable. Rebond pad is not permitted. Installation is to be with tackless



strips or double stick. Installation option is to direct glue the carpet, eliminating the pad. This is permitted in public areas only. Installation must follow manufacturer's recommended methods. The carpeting is to be laid with a minimum of cross seams and recommended to have a pattern and or be multi-colored to minimize the visibility of staining, soiling and traffic wear.

Slip resistant tile with a minimum static coefficient of friction of .6, leading from the vestibule to the front desk. Minimum size is 12" x 12". Quarry tile is not permitted in this area. A carpet to tile transition strip shall be used when carpet and tile are adjacent to one another.

108.6.1.3 Base - 6" high carpet base, serged or bound. 4" high solid wood base with eased edge is optional. Vinyl base is not permitted.

108.6.1.4 **Ceiling** - Painted gypsum board with a smooth or textured finish.

108.6.2 Public Lobby Restrooms

108.6.2.1 Walls - Water resistant gypsum board with a wainscot of 48" high decorative 6" x 6" tile minimum and a 6" x 3" bullnose top tile trim piece on all walls. Provide an accent paint or wallcovering above. Paint walls other than white and remove wallcovering border/stenciling no later than October 1, 2012.

108.6.2.2 Floor - Decorative ceramic tile, minimum static coefficient of friction of .6, minimum size 12" x 12" with grout to match.

108.6.2.3 Base - Ceramic tile.

108.6.2.4 Ceiling -Painted gypsum board, smooth or textured finish **with a decorative suspended ceiling detail. Popcorn texture is not approved.**

108.7 **Furnishings** - The following furnishings are required in the lobby and must meet design standard specifications that follow. All furnishings and materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire codes, health codes, state laws and ADA compliance.

108.7.1 Lobby

108.7.1.1 Two seating groups with fully upholstered lounge chairs, sofa, tables and lamps.

108.7.1.2 Desk chair and desk unit for lobby computer and printer.

108.7.1.3 "Connectivity Table" is recommended. The table is to be approximately 42" high, accommodate 6 to 8 guests and have a minimum of 6 outlets.

108.7.1.4 Minimum of six pieces of artwork with security mounts & accessories to complement the lobby. Brass or chrome metal frames are not permitted.

108.7.1.5 Decorative fabric window treatments with a decorative rod and/or wood blinds. Metal mini blinds, vertical blinds and swags are not permitted.

108.7.1.6 Silk or live plants/trees. Plastic plants not permitted.

108.7.1.7 Luggage cart with pneumatic wheels; two if the Hotel has over 65 rooms.

108.7.1.8 A minimum of one lobby computer and printer, complimentary to all guests, 24 hours per day. Refer to Section 400 Information Systems & Technology of this manual for hardware and software requirements.

108.7.1.9 Digital commercial HD LCD television including a lockout system no later than October 1, 2011.

- A. Minimum 32" Widescreen (16:9) LCD screen.
- B. High Definition display.
- C. ATSC Digital Tuner built-in.
- D. Pro:Idiom™ HD Content Protection built-in and MPEG 4 compression technology.
- E. Televisions must be connected to a cable system, master antenna system or satellite system that is capable of passing high definition (HD) content to all televisions.

- i. Commercial cable system or satellite system is recommended.
  - ii. A roof top antenna is not permitted unless it is screened and is approved by the Franchisor in writing prior to installation.
  - iii. A ground mounted television antenna is permitted but is to be approved by the Franchisor in writing prior to installation.
  - iv. A satellite dish is to be installed on an exterior wall, not the roof top, at the rear or end of a building not viewable from the front entry.
- F. Remote control unit must be in view and accessible to guests at all times.
  - G. Television must be located on kiosk by lounge seating. Wall mounted televisions are not acceptable. In cases where the breakfast seating is located in the lobby area versus a separate room, the television can be wall mounted at the breakfast area in the lobby.
  - H. All outlets and cable jacks must be located behind the television and all electrical cords hidden. Surface mounted conduit or cord covers are not acceptable.
  - I. Television should be set with closed caption as default.
  - J. All channels received must be preset and appropriately identified. Any channel not received must be locked to user access via the commercial master remote.

108.7.2 Public Lobby Restrooms

- 108.7.2.1 Framed mirror, minimum 2" wide frame is required no later than October 1, 2012
- 108.7.2.2 One or 2 pieces of artwork
- 108.7.2.3 Wall mounted paper towel dispenser
- 108.7.2.4 Wall mounted soap dispenser
- 108.7.2.5 Recess stainless steel trash receptacle
- 108.7.2.6 Dual toilet paper holder, chrome finish
- 108.7.2.7 Double robe hook, chrome finish
- 108.7.2.8 ADA approved pedestal style sink
- 108.7.2.1 One tank-type water closet with water saver devices, full ring and a solid shell lid; formed plastic lids are not permitted. An open face front seat is required in all accessible bathrooms.

108.8 **Mechanical** - The lobby is to have a digital self-controlled room central HVAC integrated system adequately sized to service the area and capable of maintaining a 72 degree year round temperature set point. Optional Individual PTAC or VPTAC systems with wall mounted digital controlled thermostats are allowed. All PTAC or VPTAC units used are to be installed with internally drained condensate lines and are provided by one of the approved manufacturers (Amana, GE, Friedrich, LG). The sleeves through the wall must be tight, fastened per the manufacturer's recommendations and the openings caulked thoroughly. Trim around the units may be added with color to match the adjacent walls. No two-pipe systems are allowed.

108.9 **Lighting** - Ceiling mounted fluorescent light fixtures are not permitted in the lobby or behind the front desk. Lobby lighting is to be current and up to date in both the lamps and hardwired fixtures.

Public bathroom is to have a decorative light fixture. Minimum Lighting Foot Candle Requirements:

<u>Location</u>	<u>Level</u>	<u>Remarks</u>
Lobby	10.0 - 20.0	20 FC at lounge seating
Public Restrooms	25.0 - 50.0	
Stairwells	10.0 - 20.0	

108.10 **Electrical** - Coordinate with the electrical and mechanical drawings, the diffusers, light fixtures, fans and other mounted elements including speakers, observation system, connectivity table, etc. that are a part of the total installation.

Coordinate with the electrical drawings for floor outlets needed for table lamps in seating groupings as well as the "Connectivity Table".

Refer to **Section 119 Telephone System** of this manual for phone and jack requirements.

An RJ45 data port is required in the lobby at the computer station(s). Refer to **Section 400 Information Systems & Technology** of this manual for all HSIA requirements.

## 109 Breakfast Area

---

- 109.1 The breakfast area is called "AmericInn Perk". Traditional dining seating must be provided to accommodate the number of persons equal to 30% of all guest rooms (including suites) with a minimum of 20 seats, whichever is higher. The room décor is required to follow the AmericInn Perk design.
- 109.2 The food prep area, in a separate room adjacent to the breakfast room, is required.
- 109.3 **Windows**
- 109.3.1 Construction: Thermally broken frame.
- 109.3.2 Comply with requirements of ANSI/AAMA 101 "specifications for Aluminum Prime Windows: performance class, HS-DW-C20. Window system to meet minimum STC of 35.
- 109.3.3 Security dowels or a secondary window lock is required on all first floor operable windows in addition to the required mechanical lock on the window.
- 109.4 **Finishes** - All materials used must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes. All finishes must meet the AmericInn Perk interior design package plan as outlined for new construction properties and in the AmericInn Perk Breakfast Retrofit plans for existing properties, as they include detailed specifications and locations of finishes.
- 109.5 **Food Service Requirements** - Refer to **Section 200 Operations** of this manual for details on food service.
- 109.6 **Furnishings** - The following furnishings are required in the AmericInn Perk breakfast area décor and must meet design standard specifications listed below in addition to requirements in accordance with; NFPA standards, state, county and local fire codes, health codes, state laws and ADA compliance. All equipment must meet National Science Foundation (NSF) requirements. Verify with local and state health code requirements. All products must be commercial grade quality per the manufacturer. Residential grade quality is not permitted.
- 109.6.1 AmericInn Perk Breakfast Room
- 109.6.1.1 Breakfast Tables: A minimum of two tables are required to be high tops, 42" high and the remainder are to be at a standard height of 30".
- A. Base - Black wrinkle X base, 29" high for standard height and 41" high for high top tables.
- B. Top: Nevamar Laminate, Grand Isle Maple W-8-371T with ¼" maple wood edge, stain to match laminate. Standard height table top (30" H) size: 28" x 28", high top table (42"H) size: 24" x 30".
- 109.6.1.2 Wood framed breakfast chairs and bar stools
- A. Breakfast Chairs: Schafer Commercial Seating, style #WC752VR. Wood stain finish: 44% of the chairs are to be Teak, 28% Walnut and 28% Spruce. Wood species: Maple.
- B. Breakfast Barstools for high top tables: Schafer, style BS-336VR, seat height 30". Wood stain finish: Walnut. Wood species: Maple.
- 109.6.1.3 23" diameter clock, Uttermost - Adonis Clock #06724.
- 109.6.1.4 Iron Art, Paragon-9804 Wrought Iron Art, size: 28"w x39"h x 1.5"d.
- 109.6.1.5 Newspaper rack - Peter Pepper Products, #4051, Finish: Walnut (W).
- 109.6.1.6 Coffee cup framed artwork - Artistic Framing, Leibermans #5294CAN Urban Cappuccino & #5295CAN Urban Espresso, image size: 11"w x 14"h, glass, no mat. Frame: AF-V-1 black 2" frame.
- 109.6.1.7 Coffee Man poster - Artistic Framing, VP1186 Cappiello, LaVictoria Arduino, image size: approximately 34"w x 41"h, gel coat finish, no glass, no mat, frame image only. Frame: BW52273 Satin Black 1" frame.
- 109.6.1.8 AmericInn Perk signage. Refer to **Section 120 Signage** of this manual for requirements and specifications.

- 109.6.1.9 Window treatment, inside mounted 2" wood blinds.
- 109.6.1.10 Digital **commercial** HD LCD television including a lockout system no later than October 1, 2011.
  - A. Minimum 32" Widescreen (16:9) LCD screen.
  - B. High Definition display.
  - C. ATSC Digital Tuner built-in.
  - D. Pro:Idiom™ HD Content Protection built-in and MPEG 4 compression technology.
  - E. Televisions must be connected to a cable system, master antenna system or satellite system that is capable of passing high definition (HD) content to all televisions.
  - F. Commercial cable system or satellite system is recommended.
    - 1. A roof top antenna is not permitted unless it is screened and approved in writing by the Franchisor prior to installation.
    - 2. A ground mounted television antenna is permitted but is to be approved in writing by the Franchisor prior to installation.
    - 3. A satellite dish is to be installed on exterior wall, not roof top, at the rear or end of a Hotel not viewed from the front entry.
  - G. Remote control must be in view and accessible to guests at all times. It is recommended to locate the remote control at the newspaper wall mounted rack.
  - H. Television must be wall mounted and must be viewable from all tables.
  - I. All outlets and cable jacks must be located behind the television and all electrical cords hidden. Surface mounted conduit or cord covers are not acceptable.
  - J. Television should be set with closed caption as default.
  - K. All channels received must be preset and appropriately identified. Any channel not received must be locked to user access via the commercial master remote.
- 109.6.2 Breakfast Prep Room – All equipment must meet NSF standards. Verify with local and state health code requirements.
  - 109.6.2.1 **Minimum of one double door refrigerator.**
  - 109.6.2.2 Minimum of one double door freezer.
  - 109.6.2.3 Three compartment sink or dishwasher.
  - 109.6.2.4 Hand washing sink.
  - 109.6.2.5 Shelving.
  - 109.6.2.6 Coffee brewing equipment through the Franchisor's required coffee program.
  - 109.6.2.7 Microwave, convection oven or any additional heating elements are optional depending on how food will be heated and/or kept warm.
- 109.7 **Casework** - Provide base cabinets constructed with all exposed or semi-exposed surfaces in Grade AA maple and all concealed surfaces in Grade B birch. Perform all work in accordance with AWI/AWMAC. Provide a minimum of 2CM granite tops in all public areas and plastic laminate on back of house cabinetry. Hotels are required to have base cabinets under all counter tops.
 

Minimum of 26' clear counter space, **measured from face of counter**, to accommodate food station, **includes refrigerator and high top trash. In addition** minimum 5' clear counter space for coffee station, which is to be separate from food stations. Free standing piece of furniture (console) is acceptable for the coffee station. **Refer to the AmericInn Standard Interior Design Packages for options.** Refer to **Section 200 Operations in this manual** for specific food station size requirements.

A Perk chalkboard mirror unit is required at the main breakfast counter. Chalkboard mirror unit is to be one unit with wood framed side mirrors and a chalkboard framed in the middle. A 10" Perk logo is to be located on the top portion of the chalkboard unit. Minimum size 7' w x 4'-6" h. Refer to the Prototype Plans or AmericInn Perk Retrofit Plans on the Hospitality Portal for full details.

Concealed trash receptacles are required, minimum two under counter and one large 4' high.
- 109.8 **Mechanical** - The breakfast area is to have a digital self-controlled room central HVAC integrated system adequately sized to service the area and capable of maintaining a 72 degree year round temperature set point. Optional Individual PTAC or VPTAC systems with wall mounted digital controlled thermostats are allowed. All PTAC or VPTAC units used are to be installed with internally

drained condensate lines and are provided by one of the approved manufacturers (Amana, GE, Friedrich, LG). The sleeves through the wall must be tight, fastened per the manufacturer's recommendations and the openings caulked thoroughly. Trim around the units may be added with color to match the adjacent walls. No two-pipe systems are allowed.

A single sink at breakfast counter is optional. This sink is not intended for hand washing. It is for disposal of liquids.

Provide a hard water line for the coffee and juice machines or as recommended by manufacturers.

- 109.9 **Lighting** - All light fixtures must meet the AmericInn Perk interior design lighting package for new construction and the AmericInn Perk Breakfast Retrofit plans for existing properties.

Minimum Lighting Foot Candle Requirements:

<u>Location</u>	<u>Level</u>
Breakfast Perk Room	30.0 - 70.0.
Breakfast Prep Room	50.0 - 100.0

- 109.10 **Electrical** - Coffee brewing system requires a 220v outlet.

Refer to **Section 119 Telephone System** of this manual for phone and jack requirements.

Refer to **Section 400 Information Systems & Technology** of this manual for all high-speed Internet access (HSIA) requirements.

## 110 Guest Corridors

---

- 110.1 The walls of the corridors have been visually enhanced by recessing room entry doors. The minimum finished corridor width is 5'-0" and minimum finished ceiling height is 8'8" on the first floor and 7'8" on all others.
- 110.2 Access panels to the truss space above the top floor are to be located in each draft-stopped section of the attic. These panels are to be fire-rated and installed in unobtrusive locations, such as storage rooms and linen rooms. If necessary and required by local officials only, any panels located in public accessible areas must be key lockable.
- 110.3 Recessed fire extinguishers in the corridors are to be in cabinets and frames, painted to match the walls, if codes will allow.
- 110.4 Provide intermediate fire doors only as required by code. If provided, doors are to be held open by magnetic holds, linked to the fire system. Verify with code.
- 110.5 Exterior corridors are not permitted.
- 110.6 **Finishes** - All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes.
- 110.6.1 Walls - Painted gypsum board with a textured finish and 6" chair rail or gypsum board with Type II vinyl wallcovering. Painted exposed block walls are not permitted. Paint walls other than white and remove wallcovering border/stenciling no later than October 1, 2012. Refer to the Standard Design Packages on the Hospitality Information Portal for approved paint colors.
- 110.6.2 Floor - Carpet must have a minimum 36 oz. face weight, multi-level cut/loop, solution dyed Branded yarn nylon, 1/10 gauge, 12 stitches per inch, action back with fiber locking capabilities, commercial anti-soil stain protection, installed over a separate nine pound density urethane pad, 32 oz. synthetic felt pad or a 60 oz. rubber cushion. Attached pad is acceptable. Rebound pad is not permitted. Installation is to be with tackless strips or double stick. Installation option is to direct glue the carpet, eliminating the pad. This is permitted in public areas only. Installation methods must follow manufacturer's recommended methods. The carpeting is to be laid with a minimum of cross seams and recommended to have a pattern and or multi-colored to minimize the visibility of staining, soiling and traffic wear.
- 110.6.3 Base - 6" high carpet base, serged or bound, 4" wood base is optional. Vinyl base is not permitted.
- 110.6.4 Ceiling - Suspended system with decorative reveal edge 2 x2 tile, color white, painted gypsum board, smooth or textured finish. Popcorn texture is not approved. Bulk heads running across the corridor ceiling at guest room door entries are required.

- 110.7 **Furnishings** - The following furnishings are required in the corridors and must meet design standard specifications listed in addition to requirements in accordance with NFPA standards along with state, county and local fire codes.
- 110.7.1 Fabric window treatments with a decorative rod or wood blinds are required at exterior windows at the end of the hallway or in the stairwell. Metal mini blinds, vertical blinds or swags are not permitted.
- 110.8 **Mechanical** - The corridors are to have a digital self-controlled room central HVAC integrated system adequately sized to service the area and capable of maintaining a 72 degree year round temperature set point. Optional Individual PTAC or VPTAC systems with wall mounted digital controlled thermostats are allowed. All PTAC or VPTAC units used are to be installed with internally drained condensate lines and are provided by one of the approved manufacturers (Amana, GE, Friedrich, LG). The sleeves through the wall must be tight, fastened per the manufacturer's recommendations and the openings caulked thoroughly. Trim around the units may be added with color to match the adjacent walls. No two-pipe systems are allowed.
- It is recommended that no single PTAC serves a corridor length greater than 100' and no two-pipe systems are allowed.
- 110.9 **Lighting** - Minimum foot candles (FC) in the guest corridors is 3.0 - 10.0 with 4 FC at center of guestroom door.
- Corridors are lit mainly by wall sconces and ceiling fixtures. Light fixtures are required to be replaced when dated or cracked/broken.
- 110.10 **Electrical** - Provide outlets for cleaning at a minimum of 50' intervals.

## 111 Guest Rooms

---

- 111.1 Prototype room configurations are included in the AmericInn Prototype Plans and in the Standard Interior Design Packages found on the Hospitality Information Portal.
- 111.2 "Manager Apartments" or any permanent residences at a Hotel are not permitted without express prior written consent from the Franchisor.
- 111.3 If an exterior balcony is added to any guest room, the balcony cannot be any less than 6' in depth. Balconies are not to have a shared access with other guest rooms unless approved in writing by the Franchisor.
- 111.4 **Doors**
- 111.4.1 Guest room doors are to be paneled solid core 3'-0" x 6'-8" minimum, 20 minute fire-rated doors or rated as required by code or authorities with jurisdiction. Door thresholds, door sweeps, door closers and smoke gaskets are required.
- 111.4.2 Bathroom doors are to be paneled solid core doors, 3'-0" x 6'-8."
- 111.4.3 If a guest room has a closet, doors are required. Doors are to be paneled solid core.
- 111.4.4 Connecting room doors are to be paneled solid core 3'-0" x 6'-8" with 1" throw dead bolts operable from guest room side only, with flush plates on the connecting face of each door with dust molding. Door thresholds, door sweeps and smoke gaskets are required. Door jambs must be full thickness of wall, fully insulated or grouted full with concrete mortar.
- 111.4.5 Windows are not permitted in guest room patio or deck doors when used.
- 111.5 **Hardware**
- 111.5.1 All entrance door hardware is to be a heavy duty, commercial-grade, Hotel function with a dead bolt in the lock set and an electronic lock set, card operated from the corridor side. A second manual rubberized locking device located on the interior of the room is mandatory in each guest no later than October 1, 2011. The door entry and exit is to be by an ADA-approved lever handle. A master key is to be provided for the manager only which will open all doors in the facility. The housekeeper's card will access the guest rooms only.
- 111.5.2 All guest room entry doors and if applicable, all first floor guest room patio doors and/or any exit doors out of the guest room (not including adjacent connecting doors), must have electronic lock sets. All electronic lock card readers used must be conforming to an ANSI Grade 1 electronic mortise locking mechanism and using a re-programmable magnetic key card with a minimum of a low coercivity 600 oersted rating.

- 111.5.3 All guest room doors will have a viewing device from the room to the corridor. A device with a 200 degree viewing area, centered on the door, is to be positioned at 5' above the finished floor. An additional second viewing device of the same description is to be installed in the accessible rooms at a height of 3'-6" above the finished floor.
- 111.6 **Windows**
  - 111.6.1 Construction: Thermally broken frame.
  - 111.6.2 Comply with requirements of ANSI/AAMA 101 "specifications for Aluminum Prime Windows: performance class, HS-DW-C20. Window system to meet minimum STC of 35.
  - 111.6.3 Security dowels or a secondary window lock is required on all first floor operable windows and any sliding glass doors in addition to the required mechanical lock on the window.
- 111.7 **Finishes** - All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes.
  - 111.7.1 Guest Room
    - 111.7.1.1 Walls - Painted gypsum board with a textured finish. Painted exposed block walls are not permitted. All guest rooms must have an accent paint on the headboard wall no later than October 1, 2012. Paint walls other than white and remove wallcovering border/stenciling no later than October 1, 2012. **Refer to the Standard Design Packages on the Hospitality Information Portal for approved paint colors.**
    - 111.7.1.2 Floor - Carpet must have a minimum 32 oz. face weight, multi-level cut/loop, solution dyed Branded yarn nylon, 1/10 gauge, 12 stitches per inch, action back with fiber locking capabilities, commercial anti-soil stain protection, installed over a separate 6 pound density, 24 oz. synthetic fiber pad or 60 oz. rubber cushion. Rebond pad is not permitted. Installation is to be with tackless strips. The carpeting is to be laid with a minimum of cross seams and recommended to have a pin dot pattern to minimize the visibility of staining, soiling and traffic wear.
    - 111.7.1.3 Base - 4" carpet base, serged or bound. Vinyl base is not permitted.
    - 111.7.1.4 Ceiling - Painted gypsum board with a texture or smooth finish. If applicable, precast joints and imperfections must be filled and sanded before texturing. **Popcorn texture is not approved.**
  - 111.7.2 Bathroom & Vanity Area
    - 111.7.2.1 Walls - Painted water resistant gypsum board with a textured finish on all wet areas, or tile 48" high with paint above. Tile or solid surface surround to ceiling in accessible showers. Painted exposed block walls are not permitted in any property.
    - 111.7.2.2 Floor - Ceramic tile, minimum static coefficient of friction of .6, size 12" x 12" with grout to match. White floor tile and grout is not permitted.
    - 111.7.2.3 Base - 4" high ceramic tile with cove.
    - 111.7.2.4 Ceiling - Painted gypsum board with a smooth or textured finish. **Popcorn texture is not approved.**
- 111.8 **Furnishings** - The following furnishings are required in all guest rooms and must meet design standard specifications as outlined in the Furnishing Specifications sub-section below.
  - 111.8.1 Bedroom/Living Room Area
    - 111.8.1.1 Minimum of one queen or king size bed, bed base and headboard. Bed set must meet current specification no later than October 1, 2011.
    - 111.8.1.2 Bed skirt no later than October 1, 2011.
    - 111.8.1.3 Triple Sheeting - Decorative flat top cover sheet with a bed scarf for each bed no later than October 1, 2011. Decorative top cover sheet is in addition to the flat sheet and fitted sheet required below. Optional: One throw style coverlet blanket for each bed in lieu of triple sheeting and scarf.
    - 111.8.1.4 Bed Linens
      - A. Mattress pad, one per bed and one per sleeper sofa.

- B. Two sheets per bed and per sleeper sofa, one fitted, one flat. Optional to use two flat sheets on the sleeper sofa.
  - C. Queen size pillows, minimum three per queen, four per king.
  - D. Pillow Protectors (optional).
  - E. Blanket, one per bed and one per sleeper sofa.
- 111.8.1.5 Two nightstands and two table lamps with electrical outlet in base, one on each side of the bed, in rooms with one bed.
- 111.8.1.6 One nightstand and wall mounted double lamp with two electrical outlets in base, between beds, in rooms with two beds.
- 111.8.1.7 One chest of drawers, shelf/cabinet and a table lamp with an electrical outlet. TV armoires and two drawer credenzas are not permitted. Cut down armoires with a shelf at 40" high are acceptable.
- 111.8.1.8 One desk, chair and table lamp with two electrical outlets and a data port (RJ45) if applicable, in the base. Parson tables not permitted. **Second desk chair (side chair) required if room does not have an additional lounge chair or sofa.**
- 111.8.1.9 Fully upholstered lounge seating group for 2 or more in a suite.
- 111.8.1.10 One framed, wall mounted, full length mirror.
- 111.8.1.11 Number of art pieces and locations must follow, at minimum, the Standard Design Package room layouts.
- 111.8.1.12 A television is required in all guest rooms and in each room of a two-room suite.
- A. Provide a remote control unit, not secured to any furnishings and easily accessible to guest.
  - B. Televisions in all guest rooms are to be **security** mounted on furniture with a swivel base that allows comfortable viewing from both the bed and the work station.
  - C. Television must be mounted on the rear half of the casegoods, closest to the wall.
  - D. All outlets and cable jacks must be located behind furniture hiding all electrical cords. Surface mounted conduit or cord covers are not acceptable.
  - E. Wall mounting of televisions is not acceptable unless it is being mounted on the angled wall above the in-room fireplace and that wall is not a demising wall. When wall mounted, all outlets and cable jacks must be located behind the television with electrical cords hidden. Surface mounted conduit or cord covers are not acceptable.
  - F. All channels received must be preset and appropriately identified. Any channel not received must be locked out to guest access via the commercial master remote.
- 111.8.1.13 Drapery at each window.
- 111.8.1.14 Cornice board at each window.
- 111.8.1.15 One folding luggage rack to be stored in wardrobe or closet.
- 111.8.1.16 Wardrobe with doors or built in closet with doors must be installed no later than October 1, 2012. Open hang racks are to be removed no later than October 1, 2012.
- 111.8.1.17 Six wooden clothes small hook hangers.
- 111.8.1.18 Two wooden small hook hangers with cushioned clips for pants/skirts.
- 111.8.1.19 One clock/radio in a standard room, one MP3 player/clock/radio in a suite.
- 111.8.1.20 Coffee maker, 4 cup.
- 111.8.1.21 Microwave and refrigerator required in all suites and recommended in standard guest rooms. **Microwave and refrigerator are to be of the same color/finish.** Microwave and refrigerator are required to be placed in a cabinet no later than October 1, 2012.
- 111.8.1.22 Hair dryer with a night light.



- 111.8.1.23 Ironing board (wardrobe size) and iron with a shut off timer. Iron and ironing board must be mounted in a wardrobe or closet no later than October 1, 2012.
- 111.8.1.24 If guest room has an optional outside balcony extension or patio, a seating group consisting of two chairs and an occasional table, is required.
- 111.8.2 Bathroom & Vanity Area
  - 111.8.2.1 All properties must have a framed vanity mirror mounted 1" above back-splash no later than October 1, 2012. Mirror is to be the length of the vanity or slightly less. Frame profile width is to be 2" minimum, decorative finish, mitered corners. Frame finish cannot be brass/polished chrome metal or match the stain on casegoods.
  - 111.8.2.2 Under mount sink, granite top and backsplash all mounted on a wood base shelf unit. Wood base shelf unit is to have a towel bar, recess tissue holder in apron and under mount dual chrome toilet paper holder. Wall mounted vanities are acceptable when vanity is located outside the bathroom.  
  
Note: One chrome towel bar, with shelf, located above the water closet when vanity is wall mounted in lieu of a wood base shelf unit or outside the bathroom. And, additional towel bar is requiring at vanity. Ring-type towel holders are not permitted.
  - 111.8.2.3 One tank-type water closet with water saver devices, full ring and a solid shell lid; formed plastic lids are not permitted. An open face front seat is required in all accessible bathrooms.
  - 111.8.2.4 Cast iron tub with a solid surface surround, grab bar and wall mounted soap dish. In rooms with showers, solid surface surround or ceramic tile walls with wall-mounted soap dish and grab bars. Shower floor is to have a solid surface shower pan or tile with membrane floor pan liner.
  - 111.8.2.5 Dual chrome toilet paper holder.
  - 111.8.2.6 Hookless shower curtain and tubular curved rod. Rod to be one piece, chrome finish and permanently mounted. Expandable, pressure-mounted rods are not permitted.
  - 111.8.2.7 Double chrome robe hook.
  - 111.8.2.8 For bath linen quantity requirements refer to **Section 200 Operations** of this manual. Bath linen specifications are listed below.
- 111.9 **Furnishings Specifications** - Furnishings for the guest rooms must meet the specifications listed below in addition to requirements in accordance with NFPA Standards, local fire codes, health codes and ADA compliance. All products must be commercial grade quality per the manufacturer. Residential quality is not permitted.
  - 111.9.1 Beds
    - 111.9.1.1 Mattress and box springs must be flame retardant to meet local, state and federal fire code regulations.
    - 111.9.1.2 Overall bed height of 26" minimum and 28" maximum no later than October 1, 2011.
    - 111.9.1.3 Bed Base
      - A. Solid to floor platform bed base, fiberboard or metal with center support leg.
      - B. Minimum of 7 1/2" high.
    - 111.9.1.4 Mattress & Boxspring Set
      - A. Note: The following bed specification must be met no later than October 1, 2011. Mattress and boxspring must be sold in sets as stated. Verify that you will meet the overall bed height requirement above which includes bed base, mattress and box spring.
        - A. Bed set:
          - 1. AmericInn Serta Perfect Sleeper®, two sided (12 ¼" H) with StabLBase Quad Beam Boxspring (7" +/- ½" H). Serta Perfect Sleeper Concierge Suite Plush Mattress is acceptable until replacing.

Note: To meet bed height requirements existing properties with 6" to 6 1/2" bed bases must use Serta StabLbase Double Beam Boxspring (9" H) in lieu of the Serta StabLbase Quad Beam boxspring stated above. Or replace bed bases with current standard.

- B. Approved manufacturers' labels must be on each bed set.
  - C. Approved Mattress Sizes (Dimensions are +/- 1/2")
    - 1. Queen: 60" x 80"
    - 2. King: 76" x 80"
  - D. Approved Boxspring Sizes (Dimensions are +/- 1/2")
    - 1. Queen: 59.5" x 79"
    - 2. King: 37.5" x 79" (two)
- 111.9.1.5 Rollaway
- A. Minimum size: 3'-3" x 6'-2" with 4" thick mattress of foam or innerspring coils.
- 111.9.1.6 Crib
- A. Fire-retardant surpassing California Technical Bulletin 113 Flammability Test. Nylon mesh sides with padded top rails, commercial rated. Wood, drop down sided cribs are not permitted.
- 111.9.2 Bed Covering -The following bed covering specifications must be met no later than October 1, 2011. Refer to **Section 200 Operations for Bed Turndown & Pillow Presentation requirements.**
- 111.9.2.1 Decorative top cover sheet for triple sheeting bed covering
- A. Must be a white on white pattern. Ex: striped or squares. (solid white flat sheet is not permitted).
  - B. 40% cotton/**60% polyester** with a minimum 4.3 ounce weight or T260 thread count. Or, 100% jet spun polyester giving the fabric a **comfortable cotton-like softness, minimum 4.2 ounce weight.**
  - C. Minimum of 2" hem at top.
  - D. Minimum finished queen size: 96" x 115".
  - E. Minimum finished king size: 114" x 115".
- 111.9.2.2 Bed Skirt
- A. Cap style (no pleats or split corners).
  - B. Lined if using a light weight fabric.
  - C. Bedskirt is to clear the floor by no more than 1".
- 111.9.2.3 Decorative Bed Scarf
- A. Must be used with Triple Sheeting.
  - B. Queen size: 36" x 86" or 27" x 86".
  - C. King size: 36" x 104" or 27" x 104".
  - D. Reversible, face and back fabric is one piece matelassé. Fabric is to be a solid color, tone on tone pattern. Goods to be first quality.
  - E. Rolled 1" hem all 4 sides.
- 111.9.2.4 Coverlet Blanket (option in lieu of triple sheeting)
- A. Throw style with no pillow tuck. Top edge of coverlet just comes to the headboard.
  - B. Coverlet blanket shall overlap bed skirt by 3" to 4".
  - C. Reversible, face and back fabric is one piece matelassé. Fabric is to be a solid color, tone on tone pattern. Goods to be first quality.
  - D. Rolled 1" hem all 4 sides.
- 111.9.3 Bed Linens
- 111.9.3.1 Sheets - The following sheet specifications apply to the traditional bed sheets and do not apply to the "Decorative Top Cover Sheet" outlined in **111.9.3.2** below.
- A. Must be white.
  - B. 200 thread count (T200) minimum, single pick (double pick not permitted).

- C. Minimum 60% cotton in blend of fabric. Recommended is 60/40 cotton polyester blend.
  - D. Minimum flat sheet finished size, queen: 90" x 110".
  - E. Minimum flat sheet finished size, king: 108" x 110".
  - F. Hem size: 2" minimum at the top of the sheet and 1" minimum at the bottom of the sheet.
  - G. Top hem stitching must be white.
  - H. Folded stitched self piping at hem is acceptable. Piping must match the color of the sheet.
  - I. For ease of size identification, sheets should have a colored thread along the side or bottom edge. Note: A deep pocket fitted sheet may be needed to accommodate the depth of the mattress or mattress topper utilized.
- 111.9.3.2 Decorative Top Cover Sheet
- A. This sheet is the "third" sheet in the Triple Sheeting bed presentation.
  - B. Must be a white on white pattern. Ex: striped or squares. (solid white flat sheet is not permitted).
  - C. 40% cotton/**60% polyester** with a minimum 4.3 ounce weight or T260 thread count. **Or, 100% jet spun polyester giving the fabric a comfortable cotton-like softness, minimum 4.2 ounce weight.**
  - D. Minimum of 2" hem at top.
  - E. Minimum finished queen size: 96" x 115".
  - F. Minimum finished king size: 114" x 115".
- 111.9.3.3 Crib Sheets
- A. Crib sheeting must fully enclose the mattress and seal to ensure infant safety.
  - B. Hidden zipper closure.
  - C. 50/50 cotton polyester blend.
- 111.9.3.4 Pillowcases
- A. Must be white.
  - B. 200 thread count (T200) minimum, single pick (double pick not permitted).
  - C. Pillowcase thread count must be equal to or greater than sheet thread count.
  - D. Minimum 60% cotton in blend of fabric. Recommended 60/40 cotton polyester blend.
  - E. Finished size: 42" x 36" with minimum 2" hem.
  - F. Folded, stitched, self-piping at hem is acceptable. Piping must match the color of the pillowcase.
- 111.9.3.5 Pillowcase Protectors
- A. Must be white.
  - B. 180 thread count (T180) minimum.
  - C. Minimum 55% cotton in blend of fabric. Recommended 55/45 cotton polyester blend.
  - D. Finished size: 21" x 31".
  - E. Style, fold over or finished inside hem.
  - F. Style, Rustproof nylon zipper.
- 111.9.3.6 Pillows
- A. Queen size.
  - B. Filled weight 21-25 oz., synthetic polyester blown cluster fiber or polyester gel micro fill fiber.
  - C. Outer covering, ticking, must be T230 thread count, 100% cotton.
  - D. Double needle sewn edges with matching cotton cording.
  - E. Finished size, 20" x 30".
- Note: Feather/down chamber pillows of 85% feather and 15% down may be used. Synthetic pillows must be available to guests that may request them.
- 111.9.3.7 Mattress Pads
- A. Must be white.
  - B. 50% polyester/50% cotton top with a 3.5 oz. or greater bonded polyester fill and machine thread quilting.

- C. 1¼" minimum elastic anchor bands or polyester T180 thread count 60/40 cotton/polyester fitted style.
  - D. Full size pad: 53" x 75", full extra long 54" x 80".
  - E. Queen size pad: 60" x 80".
  - F. King size pad: 78" x 80".
- Note: Optional Super Topper mattress pad: white, 50% polyester/50% cotton top, 24 oz. bonded polyester fiber fill and anchor bands.
- 111.9.3.8 Blankets - All Vellux blankets must be replaced no later than October 1, 2011.
- A. Quilted, synthetic down, white blanket
  - B. T230 thread count, 65% cotton/35% polyester or 100% cotton cover.
  - C. 7" or 8" box stitched outer covering, 100% polyester filled with a min. queen size fill of 28oz. and the king size of 33oz.
- Note: Optional blanket: polyester fleece, polyester polar fleece, or Herringbone waffle weave, 1" needle stitched self hem on all edges (whipped stitched hems or un-finished edges not permitted), full size: 80" x 90", color: ivory. Queen size: 90" x 90", color: tan. King size: 108" x 90", color: ivory or equal in neutral colors. Colored blankets such as pink, blue, green, etc. not permitted.
- 111.9.3.9 Crib Blankets
- A. Quilted, 50/50 cotton polyester blend.
  - B. Size: 32" x 42".
- 111.9.4 Bath Linen – Minimum finish sizes below are at purchase (new). When washed shrinkage is not to exceed 12% in length and 8% in width.
- 111.9.4.1 Wash Cloth
- A. Must be white.
  - B. Finished minimum size of 12" x 12".
  - C. Square or rounded edges.
  - D. 1.0# per dozen weight.
  - E. 100% Ring Spun Cotton or 85% cotton/15% polyester blend, Polyester cannot exceed 15% of the fabric blend.
  - F. Dobby or Cam style border.
- 111.9.4.2 Hand Towels
- A. Must be white.
  - B. Finished minimum size of 16" x 27".
  - C. 3.0# per dozen weight.
  - D. 100% Ring Spun Cotton or 86% cotton/14% polyester blend, polyester cannot exceed 14% of the fabric blend.
  - E. Dobby or Cam style border.
- 111.9.4.3 Bath Towel
- A. Must be white.
  - B. Finished minimum size: 24" x 54" or 27" x 50".
  - C. 13.5# per dozen weight.
  - D. 100% Ring Spun Cotton or 86% cotton/14% polyester blend, polyester cannot exceed 14% of the fabric blend.
  - E. Dobby or Cam style border.
- 111.9.4.4 Bath Mats
- A. Must be white.
  - B. Finished minimum size of 20" x 30".
  - C. 7.0# per dozen weight.
  - D. 100% Ring Spun Cotton or 86% cotton/14% polyester blend, polyester cannot exceed 14% of the fabric blend.
  - E. Dobby or Cam style border.
- 111.9.5 Window Treatment
- 111.9.5.1 Drapery

- A. Wall mounted, two way draw with baton, pinch pleated drapery with two to one fullness.
  - B. Minimum width shall be 14" wider than window, 7" on each side.
  - C. Minimum length shall be 6" longer than window, 3" below and 3" above.
  - D. Minimum center overlap shall be 3" and returns 3" or the distance the rod is from the wall to prevent light from entering the guest room.
  - E. Lining: FR, two pass blackout.
  - F. Fabric: Flame retardant fabric, preferably "Trevira" FR.
  - G. Tack lining to face of fabric to prevent billowing from HVAC unit.
  - H. Weight in corners and at every seam width.
  - I. Must meet local, state and federal fire codes and must comply with NFPA-701 vertical test.
  - J. Heavy duty commercial hardware.
- 111.9.5.2 Cornice Board
- A. Enclosed top is required to prevent light from entering the guest room.
  - B. Minimum height: 8", maximum height: 12" with returns to the wall and board face length to clear drapery.
  - C. Wood cornices to match casegoods are recommended. Fabric is optional and must meet local, state and federal fire codes and must comply with NFPA-701 vertical test.
- 111.9.5.3 French door drapery treatment is recommended, if applicable.
- A. Rod pocket gathered top and bottom with no headers.
  - B. Fire retardant shear **non-laced** fabric, self lined.
  - C. 300% fullness.
  - D. Cafe style commercial grade rods to be mounted with minimum of 3/4" clearance on the wood above and below the glass area of the door.
- 111.9.6 Casegoods - All casegoods shall be freestanding unless otherwise noted. All units shall have wood drawer fronts, unless drawer face is flush with base unit, wood edges and corners (excluding back), high pressure **plastic laminate tops, Thermally Fused Melamine sides with same paper as tops 45 lb. particle board construction, brushed chrome/nickel hardware. Flush drawer fronts shall consist of 3/4" Thermally Fused Melamine with same paper as top, matching PVC edgebanding on all edges. Drawer box shall consist of 4 sides 1/2" White Birch Veneer Core material with edgebanding to top sides with 1/4" drawer bottom, English dovetail joinery. Drawer front attached with screws to drawer box. Drawers to be secured in place until finished product reaches their final destination. Full-Extension Ball bearing slide, side mounted, 100lb capacity, black chromate finish. All backs shall consist of single-sided 3/4" Thermally Fused Melamine panel with same paper as tops. All sides shall consist of double sided 3/4" Thermally Fused Melamine with same paper as tops.** Casegoods must be 14 years old or newer. Brass hardware is not permitted.
- 111.9.6.1 Headboards
- A. Size: 36"h to 41"h; length to fit the width of the bed.
  - B. Unit shall be wall mounted securely per manufacturer's recommendations.
  - C. Mounting of headboard is to be centered over bed and bottom of headboard is to be 1" below top of mattress.
- 111.9.6.2 Nightstands
- A. Minimum size: 20" w x 16" d x 27" h.
  - B. Unit shall have a minimum of one drawer, base shelf and back panel to conceal electrical cords.
- 111.9.6.3 Media Unit - Chest of Drawers/Shelf/Cabinet Unit
- A. Minimum size 60"w x 22"d x 40"h. **In tight spaces 50"w x 22"d x 40"h is acceptable.**
  - B. Cabinet clear opening shall be 33" with an adjustable shelf, door optional, to house a microwave and/or a refrigerator.
  - C. **Recommend three drawers**, minimum of **two** drawers.
- 111.9.6.4 Wardrobes
- A. Minimum size: 32"w x 23"d x 78"h.

- B. Unit shall have a full length back panel and 2 doors with 110 degree, European style inset hinges.
  - C. Clothes rod is to be 5/8" in diameter to accommodate small hook hangers.
- 111.9.6.5 Desk
- A. Minimum size: 42" w x 28" d x 30" h.
  - B. Four hardwood legs 1 3/4" x 1 3/4", metal corner brackets. Side panel style not permitted.
  - C. Finished on all sides.
  - D. Required to have a cutout in the apron front to allow for a 27" clearance from the finished floor in all accessible rooms. Recommend to do this in all rooms.
- 111.9.6.6 Coffee Table
- A. Minimum size: 36"w x 20" d x 17" h. Maximum size: 42"w x 24"d x 18"h.
  - B. Four hardwood legs 1 3/4" x 1 3/4", metal corner brackets. Side panel style or glass top not permitted.
- 111.9.6.7 End Table
- A. 20" diameter, 20" high.
  - B. Four hardwood legs 1 3/4" x 1 3/4", metal corner brackets. Side panel style or glass top not permitted.
- 111.9.6.8 Luggage Bench
- A. Minimum size: 36" w x 20" d x 18" h. Maximum size: 42" w x 24" d x 19" h.
  - B. Backsplash: minimum 4" high.
- 111.9.7 Upholstered Seating - All seating components must meet California 117 and any other fire code requirements. Fabrics must have a minimum of 30,000 double rubs.
- 111.9.7.1 Desk Chair
- A. Minimum size: 18" w x 20" d x 33" h.
  - B. Armless wood frame with raised stretchers and nylon carpet glides.
  - C. Upholstered seat and back, optional wood back with upholstered seat.
  - D. Ergonomic arm desk chair with 5-star base with casters is acceptable. Verify arm height for clearance under desk; it should not exceed 28". Overall minimum size: 23"w x 25"d x 33"h.
  - E. Sled base chairs, stack chairs and metal framed chairs are not permitted.
- 111.9.7.2 Lounge Seating
- A. Fully upholstered with reversible seat cushions.
  - B. Joints glued, corner blocked and double doweled.
  - C. Nylon carpet glides.
  - D. Chair ottoman grouping is to be used if space allows. Recliners not permitted.
- 111.9.7.3 Sofa Sleeper
- A. Fully upholstered with reversible seat cushions.
  - B. Joints glued, corner blocked and double doweled.
  - C. Nylon carpet glides.
  - D. "Heavy duty" bed mechanism per the manufacturer's specification. Standard duty not permitted.
  - E. 5" thick inner-spring mattress.
- 111.9.8 Lamps - Lamps shall be UL approved, UL labeled and accommodate a 100 watt incandescent bulb or equivalent. Brass finished lamps must be replaced no later than October 1, 2012. Shades shall be hard back, off white linen fabric. Pleated and hard vinyl pleated shades are not permitted. Lamps are to have an updated residential look.
- 111.9.8.1 Lamps on nightstands by bed
- A. Minimum height: 28".
  - B. Required to have an electrical outlet in base.
  - C. Rocker base switch.

- D. Weighted base.
- 111.9.8.2 Lamp on Chest of Drawers/Shelf/Cabinet Unit
  - A. Minimum height: 28", maximum height 30".
  - B. Required to have an electrical outlet in base.
  - C. Rocker base switch.
  - D. Weighted base.
- 111.9.8.3 Lamp on desk
  - A. Minimum height: 28", maximum height 30".
  - B. Required to have two electrical outlets and a data port (RJ45) in base.
  - C. Rocker base switch.
  - D. Weighted base
- 111.9.8.4 Upgraded table lamp on end tables in suites
  - A. Minimum height: 29".
  - B. Rocker base switch
  - C. Decorative, residential look.
  - D. Standard table lamp, same as nightstand or chest of drawers, not permitted.
- 111.9.8.5 Wall mounted lamp at desk
  - A. Required to have two electrical outlets and a data port (RJ45) in wall base.
  - B. Rocker switch
  - C. Cord cover to match lamp finish, minimum of 24" long.
  - D. Fixed arm
- 111.9.8.6 Double wall mounted lamp between beds
  - A. Required to have two electrical outlets in wall base.
  - B. Rocker switch
  - C. Cord cover to match lamp finish, minimum of 24" long.
  - D. Fixed arm
- 111.9.8.7 Floor lamps
  - A. Minimum height: 55".
  - B. Floor lamps are to be weighted to reduce tipping
- 111.9.8.8 Torchier in suites
  - A. Minimum height: 65".
  - B. Floor lamps are to be weighted to reduce tipping.
- 111.9.9 Wall Mounted full Framed Mirror
  - A. Minimum size including frame: 22" w x 60" h.
  - B. Decorative frame required, mitered corners, minimum profile: 2.5" w. Frame finish cannot be brass/polished chrome metal or match the stain on casegoods without prior written approval from the Franchisor.
  - C. Mirror glass, ¼" thick.
  - D. Security mounts required.
- 111.9.10 Framed Artwork - Must be ten years old or newer.
  - A. Minimum sizes including frame:
    1. On side bed wall: minimum of 950 sq/in.
    2. Next to window: minimum of 850 sq/in.
    3. Above whirlpool: minimum of 850 sq/in.
    4. Above sofa: min of two pieces at 830 sq/in ea. or one at 36" h x 42" w.
    5. Accessible bathroom: minimum of 575 sq/in.
    6. Over desk: minimum of 720 sq/in.
    7. Above fireplace: minimum of 850 sq/in.
  - B. Frame required; minimum profile 1.5" w, residential look, mitered corners. Frame finish cannot be brass/polished chrome metal or match the stain on casegoods without prior written approval from the Franchisor.
  - C. Artwork image is to be current with a residential look and approved by the Franchisor.

- D. Minimum of one mat. Self matting is not permitted without prior approval from the Franchisor.
  - E. Security mounts required.
- 111.9.11 Televisions – The following television specification must be met no later than October 1, 2011.
- A. Digital commercial HD LCD unit including a lockout system.
  - B. Minimum 32" Widescreen (16:9) LCD screen (Maximum size 42").
  - C. High Definition display.
  - D. ATSC Digital Tuner built-in.
  - E. Pro:Idiom™ HD Content Protection built-in and MPEG 4 compression technology.
  - F. Remote control unit.
  - G. Televisions must be connected to a cable system, master antenna system or satellite system that is capable of passing high definition (HD) content to all televisions.
    - 1. Commercial cable system or satellite system is recommended.
    - 2. A roof top antenna is not permitted unless it is screened and is approved by the Franchisor prior to installation.
    - 3. A ground mounted television antenna is permitted but is to be approved by the Franchisor prior to installation.
    - 4. A satellite dish is to be installed on exterior wall, not roof top, at the rear or end of the Hotel not viewed from the front entry.
  - H. Television must not be preprogrammed automatically to turn off after any amount of time. A guest controlled sleep timer is acceptable.
- 111.9.12 Hangers
- A. 17" wide, 5/8" thick.
  - B. Small hook to accommodate a 5/8" clothes rod.
  - C. Natural wood hanger with tongue and groove assembly with chrome plated parts
  - D. Hangers with clips are to be notched for garment straps and a metal cross bar with cushioned clips to hold skirts or pants.
- 111.9.13 Luggage Rack
- A. Minimum size 25" w x 17" h x 18" d.
  - B. Folding, heavy gauge chrome or brown 1" tubular steel with backrest.
  - C. Solid black or brown web straps.
- 111.9.14 Hair Dryer
- A. Built in nightlight.
  - B. Minimum of two speeds.
- 111.9.15 Iron
- A. Automatic safety shut-off feature after 15 minutes in a vertical position.
  - B. Steam and misting feature designed to use tap water.
  - C. Self cleaning.
  - D. Fabric temperature controls.
  - E. Rated as hotel quality by manufacturer.
- 111.9.16 Ironing board
- A. Wardrobe size, 51" tall when folded.
  - B. Tan or neutral color foam cover pad.
- 111.9.17 Coffee Pot
- A. Four cup capacity.
  - B. Automatic safety shut off feature after 1-hour.
  - C. Written instructions silkscreened on product.
  - D. Complies with UL197.
  - E. Rated as hotel quality by manufacturer.
- 111.9.18 Clock Radio
- A. Battery back up feature.
  - B. Choice of radio or alarm wake up.
  - C. Antenna built into power cord.
  - D. UL approved.
  - E. Rated as hotel quality by manufacturer.
- 111.9.19 MP3 player clock radio
- A. Battery back up feature.
  - B. Lock down Mechanism.



- C. Written user instructions silkscreened on product.
- D. Recharges MP3 player.
- E. Built-in patch cord allowing guests to play their MP3 player through the clock radio.
- F. UL approved.
- G. Rated as hotel quality by manufacturer.

111.9.20 Under counter & compact refrigerator

- A. Recommended not to have a freezer.
- B. Self defrosting.
- C. UL approved.
- D. Black finish. Wood grain finish is not permitted.

111.9.21 Microwave

- A. UL approved.
- B. Black finish.

111.10 **Mechanical** - The guest rooms are to have a digital self-controlled room central HVAC integrated system adequately sized to service the area and capable of maintaining a 72 degree year round temperature set point. Optional Individual PTAC or VPTAC systems with wall mounted digital controlled thermostats are allowed. All PTAC or VPTAC units used are to be installed with internally drained condensate lines and are provided by one of the approved manufacturers (Amana, GE, Friedrich, LG). The sleeves through the wall must be tight, fastened per the manufacturer's recommendations and the openings caulked thoroughly. Trim around the units may be added with color to match the adjacent walls. A thermostat control must be accessible to the guest. No two-pipe systems are allowed.

Exhaust fans for the bathrooms are to be ceiling-mounted and exhausted through roof. Bathroom exhaust fans are to be activated by switching on the bathroom light fixture.

111.11 **Lighting** - The light switch immediately inside the guest room must activate the lights to illuminate the room, unless codes state differently.

The light at the guest vanity area and in the bathroom is to be a fluorescent fixture.

Minimum Lighting Foot Candle Requirements:

<u>Location</u>	<u>Level</u>
Bedside	20.0 - 50.0
Writing Table	30.0 - 40.0
Credenza	20.0 - 30.0
Entry	10.0 - 15.0
Bathroom	20.0 - 50.0
Vanity	30.0 - 50.0

111.12 **Electrical** - A RJ45 data port is required in all guest rooms at the desk or writing surface. Refer to **Section 400 Information Systems & Technology** of this manual for all HSIA requirements.

Refer to **Section 119 Telephone System** of this manual for phone and jack requirements.

All electrical outlets in the room and bathroom must be coordinated carefully with the furniture layouts and for the equipment in the room. No outlets will be allowed to back up directly to the outlets in the adjacent rooms for sound transfer and fire protection reasons.

A carbon monoxide detector is required wherever gas appliances are located. Plug in style is acceptable.

Ground fault outlet at vanity unit.

Two electrical outlets are to be installed above the writing surface no later than October 1, 2011 for guest's convenience. Outlets can be hardwired in wall, in the lamp base, recessed into writing surface, or an electrical device located on the writing surface.

## 112 Pool and Recreation Area

---

- 112.1 An indoor pool and whirlpool with a temperature controlled environment is a mandatory element in each Hotel.
- 112.2 A male and female bathroom is required in the pool area. A shower is required in both bathrooms or in the pool area.
- 112.3 **Deck Area** - The deck area is for tables, chairs, game equipment and beverage vending.

- 112.4 **Swimming Pool and Whirlpool** - Must comply with all local, state, federal building, health and accessibility codes.
- The pool and whirlpool must be gunnite structures with approved copings. Steps and handrails are required. The pool depth is to be three feet at the shallow end tapering to five feet at the deep end, or must meet the local code. Markings of the depths and "No Diving" are to be clearly indicated at the edge of the pool.
- Both the pool and whirlpool are to have complete and fully functioning filtering and cleaning systems and a designated concealed area for equipment and treatment supplies, typically located in an adjacent mechanical room.
- 112.5 **Sauna/Steam Room** - Sauna/steam room is optional. If a sauna or steam room is used, the sauna's heating unit is to be a wet stone heater with controls and a timer. The sauna walls, benches, decking and ceiling will be built of cedar. The sauna/steamroom door shall have a minimum of 50% glass face (tempered glass) for safety and security purposes. The flooring material from the pool area is brought into the sauna or steam room.
- Storage of Chemicals** - All pool chemicals are to be stored in a designated area. This room is to be locked at all times and vented to the outside. Eye wash station, goggles and gloves are required in the pool chemical area.
- 112.6 **Pool Safety Equipment** - The following signage and safety equipment is required in the pool area at all times. Verify with local and state codes for additional requirements.
- 112.6.1 "No Lifeguard on Duty" sign
  - 112.6.2 Posted pool rules and regulations
  - 112.6.3 Hours of operation sign
  - 112.6.4 Maximum capacity sign for pool
  - 112.6.5 Maximum capacity sign for whirlpool
  - 112.6.6 Fifteen minute time limit sign in whirlpool
  - 112.6.7 "No Glass in Pool Area" sign
  - 112.6.8 Telephone available for emergency calls
  - 112.6.9 Ring buoy or life preserver
  - 112.6.10 Safety hook
  - 112.6.11 First Aid Kit
  - 112.6.12 Safety lighting
  - 112.6.13 No Diving signage
- 112.7 **Doors**
- 112.7.1 The main pool entry door(s) and any pool vestibule door leading to pool entry must have a side light adjacent to the door or a window in the door.
- 112.8 **Hardware**
- 112.8.1 The pool entry door must have an electronic lock card reader no later than October 1, 2011. All other non-emergency doors off the pool, if applicable, must also have electronic lock card readers.
  - 112.8.2 All electronic lock card readers used must be conforming to an ANSI Grade 1 electronic mortise locking mechanism and using a re-programmable magnetic key card with a minimum of a low coercivity 600 oersted rating.
- 112.9 **Windows**
- 112.9.1 Aluminum storefront with thermal broke frames. Comply with requirements of ANSI/AAMA 101 "specifications for Aluminum Prime Windows: performance class, HS-DW-C20. Window system to meet minimum STC of 35.
- 112.10 **Finishes** - All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes.
- 112.10.1 Pool Area

- 112.10.1.1 Walls - Moisture resistant gypsum fiberglass mat faced board with a 48" high tile wainscot and paint above including one accent wall. Approved paint colors: Sherwin Williams Accessible Biege SW7036, eggshell finish with accent paint color Benjamin Moore HC-165, or an approved equal. Verify colors coordinate with surrounding finishes.
- 112.10.1.2 Floor - Stamped colored concrete.
- 112.10.1.3 Base - Tile.
- 112.10.1.4 Walls - Painted moisture resistant gypsum board with a smooth or textured finish.
- 112.10.2 Pool Restroom
  - 112.10.2.1 Walls - Water resistant gypsum board with a wainscot of 48" high decorative 6" x 6" tile minimum and a 6" x 3" bullnose top tile trim piece on all walls. Tile or solid surface surround to ceiling in showers.
  - 112.10.2.2 Floor - Continued from the pool deck floor.
  - 112.10.2.3 Base - Ceramic tile.
  - 112.10.2.4 Ceiling -Painted gypsum board, smooth or textured finish. Popcorn texture is not approved.
- 112.11 **Furnishings** - The following furnishings are required in the pool area and must meet minimum standard specifications listed below in addition to requirements in accordance with NFPA standards, state, county and local fire codes, health codes and ADA compliance. Pool furniture is to be of contract hotel quality per the manufacturer.
  - 112.11.1 Pool deck chairs, one for every 70 square feet of pool deck area, minimum of 20.
    - A. Stacking aluminum rust proof powder coated frames with vinyl straps.
    - B. Resin tables are not permitted.
  - 112.11.2 Small 17" to 20" inch diameter occasional tables, minimum of 4.
    - A. Aluminum rust proof powder coated frames with acrylic top.
  - 112.11.3 36" to 42" inch diameter tables, one for every 375 square feet of pool deck area, minimum of 3.
    - A. Aluminum rust proof powder coated frames with acrylic top.
    - B. If ceiling is 15' or higher at a given area, tables are to accommodate an umbrella
  - 112.11.4 Bakers rack or table for clean pool towels and a ventilated pool towel dispenser for used towels.
  - 112.11.5 Beverage vending and video games are optional.
  - 112.11.6 Pool towels - Minimum finish sizes below are at purchase (new). When washed shrinkage is not to exceed 12% in length and 8% in width.
    - A. Finished minimum size of 20" x 40".
    - B. 5.5# per dozen weight.
    - C. 100% cotton loop.
    - D. Blue stripe for pool towel identification.
  - 112.11.7 ADA approved seat in the pool shower area.
- 112.12 **Mechanical** - The mechanical system in this room is of utmost importance and must provide sufficient air changes and filtering equipment to provide a comfortable environment for the deck user and the pool user alike. This will also preserve the integrity of the finishes in the room. The air exchange will allow fresh air intake to help control humidity. The system is to be designed with a slight negative pressure; to aid in preventing chlorine and moisture migrating into the rest of the building. Dehumidification system is required in the HVAC system design.

Adjacent to the pool area, in a separate area, is the mechanical room which contains, not only equipment for the pool area, but also the make-up air unit, water softeners, hot water heaters and sprinkler system controls. Consult your mechanical engineer designing the system for the Hotel for details regarding equipment specifications for the pool area. Note that in Zone 5 and higher the system must provide for an air conditioning unit to cool the pool area during warm seasons.

An ADA compliant water cooler is required in the pool area.

For fire protection sprinkler system requirements refer to Life Safety & Security System section.

- 112.13 **Lighting** - Minimum Lighting Foot Candle Requirements:
- | <u>Pool Area</u>      | <u>Level</u> |
|-----------------------|--------------|
| Swimming Pool Indoor  | 10.0 - 30.0  |
| Swimming Pool Outdoor | 10.0 - 20.0  |
| Mechanical Room       | 15.0 - 40.0  |
- 112.14 **Electrical** - All outlets are to have ground fault indicators and meet all local and national code requirements.
- Provide outlets for vending.
- Refer to Section 119 Telephone System of this manual for phone and jack requirements.
- Refer to **Section 400 Information Systems & Technology** of this manual for all HSIA requirements.

## 113 Fitness Room

---

- 113.1 Each new Hotel is required to have a fitness room and would be optimal for existing Hotels. Each Hotel with a fitness room must meet the following standards no later than October 1, 2011.
- 113.2 Minimum of 200 square feet of exercise floor space.
- 113.3 Video games are not permitted in the fitness room.
- 113.4 **Public Restroom**
- 113.4.1 Restroom cannot be inside exercise room unless it is a secondary public restroom in addition to the lobby restroom.
- 113.5 **Door & Hardware**
- 113.5.1 The entry door must have an electronic lock set and a minimum of a side light or a window in the door.
- 113.5.2 The door entry and exit is to be by an ADA approved lever handle.
- 113.5.3 All electronic lock card readers used must be conforming to an ANSI Grade 1 electronic mortise locking mechanism and using a re-programmable magnetic key card with a minimum of a low coercivity 600 oersted rating.
- 113.6 **Finishes** - All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes. Any deviation from the approved finishes must be submitted in writing to the Franchisor for prior written approval.
- 113.6.1 Walls - Painted gypsum board with a textured finish. Painted exposed block walls are not permitted. Paint walls other than white and remove wallcovering border/stenciling no later than October 1, 2012. Refer to the Standard Design Packages on the Hospitality Information Portal for approved paint colors.
- 113.6.2 Floors -Interlocking rubber floor tiles, 18" x 18" x 3/8" thick, with a 4" coved vinyl base or carpet and carpet base.
- 113.7 **Furnishings** - The following furnishings are required in the fitness room and must meet minimum design standard specifications listed below in addition to requirements in accordance with NFPA standards, state, county and local fire codes, health codes and ADA compliance. Equipment must be commercial rated by the manufacturer and be ten years old or newer. Residential quality is not permitted.
- 113.7.1 Full commercial use elliptical cross trainer with the following requirements. Each exercise room is required to have two if the Hotel has more than 72 guest rooms.
- 110 volt or cordless self-powered generator.
  - LED or LCD display readout.
  - Program options.
  - One touch quick start feature for manual use.
  - 20 minimum resistance levels.
  - Hand grip heart monitoring.
  - 400 pound maximum user capacity.
- 113.7.2 Full commercial use motorized treadmill with the following requirements.
- Minimum 3 HP continuous duty commercial motor.
  - Automatic reset speed to a maximum of 0.5 miles per hour when re-starting.
  - Emergency stop button and tethered safety key.

- D. Speed range from 0.05 to 12 miles per hour in 0.1 mile per hour increments.
  - E. Incline range of 0 to 15%.
  - F. Self aligning belt guide system.
  - G. Hand grip heart rate monitoring.
  - H. Running surface minimum width 20" x 60".
  - I. LED or LCD display readout.
  - J. One touch quick start button for manual use.
  - K. 400 pound maximum user capacity.
- 113.7.3 Dust protection mat, to be located under cardiovascular equipment **if flooring material is carpet.**
- 113.7.4 Body strengthening piece of equipment or free weights are optional.
- 113.7.5 Wall mirror, minimum of 4' high x 9' long. Bottom of mirror to be 26" above finished floor.
- 113.7.6 Digital commercial HD LCD television including a lockout system no later than October 1, 2011.
- A. Minimum 32" Widescreen (16:9) LCD screen. High Definition display.
  - B. ATSC Digital Tuner built-in.
  - C. Pro:Idiom™ HD Content Protection built-in and MPEG4 compression technology.
  - D. Televisions must be connected to a cable system, master antenna system or satellite system that is capable of passing high definition (HD) content to all televisions.
    - 1. Commercial cable system or satellite system is recommended.
    - 2. A roof top antenna is not permitted unless it is screened and is approved by in writing by the Franchisor.
    - 3. A ground mounted television antenna is permitted but is to be approved in writing by the Franchisor.
    - 4. A satellite dish is to be installed on exterior wall, not roof top, at the rear or end of a Hotel not viewed from the front entry.
  - E. The remote control unit must be in view and accessible to guest at all times.
  - F. Television must be wall mounted or ceiling mounted and must be viewable from all equipment locations. In cases where the fitness room shares a wall with a guest room, it is not acceptable to wall mount the television on the demising wall. It either needs to be ceiling mounted or on a non-demising wall.
  - G. All outlets and cable jacks must be located behind the television and all electrical cords hidden. Surface mounted conduit or cord covers are not acceptable.
  - H. Television should be set with closed caption as default.
  - I. All channels received must be preset and appropriately identified. Any channel not received must be locked to user access via the commercial master remote.
- 113.7.7 Wall clock.
- 113.7.8 Window Treatment, inside mounted 2" wood blinds
- 113.7.9 Safety equipment rules and regulation signage.
- 113.7.10 Towels and towel receptacle.
- 113.7.11 Table or bakers rack for towels.
- 113.7.12 Disinfected disposable wipes for cleaning off equipment when done exercising.
- 113.7.13 Trash Receptacle.
- 113.8 **Mechanical** – The fitness room digital self-controlled room central HVAC integrated system adequately sized to service the area and capable of maintaining a 72 degree year round temperature set point. Optional Individual PTAC or VPTAC systems with wall mounted digital controlled thermostats are allowed, similar to the guest rooms. All PTAC or VPTAC units used are to be installed with internally drained condensate lines and are provided by one of the approved manufacturers (Amana, GE, Friedrich, LG). The sleeves through the wall must be tight, fastened per the manufacturer's recommendations and the openings caulked thoroughly. Trim around the units may be added with color to match the adjacent walls. No two-pipe systems are allowed.
- 113.9 **Electrical** - Refer to **Section 119 Telephone System** of this manual for phone and jack requirements.

## 114 Meeting Facilities

---

- 114.1 Meeting facilities are optional in each Hotel.
- 114.2 If incorporating a meeting room, both a male and female restroom is required. If meeting room or multiple meeting rooms add up to more than 640 square feet, an additional fixture is required in each restroom. Any meeting room or banquet hall larger than 1,200 square feet must have fixture counts reviewed and approved in writing by the Franchisor. If the meeting room(s) is adjacent to the lobby, these restrooms can also fulfill the lobby restroom requirement. Meeting room restrooms can be common with lobby. Restroom accessibility requirements must be met.
- 114.3 Folding doors are to have a minimum STC rating of 50.
- 114.4 **Doors**
- 114.5 Entrance door shall be a paneled solid core door, minimum size 3'-0" x 6'-8". Door thresholds, door sweeps, smoke gaskets and door closers are required.
- 114.6 **Hardware**
  - 114.6.1 The entry door must have an electronic lock set, card operated from the corridor side. The door entry and exit is to be by an ADA approved lever handle.
  - 114.6.2 All electronic lock card readers used must be conforming to an ANSI Grade 1 electronic mortise locking mechanism and using a re-programmable magnetic key card with a minimum of a low coercivity 600 oersted rating.
- 114.7 **Windows**
  - 114.7.1 Construction: Thermally broken frame.
  - 114.7.2 Comply with requirements of ANSI/AAMA 101 "specifications for Aluminum Prime Windows: performance class, HS-DW-C20. Window system to meet minimum STC of 35.
  - 114.7.3 Security dowels or a secondary window lock is required on all first floor operable windows in addition to the required mechanical lock on the window.
- 114.8 **Finishes** -All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes.
  - 114.8.1 Wall - Painted gypsum board with a textured finish or gypsum board with commercial grade type II vinyl wallcovering, type I is acceptable if above a chair rail. A chair rail or wainscoting is recommended. Paint walls other than white and remove wallcovering border/stenciling no later than October 1, 2012. **Refer to the Standard Design Packages on the Hospitality Information Portal for approved paint colors.**
  - 114.8.2 Floor - Carpet must have a minimum 36 oz. face weight, multi level cut/loop, solution dyed Branded yarn nylon, 1/10 gauge, 12 stitches per inch, action back with fiber locking capabilities, commercial anti-soil stain protection, installed over a separate nine pound density urethane pad, 32 oz. synthetic felt pad or a 64 oz. rubber cushion. Attached pad is acceptable. Rebond pad is not permitted. Installation is to be with tackless strips or double stick. Installation option is to direct glue the carpet, eliminating the pad. This is permitted in public areas only. Installation methods must follow manufacturer's recommended methods. The carpeting is to be laid with a minimum of cross seams and recommended to have a pattern and or be multi-colored to minimize the visibility of staining, soiling and traffic wear.
  - 114.8.3 Base - 4" or 6" high carpet base, serged or bound, 4" high wood base is optional. Vinyl base is not permitted.
  - 114.8.4 Ceiling - Painted gypsum board with a textured finish. **Popcorn texture is not approved.**
- 114.9 **Furnishings** - The following furnishings are recommended in the meeting facilities and must meet design standard specifications listed below in addition to requirements in accordance with NFPA standards, state, county and local fire codes, health codes and must meet ADA compliance. All furniture is to be of contract quality per the manufacturer. Storage for table and chairs should be nearby.
  - 114.9.1 Fabric window treatment with a decorative rod and/or wood blinds with capability to shut and block light during projector presentations.
  - 114.9.2 Minimum of two pieces of artwork.
  - 114.9.3 Minimum of one silk plant, 48" high or taller. Plastic plants are not permitted.
  - 114.9.4 Folding training tables, laminate top, 18" x 72".

- 114.9.5 Folding dining tables, 60" diameter, optional.
- 114.9.6 Upholstered, metal framed stack chairs or ergonomic chairs.
- 114.9.7 Pull down projector screen with a gypsum board valance painted to match the walls. Presentation materials such as easels, flip charts, markers, audio visual equipment, etc.
- 114.9.8 Digital commercial HD LCD television with remote control is optional but if one is used the following specifications must be met no later than October 1, 2011:
  - A. Minimum 32" Widescreen (16:9) LCD screen.
  - B. High Definition display.
  - C. ATSC Digital Tuner built-in.
  - D. Pro:Idiom™ HD Content Protection built-in and MPEG4 compression technology.
  - E. Commercial HD LCD including a lockout system.
  - F. Televisions must be connected to a cable system, master antenna system or satellite system that is capable of passing high definition (HD) content to all televisions.
    - 1. Commercial cable system or satellite system is recommended
    - 2. A roof top antenna is not permitted unless it is screened and is approved in writing by the Franchisor.
    - 3. A ground mounted television antenna is permitted but is to be approved in writing by the Franchisor.
    - 4. A satellite dish is to be installed on exterior wall, not roof top, at the rear or end of the Hotel not viewed from the front entry.
  - G. Remote control must be available to guests using the room.
  - H. Television must be wall mounted but not on a wall shared with a guest room.
  - I. All outlets and cable jacks must be located behind the television and all electrical cords hidden. Surface-mounted conduit or cord covers are not acceptable.
  - J. Television should be set with closed caption as default.
  - K. All channels received must be preset and appropriately identified. Any channel not received must be locked to user access via the commercial master remote.
- 114.10 **Mechanical** - The meeting facility is to have a digital self-controlled room central HVAC integrated system adequately sized to service the area and capable of maintaining a 72 degree year round temperature set point. Optional Individual PTAC or VPTAC systems with wall mounted digital controlled thermostats are allowed. All PTAC or VPTAC units used are to be installed with internally drained condensate lines and are provided by one of the approved manufacturers (Amana, GE, Friedrich, LG). The sleeves through the wall must be tight, fastened per the manufacturer's recommendations and the openings caulked thoroughly. Trim around the units may be added with color to match the adjacent walls. A thermostat control must be accessible to the guest. No two-pipe systems are allowed.
- 114.11 **Lighting** - Incandescent or fluorescent recess cans at ceiling in soffit. Decorative pendants at raised ceiling area. Drop in fluorescent 2' x 4' fixtures are acceptable if suspended ceiling is used. Surface mounted cans not permitted. Wall sconces are recommended for larger meeting rooms for aesthetics. It is recommended to have lights on a dimmer switch.

Minimum required foot candle (FC) level is 30.0 - 70.0 with 35 FC at work surfaces.
- 114.12 **Electrical** - A RJ45 data port is required in all meeting rooms. Refer to **Section 400 Information Systems & Technology** of this manual for all HSIA requirements.

Refer to **Section 119 Telephone System** of this manual for phone and jack requirements.

A minimum of one TV outlet is required.

## 115 House Laundry

---

- 115.1 The laundry room has been designed to handle washing and sorting of the linens for the Hotel.
- 115.2 **Windows**
  - 115.2.1 A window is not required in the laundry room for security reasons.
- 115.3 **Doors**
  - 115.3.1 Paneled solid core 3'-0" x 6'-8" minimum.
- 115.4 **Finishes** - All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes.

- 115.4.1 Floor - Vinyl composition tile.
- 115.4.2 Base - 4" high, coved, 1/8" gauge vinyl base.
- 115.4.3 Walls - Painted constructed sound deadening materials achieving a minimum of STC 58
- 115.4.4 Ceiling - Painted gypsum board with a texture finish. **Popcorn texture is not approved.**
- 115.5 **Furnishings** - The following furnishings are required in the laundry room and must meet minimum design standard specifications listed below in addition to requirements in accordance with NFPA standards, state, county and local fire codes, health codes and ADA compliance. Depending on the size of the Hotel you may need additional equipment.
  - 115.5.1 60 lb. commercial washer, preprogrammed, eight-cycle recommended. Optional to provide an additional 35 lb. commercial washer.
  - 115.5.2 75 lb. commercial dryer with reverse drying.
  - 115.5.3 Minimum of two laundry carts, six bushel with removable body. Spring loaded recommended.
  - 115.5.4 Sheet folder optional.
- 115.6 **Casework** - Shelving and cabinetry are to be provided in the laundry room for storage of linens as well as a large linen folding table with shelves below.
- 115.7 **Mechanical** - The house laundry room is to have a digital self-controlled room central HVAC integrated system adequately sized to service the area and capable of maintaining a 72 degree year round temperature set point. Optional Individual PTAC or VPTAC systems with wall mounted digital controlled thermostats are allowed, similar to the guest rooms. All PTAC or VPTAC units used are to be installed with internally drained condensate lines and are provided by one of the approved manufacturers (Amana, GE, Friedrich, LG). The sleeves through the wall must be tight, fastened per the manufacturer's recommendations and the openings caulked thoroughly. Trim around the units may be added with color to match the adjacent walls. No two-pipe systems are allowed.

A laundry chute from the linen room on second floor and higher, opens to the laundry room and should be located adjacent to the washing area. An elevator/dumbwaiter is recommended for larger Hotels.

The washers in the laundry room are to be drained in a pit drain with grate covering. The washer drain piping can be on the floor behind washers to the drain. Access to the washer outlet is needed to clean drain trap.

Hot and cold water supply shall be provided to the washing machines and sized per the engineer's specifications. Hot and cold water supply shall also be provided for the multi-compartment sink in the prep area adjacent to the laundry room.

A two-compartment laundry sink with a cover for one sink is to be provided.

Eye wash station, goggles and gloves are required wherever chemicals are to be stored and handled.
- 115.8 **Lighting** - Fluorescent lighting adequate to perform task.
- 115.9 Minimum required foot candle (FC) level is 35.0 - 50.0. **Electrical** - Refer to **Section 119 Telephone System** of this manual for phone and jack requirements.

## 116 Guest Laundry

---

- 116.1 A guest laundry room is recommended for the convenience of guests. Each hotel with a guest laundry room must meet the following standards.
- 116.2 A counter for folding clothes.
- 116.3 Laundry supplies shall be provided by the Franchisee for purchase at the front desk or in a vending machine.
- 116.4 This room is not to be used as a storage area.
- 116.5 **Door**
  - 116.5.1 The laundry room door shall be paneled solid core 3'-0" x 6'-8" minimum.
  - 116.5.2 A sidelight or half glass door window for safety purposes is required.
  - 116.5.3 Door thresholds, door sweeps and smoke gaskets are required for sound isolation.



116.6 **Hardware**

116.6.1 The door entry and exit is to be by an ADA approved lever handle.

116.7 **Finishes** - All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes.

116.7.1 Floors - Vinyl composition tile

116.7.2 Base - 4" high, coved, 1/8" gauge vinyl base

116.7.3 Walls - Painted gypsum board with a textured finish. Exposed painted block is not permitted.

116.7.4 Ceiling - Acoustical ceiling tile, 2' x 2' drop-in with reveals.

116.8 **Furnishings** - The following furnishings are required in the guest laundry room and must meet design standard specifications listed below in addition to requirements in accordance with NFPA standards, local fire codes, health codes and ADA compliance. Depending on the size of the Hotel you may need additional equipment.

116.8.1 One ADA-compliant, commercial grade, coin-operated washing machine. Minimum of 16 lb. capacity.

116.8.2 One ADA-compliant, commercial grade, coin-operated dryer. Minimum 18 lb. capacity.

116.8.3 Fabric window treatment, wood blinds or metal blinds at exterior windows. Vertical blinds are not permitted.

116.9 **Mechanical** - The guest laundry is to have a digital self-controlled room central HVAC integrated system adequately sized to service the area and capable of maintaining a 72 degree year round temperature set point. Optional Individual PTAC or VPTAC systems with wall mounted digital controlled thermostats are allowed. All PTAC or VPTAC units used are to be installed with internally drained condensate lines and are provided by one of the approved manufacturers (Amana, GE, Friedrich, LG). The sleeves through the wall must be tight, fastened per the manufacturer's recommendations and the openings caulked thoroughly. Trim around the units may be added with color to match the adjacent walls. No two-pipe systems are allowed.

116.10 **Lighting** - Recessed fluorescent lighting adequate to perform task.

Minimum required foot candle (FC) level is 30.0 - 50.0.

116.11 **Electrical** - Provide outlet for washer and dryer along with general duplex outlets.

---

## 117 Office

117.1 The office is for use by the manager in conducting business and bookkeeping for the Hotel.

117.2 **Door**

117.2.1 The office door is to be a paneled solid core 3'-0" x 6'-8" minimum, must lock and have a viewing device the same as the guest rooms.

117.3 **Finishes** - All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes.

117.3.1 Floors - Carpet over pad, same quality as lobby area.

117.3.2 Base - 6" high carpet base, serged or bound, 4" high wood base is optional. Vinyl base is not permitted.

117.3.3 Walls - Painted gypsum board with a textured finish.

117.3.4 Ceiling - Acoustical ceiling tile, 2' x 2' drop-in with reveals.

117.4 **Furnishings** - The following furnishings are required in the office and must meet minimum design standard specifications listed below in addition to requirements in accordance with NFPA standards, state, county and local fire codes and must meet ADA compliance.

117.4.1 Drop safe.

117.4.2 Ergonomic desk chair with a 5 star base and casters.

117.4.3 Adequate locking file cabinets under work surface.

117.4.4 Bulletin board and key cabinet on wall is optional.

117.4.5 Fabric window treatment or blinds are required on exterior windows.

- 117.5 **Casework** - Work surface and shelving.
- 117.6 **Mechanical** - The office is to have a digital self-controlled room central HVAC integrated system adequately sized to service the area and capable of maintaining a 72 degree year round temperature set point. Optional Individual PTAC or VPTAC systems with wall mounted digital controlled thermostats are allowed, similar to the guest rooms. All PTAC or VPTAC units used are to be installed with internally drained condensate lines and are provided by one of the approved manufacturers (Amana, GE, Friedrich, LG). The sleeves through the wall must be tight, fastened per the manufacturer's recommendations and the openings caulked thoroughly. Trim around the units may be added with color to match the adjacent walls. A thermostat control must be accessible to the guest. No two-pipe systems are allowed.
- 117.7 **Lighting** - Fluorescent overhead and task lighting at work surface.  
Minimum required foot candle (FC) level is 50.0 - 100.0.
- 117.8 **Electrical** - Refer to **Section 119 Telephone System** of this manual for phone and jack requirements.  
Multiple RJ45 data ports are required in the office. Refer to **Section 400 Information Systems & Technology** of this manual for all HSIA requirements.

## 118 Vending & Ice

---

- 118.1 Vending and ice are required to be in an enclosed area and on every odd numbered floor for the convenience of the guests. (Ex: first floor, third floor, fifth floor, etc.)
- 118.2 A minimum of one beverage and one snack machine are required per Hotel. Additional vending is optional in the pool area. It is recommended that the vending in this area be beverage only due to the humidity and temperature. Refer to **Section 200 Operations** for vending item requirements.
- 118.3 Vending and gaming machines are not allowed in front lobby.
- 118.4 **Door**
  - 118.4.1 The vending room door, if applicable, shall be paneled solid core 3'-0" x 6'-8". A sidelight or half glass door window for safety purposes is required.
- 118.5 **Finishes** - All materials must meet or exceed minimum requirements in accordance with NFPA standards, state, county and local fire and building codes
  - 118.5.1 Floor - Vinyl composition tile.
  - 118.5.2 Base - 4" high, coved, 1/8" gauge vinyl base.
  - 118.5.3 Walls - Painted gypsum board with a textured finish.
  - 118.5.4 Ceiling - Painted gypsum board with smooth or textured finish. **Popcorn texture is not approved.**
- 118.6 **Furnishings** - The following furnishings are required in each vending area and must meet design standard specifications listed below. All equipment must be NSF compliant and UL listed. Verify need for additional items with local and state health code requirements. Depending on the size of the Hotel it may need additional vending and ice machines.
  - 118.6.1 Ice machine, non-bin style.
    - A. As a minimum requirement, the ice machine must be capable of producing five pounds of ice per room for each 24 hour period. When more than one ice machine is required the combined output must meet the minimum requirement of producing five pounds of ice per room for each 24 hour period.
    - B. A water filter for the ice machine is required.
  - 118.6.2 A commercial grade coin operated beverage machine is required but is generally leased.
  - 118.6.3 A commercial grade coin operated snack machine is required but generally leased.
- 118.7 **Mechanical** - Provide a floor drain for water from ice machine. Provide adequate water supply for ice machine.  
  
The vending room must have heat and air conditioning if in an enclosed room.
- 118.8 **Electrical** - Provide electrical for vending and ice machines.

## 119 Telephone System

---

- 119.1 The Franchisee is to work with the local telephone company for service to the facility. The telephone service to the Hotel must be provided underground and with adequate capacity to serve all future additions to the Hotel.
- 119.2 There should be at least one trunk line per every ten rooms with separate lines for each of the following: fax service, credit card processing, the elevator and two lines for the fire alarm system. The pool monitoring system, if using Ecolab, can use a phone extension versus a dedicated line.
- 119.3 All telephone service must go through the main switchboard located at the registration desk, not the reservation system or fax line.
- 119.4 Two home run lines per guest room are required.
- 119.5 **PBX Phone System Specification Requirements**
  - 119.5.1 Analog system with power supply back up.
  - 119.5.2 Console operation.
  - 119.5.3 5.8 GHZ 2 Line cordless phone programmable to the PBX phone system for use when staff is away from the front desk. The cordless phone is to be provided by the Phone System provider.
  - 119.5.4 Main console must be able to handle up to four simultaneous calls with on-hold capabilities. External call forward feature that would allow the Hotel to forward calls to an external source (e.g. central reservations office.)
  - 119.5.5 Music or custom greeting for on hold callers.
  - 119.5.6 Check-in function automatically set dialing restrictions and voice mail.
  - 119.5.7 Check-out function automatically deactivates the phone.
  - 119.5.8 Wake up calls can be set at console or by extension with voice message.
  - 119.5.9 Wake up call monitoring of answered and missed wake up calls with printer for printed confirmation.
  - 119.5.10 Call forwarding from console.
  - 119.5.11 Voice mail with message registering.
  - 119.5.12 Do-Not-Disturb setting with room to room and outside incoming call blocking capabilities from console.
  - 119.5.13 9-1-1 priority feature to interrupt a line if all lines are in use
  - 119.5.14 9-1-1 alarm with immediate notification to staff of call with room number that placed the call.
  - 119.5.15 Free of charge, room to room, local and toll free calls.
  - 119.5.16 Direct out-of-house dialing.
  - 119.5.17 Per extension dialing restriction for long distance, local and room to room calls set by console.
  - 119.5.18 Answer detection for completed calls only for charged calls made with printed verification of those calls charged.
- 119.6 **Telephone Locations and Specification Requirements** - All phones must be analog phones and have an ADA compliant handset with volume control.
  - 119.6.1 Front desk
    - A. Phone system console provided by PBX supplier.
    - B. Cordless 5.8 GHZ two-line phone, programmable to the PBX phone system, provided by the PBX supplier.
    - C. ADA TTY typewriter telephone for front desk to be equipped for communication with hearing impaired guests.
    - D. ADA Kit #1 for ADA compliance. Number of kits needed based on number of guest rooms per kit requirement. These kits are for the guests to take to their room to communicate with the front desk.
  - 119.6.2 Manager's Office
    - A. One line access with five button guest service features optional.

- B. Direct local and long distance calling.
  - C. Message indicator light.
  - D. Touch tone.
  - E. Data port.
  - F. 20' cord or greater.
- 119.6.3 Front Vestibule
- A. "Trimline" wall mounted phone.
  - B. Dials front desk when picked up.
- 119.6.4 Lobby Area
- A. One line access with zero guest service buttons.
  - B. Direct room to room, local, 800 number and credit card calls only. This line should be restricted from long distance service.
  - C. Voice high and low volume adjustment.
  - D. Ringer high and low volume adjustment.
  - E. Touch tone.
  - F. Data port.
  - G. 20' cord or greater.
  - H. AmericInn approved faceplate as outlined in **Section 300 Sales & Marketing** of this manual.
- 119.6.5 Pool Area
- A. "Trimline" wall mounted red emergency phone.
  - B. Dials front desk when picked up.
- 119.6.6 Fitness Room
- A. "Trimline" wall mounted red emergency phone.
  - B. Dials front desk when picked up.
- 119.6.7 Meeting Facilities, if applicable
- A. One line access with zero guest service buttons.
  - B. Direct room to room, local, 800 number and credit card calls only. This line should be restricted from long distance service.
  - C. Voice high and low volume adjustment.
  - D. Ringer high and low volume adjustment.
  - E. Touch tone.
  - F. Data port.
  - G. 20' cord or greater.
  - H. AmericInn approved faceplate as outlined in **Section 300 Sales & Marketing** of this manual.
- 119.6.8 Business Center, if applicable
- A. One line access with zero guest service buttons.
  - B. Direct room to room, local, 800 number and credit card calls only. This line should be restricted from long distance service.
  - C. Voice high and low volume adjustment.
  - D. Ringer high and low volume adjustment.
  - E. Touch tone.
  - F. Data port.
  - G. 20' cord or greater.
  - H. AmericInn approved faceplate as outlined in **Section 300 Sales & Marketing** of this manual.
- 119.6.9 Laundry room/back of the house (optional)
- A. One line access with 5 guest service features optional.
  - B. Direct room to room, local and credit card calls only. This line should be restricted from long distance service.
  - C. Touch tone.
  - D. Wall mounted.
- 119.6.10 Public Restrooms (optional)
- A. "Trimline" wall mounted phone.
  - B. Dials front desk when picked up.
- 119.6.11 Guest Rooms (One per each one-room guest room and two per each two-room guest room. Additional phones optional.)
- A. One line access with zero guest service buttons.
  - B. Direct room to room, local and long distance calling.
  - C. Message indicator light.
  - D. Voice high and low volume adjustment.
  - E. Ringer high and low volume adjustment.

- F. Touch tone.
- G. Data port.
- H. 20' cord or greater.
- I. AmericInn approved faceplate as outlined in **Section 300 Sales & Marketing** of this manual.
- J. Bell style phones are not permitted.

**119.7 Telephone Jack Location Requirements -**

- 119.7.1 Front reception desk, multiple.
- 119.7.2 Manager's office, multiple.
- 119.7.3 Front entry vestibule.
- 119.7.4 Lobby area, two telephone jacks.
- 119.7.5 Pool area.
- 119.7.6 Fitness room.
- 119.7.7 Meeting facilities, if applicable.
- 119.7.8 Business center, if applicable.
- 119.7.9 Laundry room/back of the house.
- 119.7.10 Public area restroom, optional.
- 119.7.11 One room guest rooms, 2 telephone jacks.
  - A. One telephone jack at the nightstand.
  - B. One telephone jack at the desk or writing surface.
- 119.7.12 Two room guest room suite, 3 phone jacks.
  - A. One in the bedroom area at the nightstand.
  - B. Two in the sitting area room.
    - 1. One telephone jack at the sofa sleeper.
    - 2. One telephone jack at a desk or writing surface.

---

**120 Signage**

- 120.1 Signage must be clear and consistent throughout the property. Only professional sign manufacturers should be considered to design and construct the signage package. The entire signage package must meet all ADA specifications and requirements.
- 120.2 Hand-written and computer-generated paper signs are not permitted.
- 120.3 "No Vacancy" signs are not permitted.
- 120.4 **Exterior Signage and Specifications**
  - 120.4.1 Required Signage:
    - 120.4.1.1 AmericInn identification pylon sign with the following criteria:
      - A. The pylon sign must be manufactured per the Franchisor's specifications. Only approved vendors are allowed to manufacture exterior signage and must submit drawings for approval prior to production and installation of the sign.
      - B. If specific site conditions or existing local sign ordinances require deviation from size or height of the standard sign design, please submit proposed signage in writing to the Franchisor for prior written approval.
      - C. Sign lighting must be automatically activated.
      - D. All wiring to the sign must be underground and protected from weather.
      - E. The sign is to be supported on a steel pylon and anchored in a sign base. Use manufacturer's recommendations as to the design of the sign base and anchor system.
      - F. No additional copy is allowed on the logo signage face, such as: indoor pool, spa, etc.
      - G. No other signage is permitted on the pylon pole with the AmericInn identification sign unless submitted in writing to the Franchisor for prior written approval.

- 120.4.1.2 Signage for accessible parking spaces per ADA requirements.
  - A. Exterior signage advertising specific rates is not permitted without prior written approval from Franchisor.
- 120.4.2 Recommended Signage:
  - 120.4.2.1 AmericInn channel logo on the building with the following criteria:
    - A. If using signage on the building it must be internally illuminated channel letters; cabinet signs are not permitted on the building.
    - B. The channel letters must be manufactured per the Franchisor's specification, without modifications.
    - C. Sign lighting must be automatically activated.
- 120.5 **Interior Signage and Locations** - The following signage is required per locations listed below and must meet the design standard specifications that follow in the next sub-section labeled Interior Signage Specifications. Approved vendor for interior signage is Sign Source, Inc., (952) 908-9108.
  - 120.5.1 Required signage and locations:
    - 120.5.1.1 Check-in/check-out hours sign located at or near the front desk. The sign is not permitted on the back wall.
    - 120.5.1.2 Pool hours sign located on the corridor side of the pool entry door. This is in addition to the pool identification sign with Braille listed below.
    - 120.5.1.3 AmericInn Perk breakfast hours sign located in the breakfast room.
    - 120.5.1.4 10" AmericInn Perk logo sign located on the chalk board.
    - 120.5.1.5 18" AmericInn Perk logo signs located at the coffee station.
    - 120.5.1.6 Pool safety signage as provided by pool supplier.
    - 120.5.1.7 Exercise equipment safety signage as provided by equipment supplier.
    - 120.5.1.8 Guest room numbers at each guest room. See note below for location.
    - 120.5.1.9 Restroom sign at all public restrooms and any employee restroom. See note below for location.
    - 120.5.1.10 Required elevator signage. Provided by elevator supplier.
    - 120.5.1.11 "Stair" sign located at all staircases behind doors. See note below for location.
    - 120.5.1.12 Floor identification signage in stairwells as required by the Fire Marshall.
    - 120.5.1.13 "After Hour Entry, Pick-up Receiver" sign located at phone receiver in front entry vestibule.
    - 120.5.1.14 Room identification signage for all publicly used rooms. Example: Guest Laundry, Meeting Room, Pool, Fitness Room, etc. See note below for location.
    - 120.5.1.15 Limited Liability Law signage located on the back side of guest room entry doors and at the front desk.
    - 120.5.1.16 Evacuation plan located on the back side of guest room entry doors and publicly-used rooms such as a meeting room, etc.
    - 120.5.1.17 AmericInn channel logo located on the wall behind the front desk.

Note: Mounting of room number signs and permanent room identification signs shall be mounted on the wall adjacent to the latch side of the door. Where there is no wall space to the latch side of the door, including double leaf doors, sign shall be placed on the nearest adjacent wall. Mounting height shall be 60" above the finish floor to the centerline of the sign. Mounting location shall be so that a person may approach within three feet of signage without encountering protruding objects or standing within the door swing. This is an ADA requirement and should be followed unless ADA states otherwise. For security reasons, accessible rooms should not have identifying signs on the exterior of the door. Refer to installation instructions below.

- 120.5.2 Recommended signage and locations:
  - 120.5.2.1 "Smoke Free Environment, Thank you for Not Smoking" located at front desk or lobby
  - 120.5.2.2 Directional signage with an arrow pointing in the direction of the Pool, Guest Laundry, Vending, Elevator, etc. - located throughout the Hotel.
  - 120.5.2.3 Informational signs stating items such as "ID Required with all Transactions," "Discounts Honored at Check In Only," "Convenience Aids for Hearing and Physically Impaired," etc. - located at the front desk.
- 120.6 **Interior Signage Specifications** - Signage must be up to date and consistent throughout the hotel. The entire signage package must meet federal, state, county, local and accessibility laws and codes. Approved vendor for interior signage is Sign Source, Inc., at (952) 908-9108.
  - 120.6.1 Room Numbers
    - 120.6.1.1 Minimum overall size of 4." wide x 2.75" high x .125" thick.
    - 120.6.1.2 Digitally printed faceplate with raised text and Braille. Braille color must match faceplate color or be clear in color.
  - 120.6.2 Public Area Signage, Public Room Identification and Directional Signage
    - 120.6.2.1 Sizes will vary.
    - 120.6.2.2 Digitally printed faceplate with raised text and Braille for all required ADA signage. Braille color must match faceplate color or be clear in color.
  - 120.6.3 Limited Liability Law and Evacuation Plan
    - 120.6.3.1 Limited Liability Law and Evacuation Plan can be combined on one sign.
    - 120.6.3.2 Sizes will vary but recommended to be 8.5" x 11".
    - 120.6.3.3 Printed on vinyl then mounted to styrene or equal with a minimum thickness of 1/32".
  - 120.6.4 Informational Signs
    - 120.6.4.1 Printed or engraved on a plastic, vinyl or metal substrate.
    - 120.6.4.2 Paper signs, either hand-written or computer-generated, are not permitted unless framed and behind glass/acrylic and approved in writing by the Franchisor.
  - 120.6.5 AmericInn Channel Logo
    - 120.6.5.1 10" tall letters, 1/2" thick.
    - 120.6.5.2 Brushed silver metal laminate face with grain running horizontal mounted on foam core with black edges.
    - 120.6.5.3 Logo cannot be altered, stretched or rotated and must have the registered trade mark per **Section 300 Sales & Marketing** of this manual.
  - 120.6.6 AmericInn Perk Logo Breakfast Signage - Must follow the specifications of the 3-color version per **Section 300 Sales & Marketing** of this manual.
    - 120.6.6.1 Sign is to be made in three layers.
    - 120.6.6.2 Top white coffee cup layer is to be laser cut from 1/8" thick painted acrylic.
    - 120.6.6.3 Middle brown layer is to be laser cut from 1/8" thick painted acrylic.
    - 120.6.6.4 Backer layer is to be 6mm PVC acrylic with printed graphics.
  - 120.6.7 AmericInn Perk Breakfast Hours Signage
    - 120.6.7.1 Overall size, 6" high, 16" long, eased corners.
    - 120.6.7.2 Sign is to be made in 2 layers.
    - 120.6.7.3 Face is to be 5½" high x 15½" long and 1/8" thick painted acrylic to match PMS732 brown.
    - 120.6.7.4 Backer is to be 6mm PVC with print surface to match PMS7510 tan.

- 120.6.7.5 Text to be premium white vinyl. Refer to **Section 200 Operations** of this manual for required hours.

**120.7 Installation of interior signage**

- 120.7.1 Apply signage per manufacturer's recommendation. Generally signage is affixed to wall by applying several "dots" of clear 100% silicone adhesive to the back of the sign (avoiding tape area). Peel liner from double-face tape and press firmly to wall and hold.

## **121 Furnishing Installation Guidelines**

---

The following recommendations are intended to serve as a basic outline to aid in the installation of furnishings for each Hotel. Local, state and federal codes govern over the following guidelines.

Installation of all furniture and equipment is to be installed per manufacturer's recommendation. It is the installation contractor's responsibility to provide and use appropriate hardware to securely fasten all furnishings and equipment to the specified structure/surface. Adequate wall blocking should be installed. Drywall anchors only for wall mounted casegoods and fixtures is strongly discouraged.

**121.1 Furniture**

- A. Space between nightstand and bed should have a minimum of 3" and maximum of 5".
- B. Space between bathroom wall and bed should have a minimum of 18" to allow for housekeeping.
- C. Mounting of headboard should be centered over bed and bottom of headboard is to be 1" below top of mattress.

**121.2 Lamps/Lighting**

- A. Wall lamp above desks should be 50" above the finish floor to bottom of back plate.
- B. Wall lamp above nightstand should be centered over nightstand at 15" above the top of the nightstand to bottom of back plate.
- C. Cord covers on all wall mounted lamps should be installed over cord from bottom of back plate down toward the finish floor.

**121.3 Guest Room Window Treatment**

- A. Wall mounted drapery hardware securely using appropriate fastening devices.
- B. Drapery is to hang 3" below window opening and 3" above window opening.
- C. Drapery is to have 3" returns which wrap around each end of the drapery rod the full three inches, extending from the drapery rod to the wall. The last hook of the drapery next to the wall goes into an L hook which is fastened to the wall.
- D. Drapery is to overlap 3" in the center when closed. The first pleat at the center of each drape goes on the master carrier in the center of the drapery rod.
- E. After drapery is hung the lining between pleats must be brought forward and creased between two pleats to assure proper drapery hang. Finger pleat each pleat into place.
- F. Wall mount cornice boards securely using manufacturer's recommended fastening devices for the wall material. Bottom of cornice board is to hang 2" below the metal frame of the window.

**121.4 Artwork & Framed Mirrors**

- A. Artwork is to be on the guest room side of the bathroom wall versus over the headboard. Follow specifications in Guest Room Section.
- B. Artwork centered over sofa should be between 8" to 12" above top of the sofa. Measurements are based on the bottom edge of artwork.
- C. Space between a pair of pictures hung side by side should have a minimum of 3" and a maximum of 5".
- D. Art hung on wall not over any piece of furniture should be approximately 5'-3" on center above the finished floor.
- E. Full length wall mounted framed mirrors should be installed approximately 72" from the finished floor to the top of the frame.
- F. Half-length wall mounted framed mirrors being installed over a piece of furniture should be approximately 3" from the top of the furniture piece to the bottom of the mirror frame, with a minimum overall mirror height of 72" from the finished floor to the top of the frame.

**121.5 Signage**

- A. Apply signage per manufacturer's recommendation. Generally signage is affixed to wall by applying several "dots" of clear 100% silicone adhesive to the back of the sign (avoiding tape area). Peel liner from double-face tape and press firmly to wall and hold.
- B. Refer to the Signage sub-section of this manual for locations of each sign.



## 200 Operations

For clarifications or questions concerning the Operations Standards contact the **Operations** Department at:

**Operations** - AmericInn®  
250 Lake Drive East  
Chanhassen, MN 55317  
Phone: 952-254-5000  
Fax: 952-294-5001  
Email: **Operations@AmericInn.com**

Licensee must comply with the Operations Standards when open and operating as an AmericInn.

The following are referenced in **Section 200 Operations**. Familiarize yourself with their content and locations:

- Hospitality Information Portal – General Manager and Owner portal for all brand communications
- Operations Guide – Hospitality Information Portal > Resources
- Crisis Management Guide – Hospitality Information Portal > Resources

## 201 Guest Rooms

---

- 201.1 All guest rooms must present a clean, well maintained and welcoming appearance. Guest room content and furnishings must be in good condition including but not limited to furniture, fixtures, equipment, fabrics, window treatments, linens, floor coverings, walls, paint, woodwork, HVAC, ceilings, paper products, linens, towels and all other items contained in the guest room.
- 201.2 When replacing furniture, fixtures and equipment (FF & E), each Hotel must meet the current specifications for each item as described in **Section 100 Construction & Design** of this manual.
- 201.3 The primary locks on all windows and doors (including adjoining room doors) must be locked at all times to prevent unauthorized entrance from the outside.
- 201.4 A minimum of four individually-wrapped plastic cups must be available in all guest rooms.
- 201.5 Fire exit diagrams and state law cards are required in all guest rooms. One Law card is also required to be posted at the front desk.
- 201.6 Each Hotel must have one vertically-installed assist bar at all whirlpool units.
- 201.7 All guest room lighting fixtures must use a minimum of 75-watt incandescent or 20-watt compact fluorescent bulbs for illumination.
- 201.8 Each Hotel must have a coffee maker in every guest room. Additionally, a minimum of two AmericInn Perk nine-ounce wrapped thermal insulated cups, creamers and sweeteners with one 0.75-ounce packet of regular AmericInn Perk coffee blend must be provided in the room. One cup coffee makers are only allowed if four servings of coffee are provided. Generic white foam or paper cups are not allowed. See **Section 100 Construction & Design** of this manual for more information.
- 201.9 A disposable laundry bag must be provided in every guest room.
- 201.10 Each bed (full, queen, king, sofa sleeper, etc.) installed in a guest room requires two sets of towels per bed. (A towel set includes a washcloth, hand towel and bath towel.) Whirlpool rooms require an additional two bath towels and one bath mat on or near the whirlpool.
- 201.11 Each Hotel must have twelve-channel basic cable television coverage which includes ABC, CBS, NBC, FOX, CNN, ESPN, The Weather Channel and five additional channels. High Definition (HD) signal must be provided with 32" LCD televisions and if HD is available to the property. **Free standing** converter boxes are not allowed within guest rooms.
- 201.12 A minimum of two ashtrays must be provided in each smoking room.
- 201.13 A minimum of two rolls of toilet paper and one box of facial tissue must be provided in every guest room.
- 201.14 Direct dial long-distance service must be available from every guest room. Toll-free calls and local calls must be available at no charge.
- 201.15 TV channel listings must appear in the in-room/guest services directory. See **Section 300 Sales & Marketing** for more information.
- 201.15.1 In addition to the TV channel listings provided in the in room/guest directory, a separate channel guide may be provided. This channel guide must have a professional

appearance and must be printed on card stock or laminated with approved design. **Section 300 Sales & Marketing** for more information.

201.15.2 **Sponsored, free standing channel guides are not permitted.**

201.16 Iron and ironing board in all guest rooms must be mounted in the approved location; see **Section 100 Construction and Design**

201.17 Guest room safes are optional. The maximum safe size is 20" wide x 16" deep. Safes may only be installed in one of the following locations:

- A. Under vanity counter.
- B. Inside the clothes closet.
- C. Inside the wardrobe.

201.18 Each crib or infant bed used in the hotel must meet standards and guidelines as stated in ABS Section 111.

## 202 Guest Room Logo/Branded Items

---

202.1 Guest room telephone faceplates must follow the specifications outlined in **Section 300 Sales & Marketing** of this manual.

202.2 One ice bucket with the AmericInn logo, lid and disposable liners placed on a tray are required in each guest room. To be placed on the media, credenza or wet bar.

202.3 One approved in-room/guest services directory is required in each guest room. To be placed on the shelf in the media unit or desk. Additional specifications are outlined in **Section 300 Sales & Marketing** of this manual.

202.4 Two wastebaskets with the AmericInn logo and wastebasket liners are required in each guest room. One to be placed next to the media unit or credenza and one to be placed under the vanity counter.

202.5 Two of the current, approved branded Face & Bath Bar soaps, one branded bottled shampoo and one branded bottled conditioner and approved display tray are required in each guest room. To be placed on the vanity counter or shelf.

202.6 The current, approved natural resources sign is required in each guest room. To be placed next to the amenities tray.

202.7 The current, approved Do Not Disturb (DND) sign is required in each guest room. To be placed in the holder on the room interior side of the door.

202.8 Approved pens with the AmericInn website and tagline are required in each guest room. To be placed next to the telephone.

202.9 Approved memo pads with the AmericInn logo are required in each guest room. To be placed next to the telephone.

202.10 If the following are provided they must have the AmericInn logo: hand lotion, stationery, bath salts and make-up remover. Hand lotion and make-up remover to be placed on the amenities tray. Stationary to be placed in the night stand or desk drawer. Bath salts to be placed at the whirlpool tub.

## 203 Housekeeping

---

203.1 Each Hotel must participate in the Franchisor-sponsored environmental awareness program. Each Hotel must adhere to a linen reuse program to be communicated in all guest rooms through the use of an approved natural resources display. Labeled recycling containers must be available in a central location and must have a lid with a recycling slot or hole.

203.2 Each Hotel will have a "lost and found" and will be responsible for tracking, recording, and inventory management of items. Items claimed by guests must be surrendered immediately. Unclaimed items must be held for a minimum of 120 days.

203.3 All properties must have a pest control and response program including but not limited to: rodents, ants, bed bugs, flying insects, bees, cockroaches, centipedes, and silverfish. Guest rooms and common areas must be regularly checked for evidence of any pests.

203.4 Housekeepers must respect the Do Not Disturb sign if posted by the guest on the door.

203.5 Guest rooms must be serviced daily except when honoring the Do Not Disturb sign.

203.6 Housekeepers must adhere to the environmental linen reuse program as requested by each guest through the natural resources cards. Otherwise linens must be changed each day.

- 203.7 Employees must not handle any medical devices left in a room without wearing rubber gloves, use tongs to move these items. Items must be disposed of properly and safely using bio-medical disposal products.
- 203.8 Goggles, gloves, mask, and a protective apron must be worn when handling linens, towels or other items that may contain bodily fluids to protect against the transmission of blood borne pathogens.
- 203.9 AmericInn® recommends that the housekeeping cart be placed in front of the door to bar immediate access while cleaning a guest room and to indicate housekeeper is working in the room. Door should be propped open. Do not enter or clean a guest room while a guest is present.
- 203.10 Employees should never reach under a mattress without first lifting up the edge and checking to be certain that there are no sharp objects underneath.
- 203.11 Keep all cleaning fluids tightly capped.
- 203.12 Entering a guest room:
- A. Knock # 1 - Before entering, knock at the door and say, "Housekeeping". If no answer is heard, wait a moment, knock again and repeat, "Housekeeping". If there is no response, insert your key card then knock again, as you open the door slightly and repeat, "Housekeeping". Each room must be treated as if it is occupied when you enter it to avoid accidentally walking in on our guests.
  - B. Doors must be propped open with a wedge (Do not use cleaning rags, hangers, linens or any other item not intended to prop open doors) and pull housekeeping cart across the open door while working in a guest room.
  - C. At least one light fixture must light up when you flip the switch at the entrance.
  - D. All guest room light fixtures and lamps must have functioning light bulbs.
  - E. Drapes and window treatments must be functioning and must completely close to block outside light.
  - F. Rooms must be checked for damage or maintenance items.
  - G. Heating/Cooling units must be set to the proper setting for the season.
  - H. Items the guest may have left in the room must be brought to the front desk immediately.
  - I. Guest room key cards and housekeeping master access cards must be kept on the housekeeper's person not left in the open or on carts.
- 203.13 Bathroom/Vanity Area:  
*Cleaning bathrooms, handling soiled linens and other potential areas for health and safety considerations must follow federal, state and local regulations for safe handling.*
- 203.13.1 Floor and wall tiles must be clean, sanitized and free of spots or stains.
- 203.13.2 Toilet must be clean, sanitized and free of spots or stains. Toilet seat must be in closed position when cleaning is completed.
- 203.13.3 Bath linens must be clean with no spots, stains or tears. Refer to AmericInn's environmental awareness program regarding bath linens in stay-over rooms.
- 203.13.3.1 4 Bath towels folded neatly and evenly on the shelf and bar
  - 203.13.3.2 4 hand towels folded neatly and evenly on the shelf and bar
  - 203.13.3.3 Bath mat with one- fold over side of the tub)
  - 203.13.3.4 4 wash clothes
- 203.13.4 Bathtub, whirlpool tubs, whirlpool tub jets and piping, shower head and fixtures, soap dish/shelf, shower curtain, shower curtain rods, surround and safety assist bars must be clean, sanitized and free of spots, stains or hair.
- 203.13.5 Shower head must be positioned toward the back wall and tub drains must be in the open position when cleaning is completed.
- 203.13.6 All guest room bathrooms must have clean grout and caulk in good repair. No mildew, cracks or stains.
- 203.13.7 Bath room fan vent must be functioning, clean and free of dust or spots.
- 203.13.8 Vanity area, sink, stopper, counters, tiles, walls, mirror, towel bars and wall fixtures must be clean, sanitized and free of spots or stains.
- 203.13.9 Walls, ceilings and doors must be clean and free of spots and damage.
- 203.13.10 Light fixtures must be clean and free of spots or damage.

- 203.13.11 Guest bathroom and vanity must be free of odors and have a fresh, clean scent.
- 203.14 Beds: Each Hotel must use the approved bed as specified in Section 100 Construction & Design of this manual.
  - 203.14.1 Beds must be made with attention to detail and cleanliness.
  - 203.14.2 All Mattresses must be in good repair, free of stains and odors
  - 203.14.3 Mattresses must be flipped or turned per manufacturer instructions.
  - 203.14.4 Mattresses may not have more than a 1.0 inch indentation.
  - 203.14.5 Each Hotel must use one of the approved bed turndown presentations as specified in the AmericInn Bed Turndown and Pillow Presentation Manual located in the Hospitality Information Portal.
    - 203.14.5.1 Coverlet/Comforter presentation
    - 203.14.5.2 Triple Sheeting & Bed Scarf Presentation
- 203.15 Pillow Presentation: Each Hotel must use the approved pillows as specified in Section 100 Construction & Design of this manual
  - 203.15.1 All pillows must be in good repair, free of stains and odors.
  - 203.15.2 Pillows with a loft (height) of 4 inch or less must be replaced.
  - 203.15.3 Pillows placed on each bed must be consistent in loft (height), pillows of different loft may not be used on the same bed or in the same room.
  - 203.15.4 Each Hotel must use one of the approved pillow presentations as specified in the AmericInn Bed Turndown and Pillow Presentation Manual located in the Hospitality Informational Portal.
    - 203.15.4.1 Queen Bed Options
      - A. Stacked Method: 3 pillows, 2 against the headboard side by side with hems toward the edge of the bed and 1 in the middle in front of the 2 headboard pillows
      - B. Diagonal Method: 3 pillows all set diagonally against the headboard, hems inward.
    - 203.15.4.2 King Bed Options
      - A. Stacked Method: 5 pillows, 3 against the headboard side by side with hems toward the edge of the bed and 2 pillows in front
      - B. Diagonal Method: 4 pillows all set diagonally against the headboard, hems inward
- 203.16 Cleaning and Dusting:
  - 203.16.1 All floors and carpets including under the bed, behind furniture and along all edges must be clean, vacuumed and free of any trash, debris or damage.
  - 203.16.2 Guest room doors (entrance and adjoining room), door frames, locks, peephole, hinges, sills and thresholds must be clean and free of spots or damage.
  - 203.16.3 Trash cans must be empty, cleaned inside and outside and have a fresh liner.
  - 203.16.4 All furniture and fixtures including but not limited to window glass, sills, mirrors, wardrobes, closets and closet doors, clothes rods, hangars, shelves, baseboards, heating and cooling units, head boards, credenzas and drawers, night stands and drawers, tables, desks, artwork, chairs and chair legs/rungs, upholstery and all other surfaces must be wiped clean or vacuumed and free of dust, stains, streaks or damage.
  - 203.16.5 Walls and ceilings must be clean and free of spots, dust, cobwebs, scuffs or damage.
  - 203.16.6 Lamps, light fixtures, lamp shades, floor lamps, light switches, clock radios (set to correct time), telephones, televisions, television remotes, microwaves, refrigerators, coffeemakers and all other appliances and fixtures must be wiped clean on all sides, free of spots or damage.
  - 203.16.7 Sleeper sofas must be checked and made up with fresh linens every time a room equipped with them is rented. Clean pillows and pillow cases are kept in a closet or credenza drawer.

203.16.8 The guest room clothes iron must be emptied of water upon check out and wiped clean.

203.16.9 Guest room must be free of odors and have a fresh, clean scent.

203.17 Literature:

203.17.1 All printed materials provided must be clean and in like-new condition. Guest information folder must have the following:

203.17.2 The current version of the AmericInn® directory listing all locations

203.17.3 The current version of the frequent-stayer program

203.17.4 Memo pad

203.17.5 Pen

203.18 Exiting a guest room:

203.18.1 Windows must be closed and locked.

203.18.2 Drapes closed.

203.18.3 Lampshades straight and the seams out of sight

203.18.4 Room lights turned off, door closed tightly and latched.

## 204 Front Desk

---

204.1 The Operations Guide and Crisis Management Guide are available on the Hospitality Information Portal and must be accessible to all staff on duty.

204.2 Front desk staff must use AmericInn brand greetings on the telephone or in person as may be required.

204.2.1 All auto-attendant messages must also include AmericInn brand greetings as may be required.

204.3 Incoming calls must be answered promptly (usually within three rings). The courteous and standard greeting is: "Good morning/evening, AmericInn® <your city>, this is <first name>. How may I help you?"

204.4 Telephone answering devices may not be used in lieu of staff answering telephone calls. Automated answering (Auto Attendant) systems with the ability to transfer a call to a live operator are acceptable, with a greeting approved in writing by the Franchisor.

204.5 Franchisee is expected to obtain an email address from all guests. A minimum of 40% of all stays must have an email address entered into the PMS.

204.6 Franchisee must staff their front desk 24-hours per day, seven days per week.

204.7 Facility security must include a commitment to changing all affected locks whenever a key is determined to be missing.

204.8 Guests requesting additional keys must show valid identification. Clerks should match guest name and signature to original folio before reissuing keys.

204.9 Current, approved keycard holders must be provided at check-in.

204.10 The front desk must have the current approved display for the loyalty program.

204.11 Each Hotel must post an "owned and operated by" plaque with current information.

204.12 Must have approved channel letters behind front desk and accent wall paint as specified by AmericInn (see **Section 100 Construction and Design**).

204.13 Each Hotel must post check-in and check-out times.

204.14 A registration card must be signed by the guest at the time of check-in. Only the Franchisor-approved registration card may be used. Registration cards may not be customized, with the exception of the safe warranty disclaimers as required by vendors.

Registration card must state exact text disclaimer (whether manual or computer-generated.)

Disclaimer:

- If the indicated Company/Group fails to pay the full amount of any charges related to my accommodations, I agree to be personally responsible for paying such charges.

- I agree that I am responsible for any personal injuries and property damage, including damage to this property, caused by me or members of my party including my non-registered guests.
- I agree to depart accommodations by the check-out time on the date indicated.
- I understand that this property is privately owned and operated under license with AmericInn International, LLC. AmericInn International, LLC cannot be held liable for the operation and management of this location/property.
- I understand the management of this property reserves the right to refuse service to anyone.
- I understand the management of this property will not be responsible for accidents or injury to guests or for loss of property or valuables.
- I understand that this property does not provide a lifeguard or otherwise supervise the use of the pool, spa or other recreational facilities and that the use of such facilities by me or my guests is at our own risk.
- I understand that this property may have specific policies on smoking in guest rooms and allowing pets within the hotel. I further understand that it is my responsibility to adhere to posted rules relating to local, state and federal laws to avoid any fines or penalties.

204.15 Each Hotel under construction must have a method of receiving reservation inquiries at their location a minimum of 60 days prior to estimated opening date.

## 205 House Laundry Room

---

- 205.1 Interior/exterior laundry room doors must be locked when unattended.
- 205.2 Current Material Safety Data Sheets (MSDS) must be posted.
- 205.3 Fully stocked first aid kits must be available in the Hotel.
- 205.4 All chemical bottles and dispensers must have the manufacturers' labels on the container. No unlabeled bottles are allowed.
- 205.5 Property must comply with all standards for local, state and federal safety guidelines and requirements for training, operation of laundry and use of chemicals.

## 206 Indoor Recreation Area

---

- 206.1 Pool area main entry door must be manually locked or programmed to lock automatically to prevent unauthorized entry while area is closed.
- 206.2 Pool and exercise area signage & operation must be compliant with all state and local ordinances.
- 206.3 The indoor recreation area of the hotel must present a clean, well maintained and welcoming appearance. All furnishings must be in good condition including but not limited to furniture, fixtures, equipment, fabrics, floors, walls, ceilings, paint, woodwork, HVAC, signage and all other items visible or installed. Door frames, window frames, locks, handles, hinges, pipes or other surfaces must be clean, in good repair and free of rust or stains.

## 207 AmericInn Perk Breakfast

---

- 207.1 The AmericInn Perk Breakfast is an important brand touch point for our guests. The Perk breakfast design, presentation and menu requirements must be strictly followed to provide guests with a consistent product and experience at each AmericInn visited.
  - 207.1.1 The following standards for the AmericInn Perk breakfast are the current requirements. All previously published guides, standards or requirements no longer apply.
  - 207.1.2 See ABS Section 109 for AmericInn Perk breakfast design and construction standards.
  - 207.1.3 The coffee served at the Hotel must be provided by the franchisor's approved and designated vendor, Royal Cup Coffee and must include the AmericInn Perk regular and decaffeinated blends. Perk logo air pot wraps and Perk logo 12 oz. foam cups with plastic cup lids must be provided only by the approved vendor. See ABS Section 215.

- 207.2 Breakfast will be served from 6:00am to 10:00am daily and must be posted on AmericInn Perk professional signage. Hours of operation may be earlier than 6:00am or later than 10:00am as needed to meet specific Hotel needs.
- 207.2.1 Coffee will be available in the lobby for all guests free of charge 24 hours per day. Coffee must be displayed in Franchisor-approved thermal servers with AmericInn Perk graphic wraps.
- 207.3 AmericInn branded chalkboard messages must be posted as may be required.
- 207.4 **Staffing Standards/Breakfast Attendant:**
- 207.4.1 A breakfast attendant must be provided from 7:00am to 10:00am daily for each Hotel as follows:
- 207.4.1.1 50+ rooms occupied must have a dedicated attendant in the breakfast area at all times
- 207.4.1.2 26 - 49 rooms occupied must be monitored every 15 minutes by a staff member other than the front desk clerk
- 207.4.1.3 1 - 25 rooms occupied must be monitored every 30 minutes by a staff member other than the front desk clerk
- 207.4.2 A dedicated attendant must be identifiable by wearing an AmericInn logo apron. All other staff must be in an identifiable AmericInn uniform. Attendant must be dedicated to providing genuine hospitality to all guests.
- 207.4.3 All staff members who set up and or serve/supervise the AmericInn Perk breakfast offering must be thoroughly trained to assure consistent food presentation, quality and safety for our guests. Attendant must be dedicated to providing genuine hospitality to all guests.
- 207.4.4 Must have certification as may be required by local, state and federal law for food safety standards.
- 207.5 **Presentation Standards/Breakfast Stations:**
- 207.5.1.1 Breakfast area must have six breakfast stations.
- 207.5.1.2 Each station has menu requirements along with an approved display which includes all serving pieces, utensil holders and equipment.
- 207.5.1.3 It is the responsibility of the Hotel to review the display components with the local health codes to be in compliance.
- 207.5.1.4 Each Hotel is required to provide the Franchisor-approved display and presentation items. These items must be provided by Franchisor approved vendors, see 215.6.8 .
- 207.5.2 **Toast Station** (approximate area: six feet)
- 207.5.2.1 One bread display case, display case with three shelves, silver satin finish, removable tiered trays and clear acrylic hinged lids or doors Dimensions: 17" wide x 13" deep x 19 ½" high
- 207.5.2.2 Two National Science Foundation (NSF), commercial two-slice toasters with 1 3/8" wide slots and polished chrome finish (only one required in retrofit)
- 207.5.2.3 One steel bread tong Dimensions: 9 ½" long
- 207.5.2.4 Two wood toaster tongs Dimensions: 6"- 8" long
- 207.5.2.5 One ceramic or white rectangular platter bread tong rest Dimensions: 9 ½" wide x 6" deep x 1" high
- 207.5.2.6 Two steel condiment stands with a silver stain finish Dimensions: 12" wide x 12" deep x 17" high
- 207.5.2.7 4 condiment containers (to be used with above condiment stands), transparent acrylic finish, 2 containers per stand, 5 ¾" wide x 11 ½" deep x 2 ½" high
- 207.5.2.8 2 angled condiment bowls, silver satin or polished chrome finish, 1 qt., 7 3/8" deep x 5" high

- 207.5.2.9 1 bagel slicer with steel blade and acrylic shield (to be used only when purchasing unsliced bagels).
- 207.5.2.10 2 crumb catchers/cutting boards, wood, (1 in retrofit), 16" wide 10" deep x 1" high
- 207.5.2.11 1 plate & napkin organizer, 2 tier, matte chrome finish, 9 ½" wide x 9" deep x 9 ½" high
- 207.5.2.12 1 small utensil holder for knives, solid stainless steel finish
- 207.5.2.13 Supply of 4 ¼" x 7 ½" napkins
- 207.5.2.14 Supply of 9" foam plates
- 207.5.2.15 Supply of plastic knives
- 207.5.3 **Pastry & Fruit Station** (approximate area: 4 feet)
  - 207.5.3.1 1 pastry 2-tier display case, silver satin finish, frosted acrylic removable tiered trays and clear acrylic hinged lids or doors, 22 ½" wide x 13" deep x 26" high
  - 207.5.3.2 1 pastry tong, steel, 9 ½" long
  - 207.5.3.3 1 plate dispenser, matte black finish, wire, 6" diameter
  - 207.5.3.4 1 tier fruit display (for fresh whole fruit), silver satin finish, wire, 11" diameter x 10" high
  - 207.5.3.5 1 decorative arrangement - 30" tall, large, square, green-edged glass vase, 5" wide x 5" deep x 15" high. Wild grasses, 30" tall, black river stones for bottom of vase.
  - 207.5.3.6 Supply of 6" foam plates
  - 207.5.3.7 Additional serving item
    - A. If serving fruit compote
      - 1. 1 3.4 quart stainless steel fruit compote bowl with turn-n-serve dome lid
      - 2. Rectangular platter, 9.5" x 6" to hold slotted spoon
      - 3. Slotted stainless steel spoon, 9.75"
- 207.5.4 **Cereal Station** (approximate area: 2 ½ feet)
  - 207.5.4.1 1 three or four-cylinder dry cereal dispenser/carousel with turntable holder, silver satin finish, 15" diameter x 17" high
  - 207.5.4.2 1 small utensil holder for spoons, solid stainless steel finish
  - 207.5.4.3 1 bowl dispenser, matte black finish, wire, 6" diameter
  - 207.5.4.4 1 square bowl (to be used for individual oatmeal packets), silver satin or polished chrome finish, 1.8 qt., 7 ¼" wide x 7 ¼" deep x 3 7/16" high
  - 207.5.4.5 Supply of plastic spoons
  - 207.5.4.6 Supply of 6" foam bowls
- 207.5.5 **Hot Station** (approximate area: 7 ½ feet)
  - 207.5.5.1 2 waffle irons, commercial rated (1 in retrofit) - (Provided by Approved Waffle Vendor)
  - 207.5.5.2 1 waffle batter dispensing unit - (Provided by Approved Waffle Vendor)
  - 207.5.5.3 1 waffle fork - (Provided by Approved Waffle Vendor)
  - 207.5.5.4 1 double or triple section chrome or stainless steel finish, roll top lid and food warmer in chrome or stainless steel finish, 21 ¾" wide x 13 ¾" deep x 8 5/8" high. Hubert Spec # 26757 Vollrath Food Warmer or #6377 Vollrath Food Rethemalizer.
    - A. If Hubert Spec # 26757 or #6377 is currently in use with a clear poly carbon roll top lid, the lid will need to be replaced with a chrome or stainless steel roll top lid by January 1, 2013.



- 207.5.5.5 2 angled condiment bowls (to be used for individual syrup & butter portion cups), silver satin or polished chrome finish, 1 qt., 7 3/8" deep x 5" high
- 207.5.5.6 1 serving tong, stainless steel, 9 1/2" long
- 207.5.5.7 1 solid serving spoon, stainless steel, 9 3/4" long
- 207.5.5.8 3 Spoon/tong/waffle fork rests, white rectangular platter, ceramic or acrylic, 9 1/2" wide x 6" deep x 1" high
- 207.5.5.9 2 small utensil holders for knives & forks, solid stainless steel finish
- 207.5.5.10 1 plate & napkin organizer, 2 tier, matte chrome finish, 9 1/2" wide x 9" deep x 9 1/2" high
- 207.5.5.11 Supply of 4 1/4" x 7 1/2" napkins
- 207.5.5.12 Supply of 9" foam plates
- 207.5.5.13 Supply of plastic forks
- 207.5.5.14 Supply of plastic knives
- 207.5.5.15 Approved additional Hot Station serving Items
  - A. If serving biscuits and gravy, hotel may use
    - 1. For biscuits: 12" Turn-N-Serve Domed Lids Hubert Spec # 65075, one Green Frosted Bowl Hubert Spec # 87029, one 3"H Spiral Stand Hubert Spec # 87029
  - B. For gravy (or soup):
    - 1. Food Warmer w/ 4qt inset, cover & hinge Hubert Spec # 34862.
    - 2. Ladle, Hubert spec #29038
  - C. Residential crockpots are not permitted.
- 207.5.6 **Refrigerator Station** (approximate area: 2 feet)
  - 207.5.6.1 1 NSF glass front commercial service refrigerator, lockable, black or stainless steel exterior finish, 7 cubic feet or 24"w x 33"d, black vinyl decal to be applied over any compressor header visible at glass front.
  - 207.5.6.2 24 Plastic service trays, red, 10w" x 14"l
  - 207.5.6.3 1 Directional sign, silver satin finish (to read: Clean Trays), 3 1/2"w x 2"h
  - 207.5.6.4 1 Napkin holder, stainless steel finish, mesh wire, 9"l x 6"w x 2"h
  - 207.5.6.5 1 Decorative accessory, scrolled tea pot, grey metal finish, 15"h
  - 207.5.6.6 Supply of 4 1/4" x 7 1/2" napkins
- 207.5.7 **Beverage Station** (approximate area: 6 1/2 feet)
  - 207.5.7.1 1 four-compartment air pot rack, black metal wire frame, with AmericInn Perk Coffee graphics.
    - A. The coffee served at the Hotel must be provided by the franchisor's approved and designated vendor, Royal Cup Coffee and must include the AmericInn Perk regular and decaffeinated blends. Perk logo air pot wraps and Perk logo 12 oz. foam cups with plastic cup lids must be provided only by the approved vendor. See ABS Section 215.
  - 207.5.7.2 4 air pots with AmericInn Perk graphics wrap.
    - A. The coffee served at the Hotel must be provided by the franchisor's approved and designated vendor, Royal Cup Coffee and must include the AmericInn Perk regular and decaffeinated blends. Perk logo air pot wraps and Perk logo 12 oz. foam cups with plastic cup lids must be provided only by the approved vendor. See ABS Section 215.
  - 207.5.7.3 1 three-compartment syrup bottle rack with AmericInn Perk graphics (Provided by required vendor.)
  - 207.5.7.4 1 tea display rack (Provided by required vendor.)
  - 207.5.7.5 1 four-compartment, angled coffee cup/lid organizer, black metal wire frame

- 207.5.7.6 1 two head juice dispenser, 9" wide or ice tube pitcher/glass line vacuum pitcher (use pitchers only if water line for dispenser is not available)
  - 207.5.7.7 1 juice cup dispenser, single compartment, u-shaped style black metal wire frame, accommodates cups up to 3 ¾" diameter
  - 207.5.7.8 1 water pitcher with lid, clear acrylic, 7" diameter x 9 ¾"high
  - 207.5.7.9 1 steel condiment stand, silver stain finish, 12" wide x 12" deep x 17" high
  - 207.5.7.10 2 condiment containers (to be used with above condiment stand), transparent acrylic finish, 5 ¾" wide x 11 ½" deep x 2 ½" high
  - 207.5.7.11 1 stir stick dispenser, lid w/center opening for single stir stick dispensing, clear acrylic w/polished chrome lid, 2 ¾"diameter x 5 ¼" high
  - 207.5.7.12 1 small stainless steel countertop waste receptacle, swing cover, silver satin finish (to be used if a trash receptacle is not incorporated in beverage station), 4 ½" diameter x 6 ¾" high
  - 207.5.7.13 1 step pocket caddy, stainless steel finish, mesh wire, 6" wide x 4 ½" deep x 5 ¼ " high (to house hot chocolate & cider packets)
  - 207.5.7.14 1 beverage napkin holder, stainless steel finish, mesh wire, 6" wide x 6" deep x 2" high
  - 207.5.7.15 1 metal directional sign, silver satin finish (to read: Tray Return), (sign may be located in a different location in retrofit), 3 ½" wide x 2" high
  - 207.5.7.16 1 directional sign, silver satin finish (to read: Hot Water at Coffee Station), 3 ½" wide x 2" high
  
  - 207.5.7.17 Supply of beverage napkins, 5" x 5"
  - 207.5.7.18 Supply of AmericInn Perk foam cups, 12 ounce and plastic cup lids (Provided by required vendor). Generic white foam or paper cups are not allowed.
  - 207.5.7.19 Supply of stir sticks
  - 207.5.7.20 Supply of juice cups, translucent, minimum: 7 ounce
  
  - 207.5.8 Microwave Oven. Must be commercial NSF microwave, 1000 watt, stainless steel.
  - 207.5.9 China. If hotel chooses to use china the following specifications must be followed:
    - 207.5.9.1 All products must be commercial grade rolled edge china, using fully vitrified porcelain, lead and cadmium free products, microwavable (not including flatware), and dishwasher safe up to 450 degrees Fahrenheit.
    - 207.5.9.2 Minimum 10 oz coffee cup
    - 207.5.9.3 Minimum 6" plate
- 207.6 Food & Beverage Requirements/AmericInn Perk Menu:**
- 207.6.1.1 **Toast Station**
    - A. **Must choose three or more from list:**
      - 1. White Bread
      - 2. Wheat Bread
      - 3. Bagels
      - 4. English Muffins
      - 5. Cinnamon Bread
      - 6. Raisin Bread
      - 7. Croissants
  - 207.6.1.2 **Pastry and Fruit Station**
    - A. **Must provide two-ounce muffins**
    - B. **Must provide Breakfast Bars**
    - C. **Must provide two whole fresh fruits (bananas, apples, etc.)**
    - D. **Approved additional items:**
      - 1. Doughnuts
      - 2. Scones

3. Sweet Breads (banana breads, etc.)
4. Frosted Roll
5. Danish
6. Cinnamon Roll
7. Crumb Cake
8. Fruit compote

207.6.1.3 Hot Station

- A. Must provide fresh baked waffles
- B. Must provide individually-packaged, portion control condiments:
  1. Butter
  2. Butter substitute
  3. Syrup
- C. Must choose one or more from list:
  1. Individually wrapped breakfast sandwiches or burritos
  2. Scrambled Eggs
  3. Omelets
  4. Egg Patty
  5. Sausage
  6. Bacon
  7. Ham Slices
  8. Biscuits and Gravy
  9. Pancakes
  10. French Toast

207.6.1.4 Cereal Station

- A. Must provide one of the following sweet dry cereal
  1. Kellogg Cereals Sweetened
  2. General Mills Cereal Sweetened
  3. Hospitality Cereal Sweetened
- B. Must provide two of the following non-sweet dry cereals
  1. Kellogg non-sweetened
  2. General Mills non-sweetened
  3. Hospitality Cereal non-sweetened
- C. Must provide one of the following instant hot cereal sweetened
  1. Quaker Instant Oatmeal sweetened
  2. Malt-O-Meal sweetened
- D. Must provide one of the following instant hot cereal non-sweetened
  1. Quaker Instant Oatmeal non-sweetened
  2. Malt-O-Meal Sweetened and non-sweetened

207.6.1.5 Refrigerated Station

- A. Must provide milk, minimum four-ounce carton
- B. May only be served in approved glass front refrigerator
- C. Milk machines, bulk milk dispensers, tube pitchers or ice baths are not allowed
- D. Must provide hard boiled eggs
- E. Must provide single serve portions of low fat yogurt or Greek yogurt
- F. Must provide single serve portions of cottage cheese
- G. Approved optional items :
  1. Cheese Sticks
  2. Fruit Cups
  3. Jell-O Cups

207.6.1.6 Beverage Station

- A. Must provide 100% orange juice
- B. Must provide 100% apple juice
- C. The coffee served at the Hotel must be provided by the franchisor's approved and designated vendor, Royal Cup Coffee and must include the AmericInn Perk regular and decaffeinated blends. Perk logo air pot wraps and Perk logo 12 oz. foam cups with plastic cup lids must be provided only by the approved vendor. See ABS Section 215.
- D. Must provide AmericInn Perk blend regular coffee
- E. Must provide AmericInn Perk blend decaffeinated coffee
  1. It is recommended to have this station independent from the food stations for better traffic flow.

- F. Must provide three flavors of coffee syrups, 25.4 ounce bottles with (Provided by required vendor)
- G. Must provide hot water
- H. Must provide a variety of teas, individually-packaged (Provided by required vendor)
- I. Must provide hot chocolate, individually-packaged portions
- J. Must provide hot cider, individually-packaged portions
- K. Must provide Individually-packaged, portion control cup condiments including:
  - 1. Sugar
  - 2. Sugar Substitute
  - 3. Plain Creamers
  - 4. Two flavored Creamers

207.6.1.7 Condiments

- A. Must provide the following condiments:
  - 1. Butter
  - 2. Butter Substitute
  - 3. Cream Cheese (one ounce cup)
  - 4. Light or Fat Free Cream Cheese (one ounce cup)
  - 5. Two Varieties of Jam/Jelly (½ ounce cup)
  - 6. Sugar Free Varieties of Jam/Jelly (½ ounce cup)
  - 7. Peanut Butter (¾ ounce cup)
  - 8. Honey (½ ounce cup)
  - 9. Salt and Pepper
  - 10. Sugar and sugar substitute
  - 11. Syrup

## 208 Lobby & Common Areas

---

- 208.1 Each Hotel must display the approved lobby showcase map and frame; fully stocked with current travel directories.
- 208.2 The main entrance doors and sidelights must be kept clean and un-cluttered.
  - 208.2.1 Brand collateral or decals as may be required from time to time must be posted.
  - 208.2.2 Decals for credit cards and chamber of commerce membership are the only acceptable collateral that may be posted in addition to the brand required decals.
  - 208.2.3 The main entrance must be locked from 11 pm – 7am and all secondary entrances must be locked 24 hours per day.
  - 208.2.4 All non-guest exterior doors must be locked 24 hours per day.
- 208.3 Each Hotel must use professional signage inside and outside the building.
  - 208.3.1 Temporary signage such as “out of order” for vending etc. must be computer generated and have a professional appearance.
  - 208.3.2 Temporary signs may be used for no more than 7 days.
  - 208.3.3 Absolutely no hand-lettered signs are allowed at any time.
- 208.4 The front desk area and all entryways must be clean and uncluttered at all times to provide a professional image to arriving guests.
- 208.5 The front desk of each hotel must, at all times, present a professional, welcoming and un-cluttered appearance.
  - 208.5.1 The back wall (identity wall) will have AmericInn logo channel lettering only.
  - 208.5.2 No other wall hangings, televisions or monitors may be attached to this area. (See section 108.4.3).
  - 208.5.3 Observation monitors are to be mounted under the counter and out of sight of the guest.
  - 208.5.4 The back counter is to be kept clear and clean at all times.

- 208.5.5 The registration/transaction counter will have brand collateral as may be required from time to time and may have one item for local promotion or for decoration; otherwise this counter must be clean and cleared of any and all items.
- 208.5.6 Signage required in the front desk area includes: State hospitality law card, check in/check out time and owner operator plaque.
- 208.6 Video games are not allowed in exercise areas.
- 208.7 A free weekday newspaper should be available to guests.
- 208.8 Lobby computer and printer must be functioning and accessible at all times. See section **405 Guest Computers** for further details.
- 208.9 Properties with bar/lounge areas must secure all alcoholic beverages in locked storage when this area is not open for business.
- 208.10 All locations must provide the following items as a convenience to guests. These may be for sale at the front desk or in the vending machines.
  - A. Toothbrush
  - B. Tooth paste
  - C. Razors
  - D. Shaving cream
  - E. Deodorant
  - F. Feminine products
  - G. Mouthwash
  - H. Comb
  - I. Brush
  - J. Advil, Aleve and Tylenol individual packets
- 208.11 Common Area Cleaning:
  - 208.11.1 The common areas of the hotel must present a clean, well maintained and welcoming appearance. All furnishings must be in good condition including but not limited to furniture, fixtures, equipment, fabrics, windows and window treatments, floor coverings, walls, paint, woodwork, HVAC, signage and all other items visible or installed in the common areas.
  - 208.11.2 All visible surfaces on counters, furniture and fixtures including but not limited to window glass, sills, mirrors, doors, locks, hinges, baseboards, chair rail, hand rails, heating and cooling units, fan vents, louvers, window treatments, visible plumbing and drain pipes, tables, desks, artwork, chairs and chair legs/rungs, upholstery, fire extinguisher cabinets and all other surfaces must be wiped clean or vacuumed and free of dust, stains, streaks or damage and be fully functioning.
  - 208.11.3 All walls, ceilings and ceiling tiles must be clean and free of spots, dust, cobwebs, scuffs or damage.
  - 208.11.4 Lamps, light fixtures, lamp shades, floor lamps, light switches, emergency lights, smoke and fire detectors, telephones, televisions, water fountains and all other appliances and fixtures must be wiped clean on all sides, free of spots or damage and be fully functioning.
  - 208.11.5 All common area flooring, carpet and tile including but not limited to laundry room, pool, public restroom, breakfast area floor, vending area, entryways, front desk area, stairs, corridors and lobby must be clean and free of spots, debris or damage.
  - 208.11.6 Common area trashcans and recycling containers must be clean and have a fresh liner.
  - 208.11.7 Cigarette urns must be clean.
  - 208.11.8 Fireplace area (if available) must be clean and free of debris or damage.
  - 208.11.9 Storage and mechanical rooms must be locked when unattended.
  - 208.11.10 All common areas must be free of odors and have a fresh and clean scent including but not limited to guest laundry room, pool, exercise room, public restrooms, breakfast area, vending area, entryways, front desk area, stairs, corridors, meeting rooms(s) and lobby.
- 208.12 The storage of dangerous or flammable chemicals or liquids within the hotel is prohibited. To include but not limited to; gasoline, oil, propane, flammable paints or solvents. All local, state and federal laws must be adhered to for the use and storage of all chemicals and flammable materials.

## 209 Exterior

---

- 209.1 The parking areas and walkways of the hotel must be clean and in good repair; free of cracked or broken areas, debris, dirt or stains, weeds and hazards of any kind. Parking lot striping must be visible and clean, free of broken or cracked paint. Required ADA signage and painted stencils must be visible and clean, free of broken or cracked paint.
- 209.2 Sidewalks and curbs must be clean and free of debris or damage and must be maintained in a safe condition for weather conditions.
- 209.3 The exterior of the hotel building (roof, siding, doors and windows), grounds and landscaping, lighting, storage and dumpster areas and all other visible items on the exterior of the hotel must be clean and in good repair. All areas must be free of damage, dirt, stains, debris, weeds, cracked and broken or faded surfaces. Plantings must be healthy, trimmed and in good condition. Grass must be mowed and free of weeds and debris.
- 209.4 Exterior building signage advertising specific rates is not permitted without prior written approval by the Franchisor.
- 209.5 A separate sign/reader board on the pylon sign pole is acceptable with prior written approval from AmericInn.
  - 209.5.1 Reader board postings or verbiage must be appropriate to the brand image, professional and related to the business of the hotel.
  - 209.5.2 The posting of "No Vacancy" or "Now Hiring" or related verbiage is not allowed.
- 209.6 The use of banners, temporary signage, portable marquees and other signage on the exterior of the hotel or grounds is discouraged.
  - 209.6.1 If signage of any kind is to be used for a temporary purpose, it must be approved in writing by the franchisor. Typical signage to be used and approved includes: "Newly Remodeled" or "Now Open".
  - 209.6.2 Temporary signage may only be posted for up to 30 days and must be in good condition at all times. T
  - 209.6.3 he verbiage must be appropriate to the brand image, professional and related to the business of the hotel.
  - 209.6.4 The posting of "No Vacancy" or "Now Hiring" or related verbiage is not allowed.

## 210 Uniforms and Appearance

---

### AmericInn® Dress Code Standards

AmericInn's employee image is an important part of the guests' brand perception. Evaluate every aspect of staff appearance as outlined below, with guests in mind. The General Manager is responsible to ensure that professional dress code standards are maintained.

The basis of uniform design listed in this section may be purchased only from approved sources as listed in the Uniform Specification Guide available at the Hospitality Information Portal. Uniform tops must be purchased from the designated and approved sources. Uniform pants (khaki) may be purchased from the designated and approved sources, but may also be purchased elsewhere as long as the specifications are followed. Uniform standards must be implemented no later than October 1, 2011.

- 210.1 General Managers:
  - 210.1.1 All: GMs' attire is to be Business General.
    - 210.1.1.1 Men: Tie and dress shirt. An optional tailored sport coat and dress trousers.
    - 210.1.1.2 Women: Tailored pantsuits, businesslike dresses and coordinated separates. When wearing separates, tailored jackets are recommended.
  - 210.1.2 All: When working the front desk, GM may comply with staff requirements listed.
- 210.2 Front Desk Staff:
  - 210.2.1 Shirt
    - 210.2.1.1 Men: Light blue button-down shirt: Oxford style (non-button down collar style optional), long- or short-sleeved. Shirt must be tucked in and buttoned. Laundered and pressed.

- 210.2.1.2 **Women:** Light blue dress blouses or pressed collared light blue shirts. Laundered and pressed.
- 210.2.1.3 **UNIFORM UPGRADE:** White shirts and blouses and black pants or skirts may be used in place of the light blue shirt/blouse and khaki pant or skirt requirement.
- 210.2.1.4 The substitution of white shirts/blouses must be Oxford style (non-button down collar style optional), long- or short-sleeved or dress blouses or pressed collared white shirts must be combined with the use of one of the following: tie/scarf, or vest or sport coat/blazer.
- 210.2.1.5 The white shirt/blouse and black pants or skirts must be applied consistently in that the staff may not mix the light blue shirts/blouses with the white shirt/blouse; and the black color pants/skirts with khaki pants/skirts. All staff members must wear the same colors for consistency.
- 210.2.1.6 **All:** Seasonal option-Warm weather: Navy blue pressed or wrinkle-free polo shirt. A plain, white t-shirt may be worn under the uniform shirt. At minimum, the bottom button of shirt must be buttoned and the shirt tucked in. Seasonal option-cold weather: A color coordinated turtleneck under or sweater over shirt. Note: The wearing of any promotional t-shirts must be approved by AmericInn. Exposed mid-drift or lower back is not allowed.
- 210.2.2 **Pants**
  - 210.2.2.1 **All:** Khaki or black\* flat or pleated front pants. Slacks must fit conservatively, must have belt loops, creases. Belt must be worn. No jeans, corduroys, cotton baggies, cargo pants, pedal pushers, Capri, stirrup, stretch pants or tight-fitting stretch materials. Pants must be pressed or wrinkle-free. No stitched pockets. No holes, obvious stains or frays.
  - 210.2.2.2 **Women:** Khaki or black\* wrinkle-free skirt, within 2" above or below the knee. No jean, corduroy or patterned (plaid, striped or checked) skirts. No stitched pockets. Laundered and pressed. Elastic waist or maternity jumper may be worn as appropriate.
  - 210.2.2.3 \*Black pants or skirts may be used in place of the khaki pant or skirt requirement. The substitution of black pants or skirts must be applied consistently in that the staff may not mix the black color pants/skirts with khaki pants/skirts. All staff members must wear the same color for consistency.
- 210.2.3 **Shorts**
  - 210.2.3.1 **All:** No shorts allowed.
- 210.2.4 **Belt**
  - 210.2.4.1 **All:** A coordinated colored belt is required if the pants or skirt are made with belt loops.
- 210.2.5 **Shoes**
  - 210.2.5.1 **All:** Clean closed-toe dark (able to be polished, leather or leathette) shoes should be worn with pants or skirts. Boots or high heels (no heels above 2") are allowed. Sandals, clogs, sling-backs or other casual footwear are not allowed. Nonskid soles required. No tennis/athletic shoes permitted.
- 210.2.6 **Socks**
  - 210.2.6.1 **All:** Socks must coordinate with shoes and/or pants.
  - 210.2.6.2 **Women:** Neutral or flesh tone hosiery may be worn. Matching socks or hosiery are required elements.
- 210.3 **Breakfast Attendant:**
  - 210.3.1 **Apron**
    - 210.3.1.1 **All:** An approved AmericInn Perk logoed apron.
  - 210.3.2 **Shirts**

- 210.3.2.1 **All:** Navy blue pressed or wrinkle-free polo shirt. A plain, white t-shirt may be worn under the uniform shirt. At minimum, the bottom button of shirt must be buttoned and the shirt tucked in.
- 210.3.3 Pants
  - 210.3.3.1 **All:** Khaki pants. No jeans, corduroys, cotton baggies, cargo pants, pedal pushers or tight-fitting stretch materials. Pants should be pressed or wrinkle-free. No stitched pockets.
- 210.3.4 Shoes
  - 210.3.4.1 **All:** Clean closed-toe dark (able to be polished) shoes or white tennis shoes should be worn with pants. Non-skid soles are required.
- 210.3.5 Socks
  - 210.3.5.1 **All:** Socks must coordinate with shoes and/or pants.
- 210.4 Housekeeping:
  - 210.4.1 Scrub Shirt and Pant:
    - 210.4.1.1 **All:** Navy blue pressed or wrinkle-free scrub shirt and pant. A plain, white t-shirt may be worn under the uniform shirt. At minimum, the bottom button of shirt must be buttoned and the shirt tucked in. Exposed mid-drift or lower back is not allowed. Laundered and pressed.
  - 210.4.2 Pant Option:
    - 210.4.2.1 Khakis, cargo pants, may be substituted for scrub bottoms. No jeans, corduroys, cotton baggies, pedal pushers or tight-fitting stretch materials. Pants should be pressed or wrinkle-free. All articles must be in good condition with no discoloration on tops or bottoms.
  - 210.4.3 Shoes
    - 210.4.3.1 **All:** Clean tennis shoes or closed toe shoes should be worn. No sandals, clogs, flip flops or sling backs allowed.
- 210.5 Maintenance:
  - 210.5.1 Shirts
    - 210.5.1.1 **All:** Navy polo or Oxford shirt in either long or short sleeves.
  - 210.5.2 Pants
    - 210.5.2.1 **All:** Khaki pants
  - 210.5.3 Shoes
    - 210.5.3.1 **All:** Clean shoes (work boots or tennis shoes) may be worn. No sandals or other casual shoes allowed.
- 210.6 Splash Bay Adventure Attendant:
  - 210.6.1.1 Navy blue pressed or wrinkle-free polo shirt. The bottom button of shirt must be buttoned and the shirt tucked in.
  - 210.6.1.2 Khaki shorts or khaki cargo shorts.
  - 210.6.1.3 Swimwear may be worn underneath.
  - 210.6.1.4 Footwear should be appropriate to the pool area (sandals or deck shoes).
- 210.7 Sales & Marketing staff:
  - 210.7.1.1 As outlined for General Manager
- 210.8 Other office staff:
  - 210.8.1.1 As outlined for Front Desk Staff
- 210.9 **Appearance:** AmericInn employees may not wear excessive jewelry, make up or piercings while on duty
  - 210.9.1 Name Tag



- 210.9.1.1 **All:** AmericInn approved logo name badges (first name only) engraved or clear label background with black lettering must be worn by all hotel staff members. Plastic name badge 1.25" x 3", logo in black on gold or silver background. An AmericInn approved name tag must be worn while on duty. No more than three AmericInn promotional buttons or stickers (name tag included) may be worn at a time.
- 210.9.2 Jewelry
  - 210.9.2.1 **All:** Recommend no more than two rings per hand. One necklace is acceptable. Earrings may not extend more than ½" below the ear. Earrings should be a matched set with one in each ear. Rings or jewelry in the nose, eyebrow, tongue or other visible skin surfaces must be removed or covered during any shift at the hotel. A more conservative approach with accessories i.e. necklaces, bracelets is expected.
- 210.9.3 Hair
  - 210.9.3.1 **All:** Hair must be neat, washed and groomed and, if longer than collar length, tied back (with under-stated accessories) for health reasons. No loose strands hanging around the face or neck. Unnatural hair colors and extreme styles will not be permitted. All facial hair (beards, mustaches and sideburns) must be neat and trimmed. Full-grown, well-trimmed beards, goatees, and mustaches are acceptable.
- 210.9.4 Grooming
  - 210.9.4.1 **All:** Employees must maintain a professional image (including good personal hygiene, clean nails, appropriate make-up and groomed hair) that reflects the importance of your position and the high standards of AmericInn. Any tattoos that would be visible to our guests must be covered during any shift at the hotel.

## 211 Personnel

---

- 211.1 General Manager (GM) is defined as being onsite at the hotel a minimum 4 days per week each week of the year and must directly oversee/process all guest relations issues.
- 211.2 For General Managers that oversee multiple locations:
  - 211.2.1 GM must be on site minimum 2 days each week and must directly oversee/process guest relations issues.
  - 211.2.2 Must attend ACLT, convention and all webinars.
  - 211.2.3 Must have a designated Assistant General Manager (AGM) on site at each hotel a minimum of 4 days each week.
    - 211.2.3.1 AGM must attend ACLT, convention & all webinars.
- 211.3 Employee personnel files must include the following items with an employee signature on each:
  - 211.3.1 Application for employment
  - 211.3.2 Form W-4
  - 211.3.3 Receipt of employee handbook
  - 211.3.4 Receipt of mandatory state and federal training (blood borne pathogens, chemical, safety and fire training)
  - 211.3.5 All performance reviews

## 212 Training

---

- 212.1 All new General Managers must attend the AmericInn Certified Lodging Trainer program (ACLT). The ACLT management training has been developed specifically for the AmericInn General Manager to expand their knowledge of brand programs, advance their management skills and develop their leadership abilities in order to improve the performance of their AmericInn property. This training program is required for all general managers of each Hotel and is to be completed within 90 days of his/her hire date. A fee of up to \$1000 will be charged for this training per the terms of the Franchise Agreement. See ABS Section 211 for definition of General Manager.

- 212.1.1 All General Managers as defined in ABS Section 211 attending the ACLT program must fulfill the full course requirements for certification.
- 212.2 General Managers and Assistant General Managers as defined in ABS Section 211 are required to view all brand sponsored webinars.
  - 212.2.1 A minimum of 50% of all webinars in the last 12 months must be attended "live".
- 212.3 All management and front line employees including front desk, housekeeping, maintenance, breakfast attendant, lifeguards, and sales staff must complete required on-line training modules made available through the AmericInn Learning Management System.
  - 212.3.1 Franchisor will publish training requirements and time frame completion requirements as new training is made available.
  - 212.3.2 General Managers and Assistant Managers will be required to enable all staff members to complete the required training and monitor the results of all employees as well as ensure the completion of all module testing.
    - 212.3.2.1 Hotel Management will be required to take the Leadership training as well as the specified management modules as well as pass all module testing..
    - 212.3.2.2 All front desk staff and sales staff must complete all required on-line front desk training modules available as well as complete and pass all module testing.
    - 212.3.2.3 All housekeeping staff must complete all required on-line housekeeping training modules available as well as complete and pass all module testing.
    - 212.3.2.4 All maintenance staff must complete all required on-line maintenance training modules available as well as complete and pass all module testing.
    - 212.3.2.5 All breakfast attendants must complete all required on-line breakfast attendant training modules available as well as complete and pass all module testing.
    - 212.3.2.6 All other employees must complete all relevant required on-line training modules available as well as complete and pass all module testing.
  - 212.3.3 All hotel management, front desk staff and other relevant staff must complete required on-line training made available through the Micros Learning Management System.
    - 212.3.3.1 Franchisor will publish training requirements and time frame completion requirements as new training is made available.
    - 212.3.3.2 Hotel management will be required to enable all staff members to complete the required training.
    - 212.3.3.3 The Franchisee is responsible for all fees of Micros Learning Management System.
  - 212.3.4 The Franchisor may provide additional training that will be required by hotel management and staff.
    - 212.3.4.1 The Franchisor will publish training requirements and time frame completion requires as additional training is made available.
- 212.4 Front desk staff and management of each new Hotel will receive up to four days of onsite training from AmericInn Application Support Specialists to be conducted approximately one week prior to opening. The charge for training is \$500/day plus travel expenses. Staff and management of each new Hotel will receive up to five days of on-site opening training from the Franchisor's Operations training team.
- 212.5 Each new Hotel must receive a certificate of occupancy at least 72 hours prior to the arrival of the Franchisor's training team.
- 212.6 At new Hotel opening training, a minimum of 80% of the Front Desk and Housekeeping staff must pass a skills examination.
- 212.7 The General Manager is responsible for completing all brand system training modules: AmericInn Central Reservation System (ACRS) training on RESmatrix, AmericInn Customer Satisfaction System (ACSS) training on Market Metrix and Easy Rewards training modules.
- 212.8 On site local marketing services and sales training are available. This service requires reimbursement of travel expenses. Contact the Franchisor's Operations Department for more information.

- 212.9 On-site training services are available for front desk sales, guest relations and housekeeping. This service requires reimbursement of travel expenses. Contact the Franchisor's Operations Department for more information.
- 212.10 Each Franchisee is required to be represented at the Franchisor's Annual Convention, including the general manager **as defined in ABS section 211**. For general managers not attending the convention, the Franchisee will be billed for their non-attendance. Management company representatives are encouraged to attend but cannot substitute for the General Manager.
- 212.11 Disruptive behavior at any Franchisor-sponsored event will not be tolerated. Disruptive individuals will be escorted from the event premises. The Franchisor reserves the right to exclude individuals from its Annual Convention and other Franchisor-sponsored events.

## 213 Quality Assurance and Compliance

---

- 213.1 **Franchisor will conduct routine Quality Assurance Evaluations (QAE).**
  - 213.1.1 The Franchisee must allow access to the **Franchisor or Franchisor's representative.**
  - 213.1.2 If the **Franchisor or Franchisor's representative is** refused access to the Hotel, the Franchisee may be subject to default or termination of the Franchise Agreement.
  - 213.1.3 Franchisee will be charged \$350.00 plus travel expenses for a re-scheduled visit.
- 213.2 **Each Hotel must pass the Quality Assurance Evaluation (QAE).**
  - 213.2.1 Failure to maintain a passing ranking will require the franchisee to submit a written action plan and timeline to cure all failed items to the Franchisor for approval within 10 days of receipt of notice that the property has failed the QAE.
  - 213.2.2 If no action plan is submitted within 10 days, **hotel** may be subject to additional unannounced evaluations at the discretion of the Franchisor and the Franchisee will be charged \$350.00 plus expenses for each additional visit.
  - 213.2.3 If action plan is approved, Franchisee will have no more than 45 days to cure failed items.
  - 213.2.4 On or before 45 days, Franchisor will verify that the failed items have been corrected either through a follow-up inspection or through review of photos, work orders; receipts and other means to validate the item or items have been cured.
  - 213.2.5 Franchisee will be charged \$350.00 plus travel expenses for a re-scheduled visit
  - 213.2.6 After 45 days subsequent failure of QAE items will place the Franchisee in non-compliance with the Franchise Agreement and may subject it to default or termination.
  - 213.2.7 Each Hotel in non-compliance may be subject to additional unannounced evaluations at the discretion of the Franchisor and the Franchisee will be charged \$350.00 plus expenses for each additional visit.
- 213.3 **Request for a variance from the AmericInn Brand Standards is discouraged.**
  - 213.3.1 If requesting a variance, the licensee must submit in writing a detailed description of the request and the reason for the request. The Franchisor will respond in writing granting or denying the variance.
  - 213.3.2 Approved variances will be for a specific property only and may include a timeline for use.
  - 213.3.3 Variances approved by AmericInn are non-transferrable should the property be sold.
  - 213.3.4 Franchisee must maintain copies of any approved variance(s) and provide proof to the inspector of variance(s) as relates to exceptions noted at the time of the Quality Assurance Evaluation (QAE).
- 213.4 **Property Improvement Plan (PIP) must be completed as outlined in ABS Sections 102 and 214.**
  - 213.4.1.1 Failure to complete the PIP within the timelines provided, may be subject the Franchisee to default or termination of the Franchise Agreement.

## 214 General Policies

---

- 214.1 Each Franchisee must provide annual proof of insurance naming AmericInn International, LLC as additional insured under the Franchise Agreement license limits.
- 214.2 Each Hotel must adhere to all applicable state, federal, county and local laws and ordinances.

- 214.3 Each Franchisee must strictly adhere to all Occupational Safety and Health Administration (OSHA) regulations.
- 214.4 Only licensed electricians may work on any part of the building's electrical system.
- 214.5 Each Hotel represents a family and business lodging choice. Therefore the sale of explicit movies, explicit movie channels, or explicit literature is prohibited.
- 214.6 The Franchise Agreement states: all royalty fees, continuing fees, marketing fees, other contractual obligations and fees related to AmericInn, must be kept current. All past due accounts are subject to finance charges.
- 214.7 Each new Hotel must have at least 50% of room inventory and all common areas "guest ready" prior to the Hotel opening for business.
- 214.8 Non-compliance to furniture, fixtures & equipment (FF & E) specifications outlined in **Section 100 Construction & Design** of this manual may lead to a Hotel default notice being issued and disqualification for any awards recognition.
- 214.9 Recognition awards not attained by the current Franchisee's ownership or management must be removed from the Hotel.
- 214.10 Each Franchisee is required to periodically update or refurbish FF & E in their Hotel. The Franchisor will identify such items through a Property Improvement Plan (PIP) process. Failure to make mandatory renovations in the prescribed timeline may result in a default of the Franchise Agreement.
- 214.11 Complimentary guest rooms for brand representatives will be provided for all Franchisor-related visits including but not limited to quality assurance, marketing/sales and training.
- 214.12 In the event of an emergency such as a death, natural disaster, power failure, robbery or assault, Franchisee must contact Franchisor's operations team directly during normal business hours. After hours emergencies should be directed to the AmericInn Central Reservation System (CRS) at 800-634-3444 and the caller should ask to notify the AmericInn Location Emergency Response Team (ALERT). The CRS will then contact the Franchisor's operations team. All media inquiries should be referred to the Franchisee ownership or other designated parties.
- 214.13 To promote the goodwill and the positive public image associated with the AmericInn brand and the AmericInn trademarks, AmericInn requires all owners, investors, managers, supervisors, employees and staff of AmericInn franchised hotels to behave in a manner that is at all times professional, courteous and positive.
  - Professional, courteous and positive behavior includes, but is not limited to:
    - 214.13.1 Conducting business in a reputable and ethical manner;
    - 214.13.2 Treating others in a polite, courteous, appropriate and professional manner;
    - 214.13.3 Speaking in a calm and clear tone of voice; and
    - 214.13.4 Displaying a rational and reasonable demeanor that is both dignified and empathetic.
  - 214.13.5 Unacceptable behavior includes, but is not limited to:
    - 214.13.6 Personal attacks, threats, or harassment (whether verbal, written, physical or in any other form);
    - 214.13.7 Shouting, angry or aggressive language or gestures; and
    - 214.13.8 Use of vulgar, profane or abusive language, whether verbally, in writing, or in any other form.
  - 214.13.9 These requirements apply to interactions by all owners, investors, managers, supervisors, employees and staff of AmericInn franchised hotels conducted on behalf of, at or in connection with the hotel, whether verbally, in writing or through any other medium or manner. These requirements apply to interactions with hotel guests, associates, employees, vendors, AmericInn brand representatives, members of the public and others.
  - 214.13.10 Failure to adhere to the above standards may result in the issuance of a notice of default (and ultimately termination) of the franchisee's franchise agreement.

## 215 Vendor Relations Policy

---

- 215.1 To insure consistency and to meet the Franchisor's specifications for products and services, the Franchisor has an approved vendor program.

- 215.2 Approved vendors agree to produce products and services that meet or exceed the Franchisor's standards.
- 215.3 All approved vendors will be offered the opportunity to participate at the Franchisor's Annual Convention so they might have direct marketing access to Franchisees. The levels of participation range from purchasing a tradeshow booth space to Vendor Partnerships.
- 215.4 The Franchisor does not guarantee or warrant any product or service provided by any approved vendor.
- 215.5 Franchisees may use any vendor of their choice as long as that vendor has been approved in writing by the Franchisor and it provides the product or services that meet or exceed the specifications established by the Franchisor. The Franchisor reserves the right to review, inspect, test and approve products or services prior to their production or implementation to insure that product specifications are being met. Pursuant to Article 7 (J) of the Franchise Agreement, the Franchisor may require reimbursement for such review to cover out of pocket expenses for travel, lodging and meals.
- 215.6 Franchisees are NOT required to purchase products or services from designated vendors, with the following exceptions:
- To achieve consistency in services or as concerns the registered trademark, selected vendors have been named in conjunction with requirements for chain-wide initiatives.
- 215.6.1 The Property Management System (PMS) must be Micros OPERAExpress.
- 215.6.2 The CRS will only be provided by InnLink Central Reservation Services.
- 215.6.3 The coffee served at the Hotel must be provided by the franchisor's approved and designated vendor Royal Cup Coffee and must include the AmericInn Perk regular and decaffeinated blends. Perk logo air pot/thermal server wraps and Perk logo 12 oz. foam cups with plastic cup lids must be provided only by the approved vendor.
- 215.6.4 All travel agent commission payments must be made utilizing the AmericInn approved Travel Agency Commission Settlement (TACS) program.
- 215.6.5 AmericInn Customer Satisfaction System (ACSS) surveys and services are required at each Hotel as provided by Market Metrix
- 215.6.6 The production of pylon or other exterior building signage bearing the registered trademark must be manufactured only by the approved signage vendors. An alternative vendor may be approved in writing through a written request to the Franchisor. That alternative vendor must sign an agreement to manufacture the sign and registered trademark according to the Franchisor's specifications and must provide drawings sufficient enough to demonstrate that the vendor will produce the sign according to these specifications. The Franchisor further reserves the right to inspect the production facilities at the Franchisee or alternative vendor's expense to insure that the project is completed as specified (including travel, lodging and meals).
- 215.6.7 All bed sets installed in the Hotel must be provided by the franchisors approved and designated vendor. The approved bed set (mattress and box spring) is to be the designated and branded private label provided for AmericInn by Serta and described in ABS section 111.
- 215.6.8 All Perk Breakfast display items must be provided by the approved Franchisor vendor; Hubert Company, LLC.
- 215.7 The Franchisor strives to provide fair and equal opportunities to all vendors who serve the brand, as well as to provide a working environment free of discrimination. Therefore, it desires to avoid the potential for any conflicts of interest within its relationships between our vendors and Franchisees. It is policy to not allow current and/or prospective Franchisees to be used as an approved vendor by the Franchisor or any of its affiliated companies. Regardless of the costs and/or quality of the product or the service, those entities or individuals should not be used or approached for a vendor relationship unless prior written approval has been given by the Franchisor.

## 216 AmericInn Customer Satisfaction System (ACSS) and Guest Relations

---

- 216.1 Franchisee must participate in the AmericInn Customer Satisfaction System (ACSS). Guest emails must be submitted daily to the ACSS provider.
- 216.2 Franchisee must receive a minimum of 30 completed surveys each month.
- 216.3 Franchisee must maintain the minimum threshold, as indicated below, or higher every month (based on a minimum of 30 surveys completed each month). The minimum ACSS score for each of the following survey questions:
- 216.3.1 Overall ACSS score 87%
  - 216.3.2 Can Do Attitude 89%
  - 216.3.3 Condition of Guest Room 87%
  - 216.3.4 Comfort of Bed 85
  - 216.3.5 Cleanliness of Room 89%
  - 216.3.6 Cleanliness of Bathroom 89%
  - 216.3.7 Quality of breakfast items served 84%
  - 216.3.8 Internet access score 84% on quarterly basis
  - 216.3.9 Problem Resolution 25%
  - 216.3.10 Percent Problem Surveys 19%
- 216.4 Franchisee must respond to guest concerns communicated through ACSS within 72 hours and must use the ACSS platform. If using email to respond, this must be made within the message system of the ACSS platform. Verbal or written responses must be included using the notepad feature within the ACSS platform.
- 216.4.1 Franchisees must reach resolution with guest in an additional 72 hours.
  - 216.4.2 Franchisee must work with Brand Guest Relations Department to resolve all issues.
  - 216.4.3 When responding to a guest concern, the communication must be polite, professional and tactful to reflect the desired image of the AmericInn brand.
  - 216.4.4 Franchisor may request a copy of franchisee's response to guest.
- 216.5 Franchisor will respond and resolve all concerns received directly to brand Guest Relations Department on behalf of Franchisee. This includes, but is not limited to, concerns submitted to Brand Guest Relations email address, phone number, mailing address and AmericInn.com.
- 216.5.1 Franchisee must respond to Brand Guest Relations department request for information within 72 hours
  - 216.5.2 To mitigate customer service issues, the Franchisor may, in its discretion, award guests with gift certificates, Easy Rewards points, refunds or other financial or nonfinancial awards.
  - 216.5.3 Above awards issued to guests may be charged to applicable franchisee.
  - 216.5.4 Franchisor may assess an administrative fee to applicable franchisee
- 216.6 Franchisee must respond to negative postings on peer review sites( such as TripAdvisor) within 72 hours.

## 217 Splash Bay Adventure®

---

- 217.1 AmericInn locations with Splash Bay Adventure must follow all specifications and minimum standards. Failure to follow these standards below may result in the removal of the Splash Bay trademarks and/or default of the franchise agreement.
- 217.1.1 Signage and Rules of Operation:
    1. Must be minimum 36" in height or 6 years old to use the slide.
    2. One person on the ladder at a time.
    3. One person on the slide at a time.
    4. No stopping on the slide.

5. No standing on the slide.
  6. No diving off any part of the slide.
  7. No pushing or shoving.
  8. No horseplay.
  9. Rider may only slide feet first, no head first sliding.
  10. Registered guests only. Must have wrist band issued to use the slide.
  11. Operation of the slide must be in accordance with requirements of all authorities with jurisdiction.
- 217.1.2 There must be an attendant on or near the slide whenever it is in use. (One attendant for each slide that is installed) Gate must be locked securely to prevent access to slide whenever there is no attendant present. Attendant must be fully trained on the operation of the slide and must be able to enforce all rules of operation. Recommend the attendant have Cardiopulmonary Resuscitation (CPR) and First Aid training.
- 217.1.3 Minimum Hours of Operation:
- |                            |             |
|----------------------------|-------------|
| 1. Monday through Thursday | 4pm to 8pm  |
| 2. Friday                  | 4pm to 10pm |
| 3. Saturday                | 8am to 10pm |
| 4. Sunday                  | 8am to 12pm |
- Property can set any hours they desire but this should be considered a minimum for the convenience of our guests.
- 217.1.4 Insurance/Liability:
1. The registration card used at check-in must be modified to include the necessary liability language.
  2. Recommend an additional camera on the slide with recording device.
  3. Issue wristbands to each guest (adults and children). Only registered guests may use the slide.
  4. Meeting room (if equipped as a sleeping room) and/or poolside rooms must not have access directly to the pool.
  5. Must meet all local codes for use and installation of slide and other pool area equipment.
  6. Must install and maintain equipment according to specific manufacturer instructions. No modifications.
  7. Must have additional insurance for Splash Bay Adventure slides and equipment that also names AmericInn International, LLC as additional insured.

## 218 American Automobile Association (AAA)

---

- 218.1 Each Hotel must apply for inspection by the American Automobile Association (AAA) and must earn and maintain a minimum two diamond rating.

## 300 Sales & Marketing

For clarifications or questions concerning the Sales & Marketing Standards contact the Marketing Department at:

Marketing Department - AmericInn®  
250 Lake Drive East  
Chanhassen, MN 55317  
Phone: 952-254-5000  
Fax: 952-294-5001  
Email: Marketing@AmericInn.com

### Licensee must comply with the Sales & Marketing Standards when open and operating as an AmericInn

To make it easier to read this manual, the following terms are used uniformly throughout the remainder of this document:

- “Franchisor” refers to AmericInn International, LLC
- “Franchisee” refers to the person or entity which owns the Hotel
- “Hotel” refers to the physical AmericInn, AmericInn Lodge & Suites, AmericInn Hotel & Suites, AmericInn Motel & Suites or AmericInn Motel building as well as the hotel on-site representatives (i.e. general manager)
- “Program” refers to the Franchisor’s loyalty program
- “Points” refers to the Franchisor’s loyalty program points
- “Easy Rewards Online” refers to the Franchisor’s online loyalty system
- An Explanation of Abbreviations can be found at the back of this manual

The following are referenced in **Section 300 Sales & Marketing**. Familiarize yourself with their content and locations:

- Hospitality Information Portal – General Manager and Owner portal for all brand communications
- Hotel-Specific Website Guidelines – Hospitality Information Portal > Marketing & Advertising
- AmericInn In-Room Directory Standards – Hospitality Information Portal > Marketing & Advertising

## 301 Hotel Identification

---

- 301.1 Hotels must use the following Hotel Identification Standards when referring to their Hotel and location consisting of the following elements:
- 301.1.1 **Brand Name:** AmericInn
  - 301.1.2 **Hotel Type:** Lodge & Suites, Hotel & Suites, Motel & Suites, Motel
  - 301.1.3 **Primary Identifier:** Market Location
  - 301.1.4 **Descriptor:** Included on an as needed basis to enhance the property’s marketability or provide differentiation in the marketplace
  - 301.1.5 Examples:  
AmericInn Lodge & Suites Rochester – Kasson  
AmericInn Lodge & Suites Cody – Yellowstone  
AmericInn Lodge & Suites Sioux City – Airport  
AmericInn Wichita South
- 301.2 Hotel Identification must be approved in writing by the franchisor
- 301.3 Franchisee will not identify or market the Hotel under any other Hotel Identification (“Name”) without the prior written approval from Franchisor. Upon 90 days’ notice to Franchisee, Franchisor has the right to change or delete the Name if Franchisor determines that Franchisees use of the Name may interfere with a Third Party’s legal rights, expose AmericInn or Franchisee to potential liability, cause confusion in the marketplace or at Franchisor’s discretion. Within 90 days of such notice, Franchisee, at its expense, will change all materials bearing the Name so as to conform to any company directives.
- 301.4 Hotel Identification Standards, as used in the AmericInn Central Reservation System (CRS), must also conform to other channels of distribution and consist of the following elements:
- 301.4.1 “Brand Name” “Primary Identifier” **or** “Brand Name” “Primary Identifier” “Descriptor”
  - 301.4.2 Hotel Identification within the CRS is determined by the Franchisor and may not be modified by the Franchisee without written permission.
  - 301.4.3 Hotel Identification within the CRS will not use:



- 301.4.3.1 Symbols requiring use of the “Shift” key such as &, +, @, # etc. are not used as these are not supported by the Global Distribution Systems (GDS).
- 301.4.3.2 Property Type; (Lodge & Suites, Hotel & Suites, etc.) or any variation unless it is necessary to identify multiple Hotels within the same market.

301.4.4 Examples:  
 AmericInn Rochester Kasson  
 AmericInn Cody Yellowstone  
 AmericInn Sioux City Airport  
 AmericInn Wichita South

## 302 Colors

---

302.1 Colors printed in this guide should not be used to match for printing. Consult a Pantone Matching System (PMS) book for accurate color representation.

### 302.2 Primary Colors

This is the Franchisor’s signature color palette and is the foundation for all brand communications and materials. Primary Colors should always be used at 100% solid. Type can be used as black or white reversed out of a color. Primary colors can be used in limited-color communications.



<b>PMS 540</b>	<b>PMS 704</b>	<b>Black</b>
C 100 R 0	C 0 R 180	C 0 R 35
M 55 G 55	M 90 G 46	M 0 G 31
Y 0 B 104	Y 72 B 52	Y 0 B 32
K 55	K 29	K 100

### 302.3 Secondary Colors

The Secondary Color palette allows for flexibility without compromising the brand and its image. These colors complement the Primary Colors and can be used at 100% solid or as a percentage of a solid color. Secondary Colors can be used in multi-color communications.

Secondary Colors cannot be used in the Primary AmericInn logos. Light colors and shades of colors can be overprinted with black type. Darker colors may require type to be reversed out as white.



<b>PMS 400C</b>	<b>PMS 11C</b>	<b>DS 22-8U</b>
C 20 R 204	C 67 R 78	C 0 R 255
M 18 G 198	M 59 G 79	M 5 G 240
Y 22 B 190	Y 53 B 83	Y 15 B 216
K 0	K 34	K 0

## 303 Fonts

---

303.1 Typography is an important element used to portray the Franchisor’s brand with consistency. The fonts are legible and visually engaging. Minion, Lucida Sans and Lucida Grande and variations of these fonts are the approved type fonts. You may use any weight or style within these fonts. Please use only these approved fonts. Contact the Franchisor’s Marketing Department at [Marketing@AmericInn.com](mailto:Marketing@AmericInn.com) if you do not have access to these fonts.

Samples:

Minion	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTU 123456789!%?&*
Lucida Sans	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTU 123456789!%?&*
Lucida Sans Grande	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTU 123456789!%?&*

### 304 Primary Logos

---

304.1 Standard Logo (i.e. Can Logo)

- 304.1.1 The "Standard Logo" should never appear smaller than 3/4" from side to side.
- 304.1.2 The colors that comprise this logo are:
  - 304.1.2.1 2-color logo versions include: PMS 540 Blue and PMS 704 Red.
  - 304.1.2.2 1-color version: Black.



304.2 The Letters/Stars Logo (i.e. Channel Logo)

- 304.2.1 The "Letters/Stars" version is typically used in instances where printing space is limited to less than 3/4" across.
- 304.2.2 The different colors that can be used for this 1-color logo are: Black, PMS 540 Blue, PMS 704 Red or White (when reversed out of a solid or dark color).



### 305 Secondary Logos

---

305.1 Splash Bay Adventure® Logo

- 305.1.1 Splash Bay Adventure Hotels are the only Hotels allowed to use the Splash Bay Adventure logo.
- 305.1.2 The colors that comprise this logo are:
  - 305.1.2.1 3-color logo versions include: PMS 704 Red, PMS 540 Blue and PMS 543 Light Blue (used at 70% and 30%).
  - 305.1.2.2 1-color versions include: Gray scale Mode or White (when reversed out of a solid or dark color).



305.2 AmericInn Perk Breakfast Logo

305.2.1 The colors that comprise this logo are: PMS 187 Red, PMS 732 Brown and PMS 7510 Brown. When used on a background color, the inside of the logo should remain white.

305.2.1.1 3-color logo versions include: PMS 187 Red, PMS 732 Brown and PMS 7510 Brown.

305.2.1.2 2-color logo versions include: PMS 187 Red and PMS 732 Brown.

305.2.1.3 1-color logo versions include: PMS 187 Red, PMS 732 Brown or Black



305.3 Easy Rewards Logo

305.3.1 The colors that comprise this logo are:

305.3.1.1 2-color logo versions include: PMS 704 Red and PMS 540 Blue.

305.3.1.2 1-color versions include: Gray scale Mode.



### 306 Logo Usage

---

- 306.1 Logos should not be altered, stretched or rotated in any way, shape or form.
- 306.2 The colors must always appear as specified above.
- 306.3 The Franchisor does not permit the use of former logos within the Hotel or in any marketing or advertising pieces or mediums.
- 306.4 Clear Space:
  - 306.4.1 While the logo can be placed on an image or color, text cannot appear within the clear space identified below for each logo.
  - 306.4.2 Clear space around the “Standard Logo” must be equal to or greater to 2 times the width of the red border.



- 306.4.3 Clear space around the “Letters/Stars” logo must be equal to or greater than the width of the “A” around all sides.



- 306.4.4 Clear space around the “AmericInn Perk Breakfast” logo must be equal to or greater than the width of the outer circle.



- 306.4.5 Clear space around the “Easy Rewards” logo must be equal to or greater than the width of the “E” around all sides.



- 306.4.6 Clear space around the “Splash Bay Adventure” logo must be equal to or greater than the thickness of the “S” around all sides.



### 307 Tagline

---

- 307.1 Welcome to the end of the day.<sup>SM</sup>
  - 307.1.1 When using the tagline in conjunction with the logo it must always appear as illustrated below. The tagline must always be followed by an “SM” (capital letters and superscript). The distance between the logo and the tagline must be equal or greater than two times the width of the red border. These examples show the desired size relationship between the logo and the tagline. You may use “Welcome to the end of the day.” as a headline or

free standing line without the AmericInn logo. The tagline topography must be used exactly as it is shown in the Minion font. The following examples cover all the configurations approved to be used.



- 307.1.2 The Franchisor does not permit the use of former taglines within the Hotel or in any marketing and advertising pieces or mediums.

## 308 Legal Matter

---

- 308.1 AmericInn®  
A registered trademark (®) must follow the first use of the word “AmericInn” when used in advertisements or any other forms of communication. Subsequent use of the word in the same communication need not include the registered trademark symbol. The registered trademark (®) must also follow “AmericInn Lodge & Suites”, “AmericInn Hotel & Suites”, “AmericInn Motel & Suites” and “AmericInn Motel”.
- 308.2 Easy Rewards by AmericInn<sup>SM</sup>  
A service mark (“SM” capital letters and superscript) must follow the first use of the words “Easy Rewards by AmericInn” when used in advertisements or any other forms of communication. Subsequent use of the words in the same communication need not include the service mark symbol.
- 308.3 AmericInn SoundGuard™ Construction  
A trademark (“TM” capital letters and superscript) must follow the first use of the words “AmericInn SoundGuard” when used in advertisements or any other forms of communication. Subsequent use of the words in the same communication need not include the registered trademark symbol. When referring to “AmericInn SoundGuard” construction, the word “AmericInn” must precede the word “SoundGuard” SoundGuard is to be treated as one word with both the S and G capitalized.
- 308.4 Splash Bay Adventure®  
A registered trademark (®) must follow the first use of the words “Splash Bay Adventure” when used in advertisements or any other forms of communication. Subsequent use of the words in the same communication need not include the trademark symbol.
- 308.5 Welcome to the end of the day.<sup>SM</sup>  
A service mark (“SM” capital letters and superscript) must follow the first use of the words “Welcome to the end of the day” when used in advertisements or any other forms of communication. Subsequent use of the words in the same communication need not include the service mark symbol.

## 309 Toll-free Phone Numbers and Website URLs

---

- 309.1 All Hotels are required to prominently display the brand’s toll-free phone numbers and website URLs directed to the AmericInn Central Reservation System (CRS) in all Hotel communications, marketing and advertising materials.
- 309.2 The use of any other toll-free phone number or reservation system is strictly prohibited.
- 309.3 Toll-Free Phone Numbers:
- 309.3.1 The general CRS toll-free number is: 800-634-3444
- 309.3.2 The group sales CRS Toll-free number is: 888-814-7014

- 309.3.3 These toll-free numbers should always be the same size or larger than the Hotel's front desk number.
- 309.3.4 The group sales toll-free number must be used on all relevant, group-focused marketing and advertising materials.
- 309.4 Website URLs
  - 309.4.1 The brand URL or Hotel micro site URL must appear on all marketing and advertising materials.
    - 309.4.1.1 Brand URL: AmericInn.com or www.AmericInn.com
    - 309.4.1.2 Hotel URL: AmericInn.com/Hotels/ST/Property Identification or www.AmericInn.com/Hotels/ST/Property Identification
  - 309.4.2 These Brand URL or Hotel URLs should always be the same size or larger than the Hotel-Specific Website URL (if approved).

## 310 Loyalty Program

---

- 310.1 Participation in the Easy Rewards by AmericInn<sup>SM</sup> loyalty program (the "Program") is mandatory at all Hotels effective as of March 16, 2010.
- 310.2 Easy Rewards by AmericInn Online Loyalty System ("Easy Rewards Online")
  - 310.2.1 Easy Rewards Online is located at <http://ERonline.AmericInn.com>
  - 310.2.2 Different levels of access to Easy Rewards Online will be granted to Hotel personnel based on his/her position with the Hotel.
  - 310.2.3 The Franchisee is liable for actions taken by the Hotel Owner, Hotel General Manager and Hotel Employees within Easy Rewards Online.
  - 310.2.4 Easy Rewards Online user credentials are issued with the following levels of access and authority:
    - 310.2.4.1 Hotel Employee – Able to perform the following actions: member enrollment, member look-up/search, process Easy Rewards promotional and room vouchers and view non-fee based reporting.
    - 310.2.4.2 Hotel General Manager – Able to award discretionary Program Points ("Points"), view fee-based reporting, change credentials for Hotel Employees as well as perform all Hotel Employee actions.
    - 310.2.4.3 Hotel Owner – Able to change credentials for General Managers and Hotel Employees as well as perform all General Manager & Hotel Employee actions.
    - 310.2.4.4 If problems are experienced with the login credentials (username and/or password), contact the Franchisor's Easy Rewards Member Services.
- 310.3 Program Membership
  - 310.3.1 Hotel staff may only enroll individuals in the Program. Corporations and other entities are not eligible for participation.
  - 310.3.2 Hotel staff may only enroll individuals that are at least 18 years of age and have a valid mailing address and email address. Enrollments without an e-mail address should be avoided but can be completed via OPERAXpress if a guest is advised they will need to provide an e-mail address in order to redeem points.
  - 310.3.3 Front desk staff must ask for a Program membership number in each of the following scenarios and, if the consumer responds no to b, c, or d, staff must ask the consumer to join the Program:
    - 310.3.3.1 Taking a reservation over the phone at the Hotel;
    - 310.3.3.2 Taking a walk-in reservation at the front desk;
    - 310.3.3.3 Checking a guest in that does not have his/her membership number in his/her profile in the Property Management System or his/her profile in the Opera Customer Information System (brand database); and

- 310.3.3.4 Checking out a guest that does not have his/her membership number in his/her profile in the Property Management System or his/her profile in the Opera Customer Information System (brand database).
- 310.3.3.5 If multiple profiles exist for a member, the profile with his/her membership number must be used **if determined not to be the same person.**
- 310.3.4 Hotel staff may enroll individuals in the Program (if not already a member) utilizing either one of the following methods:
  - 310.3.4.1 By issuing a membership card to the guest and by adding the membership number (pre-printed on the card) into the guest's profile in the Property Management System.
- 310.4 Benefits Provided by Hotels to Members
  - Note: These benefits will not be publicized to members.**
  - 310.4.1 Hotels must pre-register all members of the Program prior to the member's arrival and check-in. The definition of "Pre-register" is to complete the following processes for members prior to member arrival:
    - 310.4.1.1 Determine the availability of a room type upgrade,
    - 310.4.1.2 Assign a room,
    - 310.4.1.3 Note any special requests on the reservation,
    - 310.4.1.4 Print registration card, and
    - 310.4.1.5 Prepare access key card(s) for members.
    - 310.4.1.6 Upon a member's arrival, the Hotel must obtain member signature on registration card and secure payment information for check-in.
  - 310.4.2 Upon member request, Hotels must provide members with a minimum of one hour late check-out with no additional charge.
  - 310.4.3 Upon member request, Hotels must provide members with a minimum of one hour early check-in with no additional charge.
  - 310.4.4 Based on availability, Hotels must offer an upgrade to the next room type at no additional charge at the time of check-in.
- 310.5 Program Fees & Member Points
  - 310.5.1 Charges for Program fees commence upon the later of March 16, 2010, or the effective date of the franchise agreement for the Hotel and will continue thereafter through the term of the agreement.
  - 310.5.2 Points are awarded to members and Program fees are charged to the Franchisee after check-out.
  - 310.5.3 A "stay" is defined as the total number of consecutive nights spent at the same participating Hotel, regardless of whether the guest checks out and checks back in again.
  - 310.5.4 Except as hereinafter set forth, each Franchisee can only be charged one Point per room per night per member for a maximum of three rooms and three Points per night per member at the same Hotel. At the time of check-out, rooms must be in the member's name and include their membership number.
  - 310.5.5 Each Franchisee must pay monthly Program fees to the Franchisor based on eligible nights stayed at the Franchisee's Hotel(s) by Program members during the preceding month. For each member who has had one or more eligible nights stayed at the Franchisee's Hotel(s) during the preceding month, the Program fee payable by the Franchisee with respect to such member on a per room basis shall be calculated by multiplying the Average Daily Rate (as hereinafter defined) per room paid by such member to the Hotel by the number of consecutive nights stayed at the Hotel by such member and by multiplying the resulting product by 4%. For this purpose, the "Average Daily Rate" paid by a member shall be calculated by adding the per room revenue received by the Hotel for each consecutive night stayed by such member and by dividing the resulting sum by the number of consecutive nights stayed at the Hotel by such member. Notwithstanding the foregoing, the minimum and maximum per room Program fees payable by a Franchisee to the Franchisor with respect to an eligible night stayed at that Hotel by a member shall be \$2.20 and \$6.00 per room, respectively.

- 310.5.5.1 Calculation example:  
Total stay room revenue ÷ total stay number of nights = Average Daily Rate (ADR) from stay  
If the ADR of the stay is:
- A. less than or equal to \$54.99, then multiply \$2.20 by 'total stay number of nights' which will equal the total Program fees to be paid by the Franchisee for the member's stay;
  - B. equal to or above \$150.00, then multiply \$6.00 by 'total stay number of nights' which will equal the total Program fees to be paid by the Franchisee for the member's stay; and
  - C. at least \$55.00, but not more than \$149.99, then multiply the ADR of the stay by 4.00% and multiply the resulting product by 'total stay number of nights' to determine the total Program fees to be paid by the Franchisee for the member's stay.
- 310.5.6 Program fees are not charged to the Franchisee, and members do not collect Points, for the following types of reservations:
- 310.5.6.1 Complimentary rooms;
  - 310.5.6.2 Folios where room revenue is equal to \$0.00;
  - 310.5.6.3 Guaranteed "no-show" reservations;
  - 310.5.6.4 Online Travel Agency reservations which are:
    - A. Merchant based (wholesale rate) programs where the reservation is prepaid, (i.e. Expedia's ERS program, Travelocity "Good Buy" etc.)
    - B. Opaque rate reservations, where hotel name is not displayed until sale is complete (i.e. Hotwire.com, Priceline.com, etc.).
    - C. Program fees are not charged to Franchisees on non-room revenue related charges.
- 310.5.7 Program fees collected by the Franchisor and not paid out to the members upon the redemption of Points, or credited against the Program fees payable by the Franchisee for Easy Rewards by AmericInn room voucher(s) applied against the folios of members' stays at that Franchisee's Hotel, will be contributed to the Franchisor's national marketing fund. Contributions to the national marketing fund will be used for ongoing operational expenses (e.g. technology, administration, collateral development) and program/brand marketing and advertising.
- 310.5.8 Each Franchisee may be charged for Points credited to a member's account retroactively by the Franchisor's Easy Rewards Member Services upon confirmation of a mistake within a six month time period of an eligible member stay. Upon being notified by an Easy Rewards member, AmericInn properties have 72 hours to resolve a retro credit request. If requests remain outstanding after this period, Member Services will resolve each open request and properties will be charged any applicable program fees along with a \$10.00 administrative fee. The administrative fee will be charged on a per credit basis. These points will be charged to the property notified in the guest's original retro credit request.
- 310.5.9 At its sole discretion, the Franchisor may modify or terminate membership, deactivate accounts and/or revoke or cancel all or part of member's Point balance if: (i) any Points are issued, received or redeemed through fraud, misrepresentation, theft or other illegal means, (ii) a member is in violation of the Program's Terms and Conditions, (iii) a member abuses any of the personnel of the Franchisor or a Hotel physically, verbally or in writing or damages Hotel property, or (iv) a member fails to pay for the stay **in full**, any check issued by a member to a Hotel is returned for insufficient funds or is invalid for any reason, or a member's credit card payment is revoked for any reason. The Franchisee must promptly provide the Franchisor's Easy Rewards Member Services staff, in writing, with a detailed description of any of the foregoing occurrences.
- 310.6 Discretionary Points
- 310.6.1 A Hotel may, through Easy Rewards Online, award discretionary Points to members at any time. Only Hotel personnel with Hotel Owner and Hotel General Manager credentials may award discretionary Points.
  - 310.6.2 A Hotel can award up to 15 discretionary Points per transaction through Easy Rewards Online as it determines is necessary.
  - 310.6.3 Discretionary Points will be charged to the Franchisee at \$4.00 per Point.



- 310.6.4 To mitigate customer service issues, the Franchisor may, in its discretion, award members with up to ten discretionary Points per night stayed. The applicable Franchisee will be charged for these discretionary Points.
- 310.7 Redemption of Points
  - 310.7.1 Hotels cannot redeem Points for rewards on a member's behalf.
  - 310.7.2 When presented with an Easy Rewards by AmericInn room voucher(s) a Hotel must:
    - 310.7.2.1 Visit Easy Rewards Online, verify the Easy Rewards by AmericInn room voucher **dollar value and that it is** available to be redeemed by clicking "Hotel Transactions" then "Voucher Lookup"; and
    - 310.7.2.2 If the Easy Rewards by AmericInn room voucher(s) is shown as "Not Redeemed", select "Redeem Now" on Easy Rewards Online and follow the prompts; and
    - 310.7.2.3 If the foregoing requirements are satisfied, accept the Easy Rewards by AmericInn room voucher as payment towards a member's folio amount; and
      - A. Apply the voucher value amount [the Property Management System transaction code description] payment to the member's folio amount;
  - 310.7.3 The Franchisee will not be charged the Program fee for one night of the stay for each Easy Rewards by AmericInn room voucher redeemed, and the Franchisee will receive a credit **for the value displayed in the Voucher Look-up area** on their Easy Rewards by AmericInn monthly invoice.
  - 310.7.4 Multiple Easy Rewards by AmericInn room vouchers shall be accepted and applied towards a folio.
  - 310.7.5 If the amount(s) of the Easy Rewards by AmericInn room voucher(s) presented to the Hotel by the Program member exceeds the total amount of the folio, the Hotel will not pay the difference back to the member in cash or provide the member with a room voucher for the difference.
  - 310.7.6 Easy Rewards by AmericInn room vouchers can only be accepted within one year of the issuance date. If a Hotel accepts an Easy Rewards by AmericInn room voucher after the expiration date, the Franchisee of that Hotel will not receive the **voucher credit amount** on their Easy Rewards by AmericInn monthly invoice.
- 310.8 Invoicing
  - 310.8.1 Each Franchisee will be invoiced by the Franchisor for Program fees on or about the 10<sup>th</sup> day of each month for the prior month's activity. The invoice will include the total charges for the Program fees for the prior month less the total credits for Easy Rewards by AmericInn room voucher(s) applied by members against their folio amount for stays at that Franchisee's Hotel(s) during the prior month. The monthly invoices are payable by the Franchisee upon receipt.
  - 310.8.2 Hotels must access Easy Rewards Online to review invoice detail.
- 310.9 Loyalty Program Collateral
  - 310.9.1 The collateral pieces identified below are required to be displayed in the locations set forth:
    - 310.9.1.1 Program Stanchion with Rack Card: Must be clearly visible on the front desk with the current approved artwork for the Program.
    - 310.9.1.2 In-Room/Guest Services Directory Inserts: The Program insert must be present in the In-Room/Guest Services Directory. Specific requirements for the binder and inserts can be found in the AmericInn In-Room Directory Standards.
    - 310.9.1.3 Table Tents: Must be clearly displayed on every table within the AmericInn Perk Breakfast Area and Lobby Computer Station and/or business center.
    - 310.9.1.4 All collateral for the Program for use at a Hotel can be ordered at no charge on the AmericInn Marketing on Demand (AMOD) System.

- 310.10 Transition from the INN-Pressive Club® (IPC) Program
  - 310.10.1 Hotels cannot accept completed IPC voucher cards as a credit to a folio amount for a check-out. **Guests must be advised to send stamp cards into Member Services in order for points to be converted.**
  - 310.10.2 Hotels cannot accept or submit INN-Pressive Club®/Easy Rewards Stamp Exchange Forms on behalf of Program members.
- 310.11 Modification, Suspension and Termination of the Program
  - 310.11.1 The Franchisor reserves the right at any time, in its sole discretion, with or without notice, to: suspend or modify the Program, including these brand standards, in whole or in part; to modify, limit, or suspend any Program offers and/or the use or redemption of Points in any respect; to change Program fees; to change the charges for discretionary Points; to modify or change redemption procedures, including the number of Points required for particular rewards; and to modify, limit or suspend the accrual of Points, including but not limited to imposing time limits and changes in Point values. In addition, the Franchisor reserves the right, in its sole discretion to terminate the Program upon 120 days prior notice to all active members and Franchisees or, in the case of termination where the Program is replaced by a similar program, immediately upon notice to all active members and Franchisees. In the event of such a termination of the Program, Points that are not redeemed by the termination date of the Program will be forfeited and may not thereafter be redeemed.
- 310.12 Easy Rewards Member Services Contact Information
  - Mailing Address: Easy Rewards by AmericInn  
ATTN: Member Services  
250 Lake Drive East  
Chanhausen, MN 55317
  - Phone: 1.877.886.8664
  - Email: [EasyRewards@AmericInn.com](mailto:EasyRewards@AmericInn.com)
  - Fax: 952-294-5001

## 311 Best Rate Guarantee

---

- 311.1 The Franchisor requires an AmericInn.com Best Rate Guarantee.
- 311.2 The AmericInn.com Best Rate Guarantee policy allows any customer finding a lower rate for a particular Hotel on a third-party site to receive the lower rate and an additional 10% discount off of the lower rate.
- 311.3 An AmericInn.com Best Rate Guarantee claim must be:
  - 311.3.1 Submitted within 24 hours of the original booking at [www.AmericInn.com](http://www.AmericInn.com).
  - 311.3.2 Submitted for rates listed at [www.AmericInn.com](http://www.AmericInn.com).
  - 311.3.3 For the same hotel, dates, room type, bed type, number of guests, length of stay and payment requirements.
- 311.4 The AmericInn.com Best Rate Guarantee does not apply to:
  - 311.4.1 Opaque or auction sites where the hotel brand and/or the Specific hotel is not known until booking is finalized.
  - 311.4.2 **Third-party sites where the rate offered is non-refundable. Third-party rates where the rate may be prepaid to the site, but refundable, may have a valid claim filed against the property if the property does not offer the same rate or promotional offer through AmericInn.com.**
  - 311.4.3 Packaged rates that include air, car rentals, taxes, service charges, meals, coupons, parking, services, or other services and amenities.
  - 311.4.4 Qualified discount rates, including, but not limited to, Government, AAA or Senior Citizen Discounts.
  - 311.4.5 Unpublished, negotiated rates with corporations, travel agencies, groups, associations or other rates that are specifically agreed upon by the Franchisor or one of the Hotels and a specified and limited group, and that are not publicly available.

- 311.4.6 Any claims received within 48 hours of the stay in question.
- 311.4.7 AmericInn reserves the right to modify the terms and conditions based upon changes in OTA programs and promotional offers.
- 311.5 Hotel Procedures:
  - 311.5.1 Hotels that participate in Online Travel Agent (OTA) merchant (i.e. Expedia, Orbitz, Travelocity, etc.) agreements for reservations will need to ensure that if a lower rate is offered, a comparable rate **or promotional offer** is also provided on AmericInn.com.
  - 311.5.2 If the Hotel requires prepaid reservations through AmericInn.com and also participates in OTA merchant programs which also require prepayment, both sites must offer the same rate/rates.
  - 311.5.3 If the Hotel decides to lower rates in response to a competitive change in the market, guests who may have booked within the last 24 hours could potentially find the lower rate and file a claim.
- 311.6 Invalid Claims:
  - 311.6.1 The Franchisor will notify the guest via email that his/her claim has been denied and the reason for the denial (and proof, if applicable.)
  - 311.6.2 The Franchisor will notify the Hotel via their AmericInn.com email account through the Hospitality Information Portal (HIP) with the guest's name and arrival/departure dates in the event the guest mentions the claim.
- 311.7 Valid Claims:
  - 311.7.1 The Franchisor will modify the reservation to reflect the lower rate (plus the additional 10% discount offered.)
  - 311.7.2 The Franchisor will notify the guest via email that his/her claim has been processed and the rate has been adjusted.
  - 311.7.3 The Franchisor will notify the Hotel via their AmericInn.com email account through the HIP with the guest's name, arrival/departure dates, original rate booked, revised rate, and discount (if applicable), in addition to the supporting documentation showing the lower rate on the competing website.
  - 311.7.4 AmericInn reserves the rights to modify the claim validation process.

## 312 Rate Offerings

---

- 312.1 Hotels must participate in brand consumer promotions (available through multiple consumer touch points: email, web, call center, in-hotel and more) unless the opportunity for the hotel to "opt-out" or not participate is available.
- 312.2 Brand marketing efforts often target the consumer segments mentioned below that take advantage of these common rate programs and/or discounts. It is important for all Hotels to have these discounted rates available to these constituents.
- 312.3 All Hotels must offer and make available to AmericInn.com, CRS Voice, GDS and Hotel-level channels the AmericInn standard discounted rates (listed below). These discounted rates can be yielded during peak times up to 5% of the calendar year. These discounted rates must have a discount value equal to or greater than 10% off of the property's Standard/Rack rate.
  - 312.3.1 AmericInn standard discount rates include:
    - 312.3.1.1 AAA/CAA
    - 312.3.1.2 AARP
    - 312.3.1.3 Senior
    - 312.3.1.4 Military
- 312.4 All Hotels must offer and make available to AmericInn.com, CRS Voice and Hotel-level channels **all rate codes affiliated with** the AmericInn **4 Business corporate travel program** (listed below). These negotiated rates cannot be altered or closed out at any time during the calendar year.
  - 312.4.1 AmericInn 4 Business program rates include:
    - 312.4.1.1 NPCAJ – a discount value of 10% off of RACK rate
    - 312.4.1.2 NPCAO – a discount value of 15% off of RACK rate

312.4.1.3 NPCAT – a discount value of 20% off of RACK rate

312.5 AmericInn standard discounted or negotiated rates may not be combined into a single rate code (Example: AAA/AARP).

### 313 AAA

---

313.1 Each Hotel is subject to an inspection by AAA. See **Section 200 Operations** of this manual for more information.

313.2 AAA Official Appointment is an optional program with an annual fee based on room inventory. AAA Official Appointment Hotels receive a red, bold listing in AAA TourBooks, a preferred listing on the AAA website and the license to use the AAA logo in advertising. If the Hotel is not an Official Appointment member, the AAA logo may not be used in any Hotel advertising.

**313.3 Each Hotel must apply for inspection by the American Automobile Association (AAA) and must earn and maintain a minimum two diamond rating.**

### 314 Marketing Collateral

---

314.1 All marketing collateral, whether electronic or print, must be approved by the Franchisor prior to being published or printed. Send the proof to the Franchisor at Marketing@AmericInn.com.

314.2 AmericInn Marketing on Demand (AMOD) System - The AmericInn Marketing on Demand (AMOD) system is an online-based tool that facilitates the creation, personalization and ordering of a variety of materials. Most branded marketing materials are available on the system. The use of the system is completely free of charge and available to all Franchisees.

314.3 Access to AMOD is available through the Hospitality Information Portal. Each Individual property page has a link located near the bottom of the page that leads directly to AMOD.

314.4 All items not found in AMOD, or that need more customization than AMOD allows, can be designed by the AmericInn Graphics Department or other approved vendors. The request forms for these items are located on the Hospitality Information Portal in the Marketing & Advertising section under "Graphic Services Request Forms".

314.5 The Franchisor encourages Hotels to submit and use any quality images (must be at least 300 dpi) they may have of their Hotel. To have additional property images loaded to the system, please send them via CD *only* to the Franchisor (250 Lake Drive East, Chanhassen, MN 55317).

314.6 For more information reference the AmericInn Marketing On Demand User Manual found on the Hospitality Information Portal under "Marketing & Advertising."

314.7 Hotel Collateral Printing Standards

314.7.1 Hotel Rack Card

314.7.1.1 Print Process:

- 4-color digital

314.7.1.2 Front Specifications:

- Size: 4" x 9"
- Paper: 80# Matte Cover
- Top Horizontal Bar: 4" x 0.52" PMS 550
- Bottom Horizontal Block: 4" x 4.625", PMS 550
- Logo Size: 1.42" x 1.05"
- Tagline Font: 30.275 pt. type, Minion Regular, black
- Property Identification Font: 11 pt. type, Minion Regular, black
- Contact Information Font: 11 pt. type, Minion Regular, black
- Photo Area: 2.875" x 3.6"

314.7.1.3 Back Specifications:

- Header Font: 15 pt. type, Minion Regular, black
- Paragraph Font: 9 pt. type, Lucida Sans, black
- Bullet Point Font: 9 pt. type, Lucida Sans, black
- Photo and Map Size: 1.33" x 0.98"
- Logo and Tagline: 2.8" x 0.767"
- Reservation Number Font: 9.35 pt. type, Minion Italic, black
- Website Font: 9.35 pt. type, Minion Italic, black
- Copyright Font: 5.5 pt. type, Lucida Sans, black

#### 314.7.2 Six-Panel Brochure

##### 314.7.2.1 Print Process:

- 4-color digital

##### 314.7.2.2 Front Cover Specifications:

- Size: Folded to 4" x 9"
- Paper: 100# Matte Text
- Top Horizontal Bar: 4" x 0.47", PMS 550
- Bottom Horizontal Block: 4" x 4.625", PMS 550
- Property Identification Font: 11 pt. type, Minion Bold, black
- Logo Size: 1.417" x 1.05"
- Tagline Font: 30.275 pt. type, Minion Regular, black
- Contact Information Font: 11 pt. type, Minion Regular, black
- Website Font: 11 pt. type, Minion Regular, black
- Photo Area: 2.875" x 3.6"
- Photo Border: 0.125" wide, white

##### 314.7.2.3 Inside Layout Specifications:

- Headline Font: 15 pt. type, Minion Regular, black
- Paragraph Font: 9 pt. type, Lucida Sans, black
- Bullet Point Font: 9 pt. type, Lucida Sans, black
- AmericInn SoundGuard™ Block Dimensions: 1.76" x 1.53"
- Middle Vertical Block: 4" x 9", PMS 550
- Photo Size: 2.9" x 2.17"
- Photo Border: 0.125" wide, white
- Map Size: 3.5" x 1.6"

##### 314.7.2.4 Back Specifications:

- Headline Font: 15 pt. type, Minion Regular, black
  - Paragraph Font: 9 pt. type, Lucida Sans, black
  - Bullet Point Font: 9 pt. type, Lucida Sans, black
  - Logo and Tagline: 2" x 1.19"
  - Website Font: 10 pt. font, Minion Italic, black
  - Reservations Number Font: 10 pt. font, Minion Italic, black
  - Copyright Font: 5.5 pt. type, Lucida Sans, black
- J.

#### 314.8 Hotel Stationery Printing Standards

##### 314.8.1 Letterhead:

- Print Process: Traditional press
- Size: 8.5" x 11"
- Paper: 24# Opaque Ultrawhite
- Logo & Tagline Size: 4.09" x 1.117"
- Property Identification Font: 8 pt. type, Minion Bold, black
- Address Font: 8 pt. type, Minion Regular, black
- Contact Information Font: 8 pt. type, Minion Regular, black

##### 314.8.2 Business Cards:

- 4-color digital
- Size: 3.5" x 2"
- Paper: 100# Opaque Ultrawhite
- Logo & Tagline Size: 1.52" x 0.9"
- Property Identification Font: 9 pt. type, Minion Bold, black

- Address Font: 7.5 pt. type, Minion Regular, black
- Contact Information Font: 7.5 pt. type, Minion Regular, black
- Franchise Owner Disclaimer: 5 pt. type, Minion Italic, black

314.8.3 Standard #10 Envelope:

- Print Process: Traditional press
- Size: 9.5" x 4.125"
- Paper: 24# Ultrawhite
- Logo & Tagline: 2.59" x 0.7"
- Property Identification Font: 7.5 pt. type, Minion Bold, black
- Address Font: 7.5 pt. type, Minion Regular, black

314.8.4 Mailing Label:

- Print Process: Traditional press
- Size: 4" x 3"
- Paper: White Crack & Peel Label
- Logo & Tagline Size: 0.72" x 0.534"
- Property Identification Font: 7.5 pt. type, Minion Bold, black
- Address Font: 7.5 pt. type, Minion Regular, black

314.9 Flyers

314.9.1 View flyer templates on the Hospitality Information Portal in the "Marketing & Advertising" section or by logging into your AMOD account and creating a flyer. To customize messaging and photos, visit the AMOD system.

314.10 Ads

314.10.1 View ad templates on the Hospitality Information Portal in the "Marketing & Advertising" section or by logging into your AMOD account and creating an ad. To customize messaging and photos, visit the AMOD system.

314.11 Other Collateral – Overview

314.11.1 Because there are so many items throughout the hotel it would be difficult to outline all of the items that require brand specifications to be met. Therefore, the following items should be on all marketing material/collateral throughout the Hotel that a guest would come in contact with.

- 314.11.1.1 AmericInn Logo
- 314.11.1.2 Brand Toll-Free Phone Number
- 314.11.1.3 Brand Website

314.12 All marketing materials provided by the franchisor shall be displayed in the hotel in accordance with the franchisor's instructions.

314.13 Only AmericInn branded key cards and key card holders may be utilized. Custom printed key cards and key card holders are prohibited.

## 315 Telephone Faceplates

---

315.1 The in-room telephone faceplate is required to have a white background with the following information printed in Lucida Sans font unless otherwise noted.

315.1.1 To be printed in PMS 540 blue on the top portion of the faceplate:

- 315.1.1.1 AmericInn "letters/stars" logo
- 315.1.1.2 Property address
- 315.1.1.3 Phone and fax of property
- 315.1.1.4 Franchisor's reservation number
- 315.1.1.5 Franchisor's website

315.1.2 To be printed in black, unless otherwise noted, on the bottom portion of the faceplate:

- 315.1.2.1 Room number
- 315.1.2.2 Dialing instructions, including:
  - A. Room to room calls

- B. Local calls
- C. Long distance calls billed to room
- D. Credit card, collect and operator-assisted calls
- E. Front desk
- F. Wake-up call
- G. Emergency call, printed in red
- H. Messages/voicemail
- I. Additional calling options if applicable

315.2 All telephone faceplates must be approved prior to printing. Send the proof to the Franchisor at Marketing@AmericInn.com.

### 316 In-Room/Guest Services Directories

---

- 316.1 All guest rooms must have an in-room/guest services directory as outlined in **Section 200 Operations** of this manual.
- 316.2 The in-room/guest services directory must be a black, three-ring binder with the AmericInn logo and tagline de-bossed on the front cover.
- 316.3 The inserts must follow the AmericInn In-Room/Guest Services Directory Standards and must be approved prior to print by the Franchisor by sending the proof to Marketing@AmericInn.com.
- 316.4 The AmericInn In-Room/Guest Services Directory Standards specific requirements for the binder and inserts can be found in the Hospitality Information Portal in the "Marketing & Advertising" section.

### 317 Fax, Memos and Email Signature

---

- 317.1 The fax template is located on the Hospitality Information Portal in the "Marketing & Advertising" section.
- 317.2 The memo template is located on the Hospitality Information Portal in the "Marketing & Advertising" section.
- 317.3 The email template below should be used in all email communications.

Firstname Lastname | Title  
**AmericInn "Hotel Type" "Primary Identifier" "Descriptor (if available)"**  
Street Address | City, State Zip | Tel: XXX.XXX.XXXX | Fax: XXX.XXX.XXXX  
[www.AmericInn.com](http://www.AmericInn.com)

### 318 Outdoor

---

- 318.1 Billboards
  - 318.1.1 All billboards must be approved by the Franchisor prior to being published or printed. Send the proof to the Franchisor at Marketing@AmericInn.com.
  - 318.1.2 All billboards must follow an approved Franchisor billboard template. Billboard templates can be found on the Hospitality Information Portal in the "Marketing & Advertising" section.
  - 318.1.3 Required Billboard Elements:
    - 318.1.3.1 Logo
    - 318.1.3.2 Directional Information – This can be the city or exit number, depending on proximity to the Hotel. It will be placed in the blue bar of the billboard.
    - 318.1.3.3 Billboard Focus – Each billboard has a focus whether it is hot breakfast, large pool, quiet nights, etc.
  - 318.1.4 Optional Billboard Elements:
    - 318.1.4.1 Amenities/Services – Only one amenity is allowed in addition to the main focus of the billboard. It will be placed in the bottom bar of the billboard.
- 318.2 Outdoor Banners
  - 318.2.1 All outdoor banners must be approved by the Franchisor prior to being printed. Send the proof to the Franchisor at Marketing@AmericInn.com.
  - 318.2.2 All outdoor banners must have the AmericInn logo and tagline.

318.3 Department of Transportation (DOT) Signage

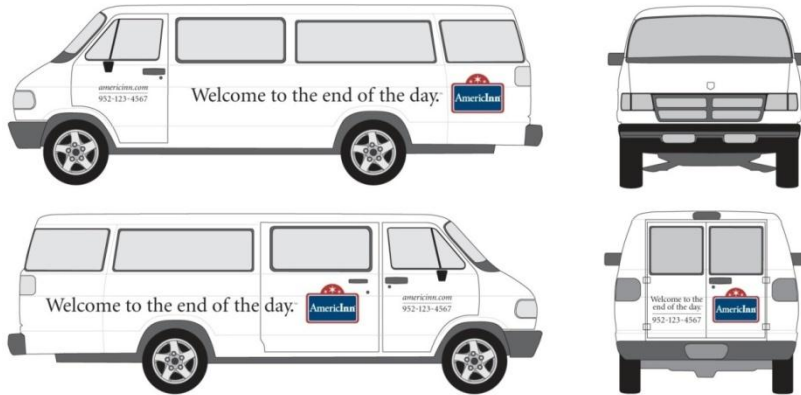
- 318.3.1 If your Hotel meets the required guidelines, and space is available, state highway logo signs offer an opportunity to drive traffic to the Hotel.
- 318.3.2 Each state's DOT phone number is on the Hospitality Information Portal under "Marketing & Advertising".
- 318.3.3 The Hotel can use its approved logo or the Brand's "Standard Logo".



---

**319 Vehicle Graphics**

- 319.1 All vehicle graphics must be approved by the Franchisor prior to being printed. Send the proof to the Franchisor at [Marketing@AmericInn.com](mailto:Marketing@AmericInn.com).
- 319.2 Approved vehicle graphics can be requested using a Graphic Services Request Form found on the Hospitality Information Portal under "Marketing & Advertising".



---

**320 Public Relations**

- 320.1 Each Hotel must have a designated point person for all press-related inquiries that may occur after a grand opening, crisis situation, etc.
- 320.2 A Public Relations Toolkit consisting of best practices and templates for Franchisee use is available; refer to the Hospitality Information Portal in the "Marketing & Advertising" section.

---

**321 Photography Standards**



- 321.1 Photography plays a major role in all marketing pieces. Therefore it's important to have Hotel photography of **high** quality to use in marketing and advertising pieces, through all mediums. Professional photography required. **In order to effectively market properties that are remodeling, AmericInn had launched the Brand Photography Initiative which will provide professional photography from PhotoWeb for each hotel upon completion and verification of their Property Improvement Plan (PIP).**
- 321.2 There are two ways to qualify for the Brand Photography Initiated.
- 321.2.1 Complete your hotel's PIP
- 321.2.2 Complete all design brand standards through October 2012
- AmericInn Project Managers are the only individuals that can approve either PIP completion or the completion of design brand standards through 2012.
- 321.3 If a property chooses to hire a professional photographer to shoot their property before qualifying for the Brand Photography Initiated, the image requirements are as follows:
- 321.3.1 All images sent into the Franchisor's Marketing Department should be at least 6" x 4" at 300dpi (dots per inch).
- 321.3.2 Photos with a date/time stamp will not be accepted for use on www.AmericInn.com or in other marketing materials.
- 321.3.3 If models are used in the photography submitted to AmericInn, the AmericInn Model Release Form must be completed for every participant and sent in with the CD, or the images will not be used. The AmericInn Model Release Form can be found on the Hospitality Information Portal under "Marketing & Advertising."
- 321.3.4 All professional photography sent to the Franchisor must be accompanied by an AmericInn Photography Release Form. This form can be found on the Hospitality Information Portal under "Marketing & Advertising".
- 321.4 The following is a list of the 8 **required** images to have for your Hotel:
- 321.4.1 Exterior **(Horizontal)**
- 321.4.2 Exterior **(Vertical)**
- 321.4.3 Lobby
- 321.4.4 Front desk
- 321.4.5 **AmericInn Perk** breakfast area
- 321.4.6 Pool
- 321.4.7 **Single bed standard room**
- 321.4.8 **Double bed standard room**
- 321.4.9 Multiple images of each item are strongly encouraged.
- 321.5 Each hotel must choose the additional 6 still shots they would like photographed, but may not be photograph bathrooms.
- 321.6 AmericInn is responsible for payment of 14 still photos. **Payment for additional still images and video is the hotel's responsibility.**
- 321.7 Each hotel must accommodate the photographer with a complimentary stay during the duration of the photo shoot.
- 321.8 Choose guest rooms that look typical. For instance, photographers may choose to shoot a first floor room if the ceiling is higher or a handicapped room if it gives them more room to back up and get a shot. However the image itself CANNOT look noticeably different from the standard room.
- 321.9 No people are to appear in any shots, other than front desk staff in the lobby shot(s)
- 321.10 Front Desk staff must appear in all still and virtual tour shots showing the Front Desk area. At front desk, one is required in uniform, looking down slightly and typing.
- 321.11 Model must fill out the model release form located on the Portal in the Marketing & Advertising section and return to PhotoWeb
- 321.12 No Clutter

K. In Guest Rooms remove:

- In-Room guest directory (the binder of hotel information)
- Do Not Disturb sign
- Any table tent advertising
- Internet Cable
- Ice bucket
- Tray and coffee maker, coffee, sugar, cups, etc.
- Trash Cans

L.

In Guest Rooms, leave only:

- Memo pads and pens in place by phone (pen laterally across center of pad, face towards camera)



- If the phone has a cord from handset to base, wrap around the phone base. If cord looks poor, remove spiral cord completely
- Queen beds must have 3 pillows
- King beds must have 4 pillows
- All beds must have white pillows. There are two options for pillow stacking; one in front of the other or staggered at an angle
- No accent pillows
- All pillows must have sharp (point) corners. Pillowcase openings all face in the same direction, outwards toward the edge of bed.
- On the bed's white duvet, bed scarf (small blanket or throw) should be at the end of the bed and should remain un-tucked
- If using decorative bed blankets (instead of triple sheeting and bed scarf), they can be tucked in between mattress and box spring
- Bed skirts must be steamed/ironed if they look wrinkled
- Hem of bed skirts to hang neatly & evenly 1" above the floor
- Pull all bedding tight to ensure no wrinkles

Nothing extra on the bed, table or room desk. No:

- Lap desk
- Towel
- Robe
- Newspaper
- Fruit Bowl
- Laptop
- Glass of wine
- Newspaper
- Pens
- Flowers

321.13 Front Desk

- Nothing on the front desk counter except for flowers and the Easy rewards stanchion.

**321.14 AmericInn Perk Breakfast Area**

- A full breakfast display should be in the Perk photos. No photos are allowed to be taken of the Perk Breakfast without food.
- Photos should look as if a guest has come down for breakfast.

**321.15 Pool & fitness Room**

- Close pool to guests during the duration of the pool shoot.

**Remove:**

- Towel hamper
- Pool safety equipment on walls
- Trash cans & recycle receptacles

**321.16 Trash Cans**

- No trash cans, ANYWHERE

**321.17 No Props**

Each area should look as it does when a guest arrives. This means no "props" in guest rooms. The room looks just as if you opened the door after checking in.

- No food on AmericInn Perk breakfast tables. No coffee cups and breakfast items on breakfast room tables (Food allowed only in the AmericInn Perk setup).
- Meeting rooms set as if for clients, with Coffee Urns, Water Carafes, Pens, etc. – setup should be as if a client were coming to utilize the room (speak with GM regarding setup)

**321.18 Logos**

The brand Logo behind the front desk must NEVER be blocked by staff or anything else in the images. All logos for the hotel must meet the brand standards.

- NO NON-AMERICINN LOGOS such as Coke, Pepsi, etc.
- AmericInn logoed mats allowed in Lobby

**321.19 TVs**

- All TVs off in all shots.

321.20 Each Hotel must provide digital photos of each room type, the lobby and the building exterior to the Franchisor's Marketing Department within 60 days of opening to be used on www.AmericInn.com and the CRS.

321.21 For quality purposes, the Franchisor is the gatekeeper of all photography used on www.AmericInn.com, the Hotel's micro-site and other marketing/advertising materials. Therefore, the Franchisor's Marketing Department will use their discretion when using images for the Hotel.

## **322 Hotel-Specific Websites**

---

322.1 Reference the AmericInn Hotel-Specific Website Guidelines for more information on Hotel-Specific website approval process which outlines the detailed process for Franchisees to adhere to the Hotel-Specific websites standards. It can be found on the Hospitality Information Portal in the "Marketing & Advertising" section.

322.2 Hotel-Specific websites must be approved in writing by the Franchisor.

322.3 If reservations are accepted at the site, only the system-wide booking engine provided by the approved AmericInn Central Reservation System (CRS) provider may be used. No other booking services are allowed.

322.4 Hotel-Specific websites may use only the logo approved for that Hotel.

322.5 Domain Names:

322.5.1 Each Franchisee must request approval from the Franchisor prior to registering a domain name that contains the trademarked name AmericInn.

322.5.2 No Franchisee shall directly or indirectly register domain names, or common misspellings thereof, that are trademarks of the Franchisor.

- 322.5.3 Web addresses may not be a variation of the address for the system-wide website. Generally the Hotel-Specific addresses should appear with the word AmericInn followed by the Primary Identifier, the Descriptor or State is optional.  
Example: [www.AmericInnChanhassenMN.com](http://www.AmericInnChanhassenMN.com)
- 322.5.4 Upon expiration or termination of the Franchisee's Franchise Agreement the Franchisee's ownership group must irrevocably assign and transfer to the Franchisor all rights, title and interest in any domain names and registrations which contain reference to the name AmericInn or any of its trademarks.
- 322.5.5 Upon transfer of the Franchisee's Franchise Agreement the ownership group must transfer all rights, title and interest in any domain names and registrations which contain reference to the name AmericInn to the new ownership group with prior written approval by the Franchisor or the Franchisor.
- 322.6 Websites:
  - 322.6.1 Upon expiration or termination of the Franchisee's Franchise Agreement the ownership group must deactivate and decommission any Hotel-Specific websites that they operate.
  - 322.6.2 Upon transfer of the Franchisee's Franchise Agreement the ownership group may transfer the Hotel-Specific website to the new ownership group with prior written approval by the Franchisor.
  - 322.6.3 Upon expiration, termination or transfer of the Franchisee's Franchise Agreement the ownership group must remove any and all references and links to [www.AmericInn.com](http://www.AmericInn.com) or their Hotel-Specific website from any sites that they operate.
  - 322.6.4 All Hotel-Specific websites must utilize a design template approved by the Franchisor. Websites that are bound under existing contracts must meet brand standards by August 1, 2010. Franchisees should have optimized their micro-site on [www.AmericInn.com](http://www.AmericInn.com) before developing a Hotel-Specific website.
  - 322.6.5 All Hotel-Specific websites must comply with current Franchisor's graphic standards as outlined in this manual.
  - 322.6.6 Each Franchisee's ownership group is responsible for all aspects of their Hotel-Specific website including all costs, fees, licenses, permits, claims, development, hosting and maintenance related to the website.
  - 322.6.7 If the Hotel-Specific website links to a third-party site, it is the responsibility of the ownership group to obtain permission to properly use the intellectual property of the third party.
  - 322.6.8 All intellectual property created for the Franchisor is owned by the Franchisor. Certain copyright notices and proper trademark usage must be displayed on Hotel-Specific websites. See **Section 308 Legal Matter** of this manual for more information.
  - 322.6.9 Each Hotel's website hosting company is required to provide the following basic reporting to the Franchisor annually for measurement of the success of the Hotel-Specific website:
    - 322.6.9.1 Visitor summary including number of unique visitors
    - 322.6.9.2 Page views
    - 322.6.9.3 Top pages
    - 322.6.9.4 Top referrers
    - 322.6.9.5 Top links to other sites
  - 322.6.10 All reservation requests shall be routed to the approved CRS at [www.AmericInn.com](http://www.AmericInn.com). The appropriate brand toll-free number for the CRS must also be displayed on the website.
  - 322.6.11 All loyalty program activity, including new member sign up, shall be routed directly to the Franchisor's website at [www.AmericInn.com](http://www.AmericInn.com).
  - 322.6.12 All meeting/group RFPs shall be routed directly to the Franchisor's website at [www.AmericInn.com](http://www.AmericInn.com).
  - 322.6.13 All travel agent inquiries shall be routed directly to the Franchisor's website at [www.AmericInn.com](http://www.AmericInn.com).

- 322.6.14 Images used on each Hotel-Specific website must be an accurate representation of the Hotel facilities and guest rooms. Stock photos obtained from the Franchisor may also be used.
- 322.6.15 Each Franchisee must be able to prove in writing that they own the images in use on their Hotel-Specific website and have Internet usage rights. Usage remains at that Franchisee's sole risk and responsibility.
- 322.6.16 Each Hotel-Specific website must contain brand policies required by the Franchisor on their website.
- 322.6.17 Each Hotel's website must contain a statement that informs website visitors that all AmericInn Hotels are independently owned and operated.
- 322.7 Linking:
  - 322.7.1 It is the responsibility of each Franchisee's ownership group to monitor the status of all external links from their Hotel-Specific website for appropriate content and proper operation.
  - 322.7.2 The Franchisor retains the right to disapprove links from a Hotel-Specific website to third-party sites at any time.
  - 322.7.3 All external links from a Hotel-Specific website should be approved in writing by the Franchisor.
  - 322.7.4 All external links from a Hotel-Specific website should be opened using an external browser window.
  - 322.7.5 The Franchisor's website, [www.AmericInn.com](http://www.AmericInn.com), will not link to a Hotel-Specific website.
- 322.8 E-mail Address Collection: The Franchisee is prohibited from collecting e-mail addresses or other personal information on Hotel-Specific websites. The collection of e-mail addresses will be handled by the Franchisor on the Franchisor's website.

### **323 Hotel-Specific Email Marketing**

---

- 323.1 Email marketing is permission based marketing, it is imperative to follow all laws designed to protect consumers and businesses in regards to the CAN-SPAM act. Some guests have elected not to receive emails from the Franchisor and its franchisees. Franchisees must respect these requests in any local marketing efforts, which is why the following standards are in place.
- 323.2 Offers available through Hotel-Specific emails must be bookable through [AmericInn.com](http://AmericInn.com).
- 323.3 The Hotel will send out their Hotel-Specific emails using individual email service provider upon final approval of the email from the Franchisor.
- 323.4 All Hotel-Specific emails sent to guests and/or general consumers must be approved in writing by the Franchisor by following the below process.
  - 323.4.1 Hotel-Specific emails proofs must be sent to [Marketing@AmericInn.com](mailto:Marketing@AmericInn.com) at least five business days prior to the scheduled send date along with the Hotel-Specific Email Request Form, which can be found on the Hospitality Information Portal under "Marketing & Advertising."
- 323.5 All Hotel-Specific emails send lists must be approved or provided by Franchisor prior to sending. Franchisor will apply all opt-out requests. Franchisor will filter send lists to remove any receipts receiving more than three marketing emails per month.

### **324 Hotel-Specific Pay-Per-Click Advertising**

---

- 324.1 Search Engine Pay-Per-Click Advertising is a very effective and efficient method for local marketing. The Franchisor has focused on this channel in the past and will continue to advertise all Franchisees on the major search engines. In order for the Franchisor to purchase keywords/phrases on behalf of Franchisees, it is imperative that these keywords/phrases are profitable, meaning it must give back a certain return on the investment. If the ROAS (return on ad spend) is too low, the AmericInn brand cannot afford to purchase these keywords/phrases for Franchisees. If a Franchisee would still like to purchase these keywords/phrases for their property to supplement the AmericInn brand's efforts, they may do so through their own independent Pay-Per-Click campaigns. The following options are available:

- 324.1.1 Franchisees that would like to purchase **Hotel-Specific search engine pay-per-click advertising that directs consumers to their AmericInn.com micro site** must submit a keyword list and advertisement copy for approval to Marketing@AmericInn.com to receive approval in writing by the Franchisor prior to the implementation of a new campaign or the revision of an existing campaign. The Franchisee will handle all bid management and campaign changes through its own platform (i.e. Google AdWords). The Franchisor will only provide analytical data to Franchisees after their pay-per-click campaigns have been approved and implemented if they use their AmericInn.com micro site as the primary landing page.
- 324.1.2 Franchisees that would like to purchase **Hotel-Specific search engine pay-per-click advertising that directs consumers to their Hotel-Specific website** must have their website approved in writing by the Franchisor before proceeding (Reference Hotel-Specific Website section). Once the Franchisee has received written approval for their Hotel-Specific Website from the Franchisor, they must submit their keyword list and advertisement copy to Marketing@AmericInn.com to receive approval in writing by the Franchisor prior to the implementation of a new campaign or the revision of an existing campaign. The Franchisee will handle all bid management and campaign changes through its own platform (i.e. Google AdWords). The Franchisor will not provide analytical data to Franchisees if they use their Hotel-Specific Website as the primary landing page for their pay-per-click advertisements.

## **325 Hotel-Specific Social Media**

---

- 325.1 Social media is an inexpensive way to connect and engage with guests instantaneously. For Facebook and Twitter Toolkits, including step-by-step instructions for starting a Hotel-specific social media page, refer to the Hospitality Information Portal in the “Marketing & Advertising” section.
- 325.2 Social media sites and tools – including but not limited to Facebook, Twitter, YouTube, Flickr, TripAdvisor, Yelp, blogs and discussion forums – can be a powerful and effective way to communicate with employees, guests and consumers. Franchisees are not required to use these online tools.
- 325.3 If a Franchisee chooses to use Hotel-Specific social media sites, the following guidelines must be met:
  - 325.3.1 Hotels must be approved by the Franchisor at least five days prior to the launch of any Hotel-Specific social media page or account. Templates, strategy and designs must be approved in writing by the Franchisor before proceeding. Items can be sent to Marketing@AmericInn.com for approval.
    - 325.3.1.1 If Franchisee develops a Hotel-Specific Facebook page, the AmericInn Facebook Toolkit should be referenced during development, refer to the Hospitality Information Portal in the “Marketing & Advertising” section.
    - 325.3.1.2 If Franchisee develops a Hotel-Specific Twitter page, the AmericInn Twitter Toolkit should be referenced during development, refer to the Hospitality Information Portal in the “Marketing & Advertising” section.
  - 325.3.2 Hotel-Specific social media sites will have the following disclaimer prominently displayed:

Each AmericInn is independently owned and operated. Opinions expressed on this website and in any corresponding comments are the personal opinions of the original authors, not of AmericInn. The content is provided for informational purposes only and is not meant to be an endorsement or representation by AmericInn or any other party.
  - 325.3.3 The Franchisor reserves the right to monitor Hotel-Specific social media sites content and the authority to require the Franchisee to remove content found to be objectionable.
  - 325.3.4 Hotels that cease to be licensed by the Franchisor must terminate all Hotel-Specific social media sites immediately.
  - 325.3.5 Hotel-Specific social media activities shall not detract from the goodwill of the Franchisor’s brand.
  - 325.3.6 The Franchisee is to act on behalf of the individual Hotel and not present itself as the Franchisor or a spokesperson for the Franchisor.
  - 325.3.7 Hotel-Specific social media page names and URLs
    - 325.3.7.1 Franchisees must follow the correct usage of Hotel Identification Standards.

- 325.3.7.2 Must be approved in writing by the franchisor by sending sent proposed names and URLs to Marketing@AmericInn.com.
- 325.3.8 All offers posted on your Hotel-Specific social media page must be bookable through AmericInn.com.
- 325.3.9 The photo that represents your Hotel-Specific social media page (profile picture) must be one of the following: AmericInn logo, photo of your Hotel, AmericInn approved stock photography or a photo of an amenity. No personnel or personal photos are allowed.
- 325.3.10 If reservations are accepted through the social media page, only the system-wide booking engine or booking widget provided by the Franchisor may be used. No other booking services are allowed.

## **326 Social Media and Franchisee Employees**

---

- 326.1 Hotel employees are prohibited from using registered trademarks of AmericInn on their own personal social media sites.
- 326.2 If discussing matters that might be related to work or the Franchisor, always disclose the affiliation. Be clear regarding working at a Hotel and not being an authorized spokesperson for the Franchisor.
- 326.3 If contributing to or maintaining a personal blog or website that addresses the company, the related industry or the field of professional expertise, include a clear disclaimer: "The content on this site is my own and does not represent the positions, strategies or opinions of my employer or Franchisor."
- 326.4 All AmericInn Hotels must register for TripAdvisor using the authorized AmericInn property email address. Negative guest concerns posted to TripAdvisor must be responded to within 72 hours with a copy of the Franchisee's response sent to the Franchisor's Guest Relations Department.
- 326.5 Franchisees and employees may not use the AmericInn name for their personal URL and/or username for their social media page(s). All URLs and pages with the name "AmericInn" must be used for the promotion of a Hotel and dedicated solely to that use.
- 326.6 When listing your employer on your personal profile(s), use proper descriptor, reference the Property Identification Standards for further details.

## 400 Information Systems & Technology

For clarifications or questions concerning the Technology Standards contact the IT Department at:

IT Department - AmericInn®  
250 Lake Drive East  
Chanhassen, MN 55317  
Phone: 952-254-5000  
Fax: 952-294-5001  
Email: Support@AmericInn.com

**Licensee must comply with the Information Systems & Technology Standards when open and operating as an AmericInn.**

The following are referenced in **Section 400 Information Systems & Technology**. Familiarize yourself with their content and locations:

- Hospitality Information Portal – General Manager and Owner portal for all brand communications

## 401 Data Privacy

---

- 401.1 *Confidential Information:* Franchisee or its agents or affiliates may not modify, reverse engineer, decompile, decrypt or disassemble any confidential or proprietary information concerning the use or function of the Central Reservation System (CRS), property management system, Opera Customer Information Systems, Interface, AmericInn Customer Satisfaction System, loyalty program or other programs or services. All guest and Franchisee information that is obtained as part of the CRS, property management system, Opera Customer Information Systems, Interface, AmericInn Customer Satisfaction System, loyalty program or other programs or services must remain confidential. Neither the Franchisor nor any Franchisee may transfer, sell, copy, disclose or allow any person(s), firm or entity to view or access this information for any reason; except as may be required by a court of law. Guest information may be used by the Franchisor or the Franchisee for the purpose of marketing as allowed by applicable laws.
- 401.2 Guest data and credit card information must be protected and safeguarded to insure privacy, protected from theft, piracy or unauthorized use. Franchisee will inform all employees of their obligations concerning this requirement. The Franchisor must be notified immediately upon discovery of any prohibited use or disclosure of confidential or proprietary information or any breach of these obligations, and will cooperate fully to prevent further prohibited use. This includes, but is not limited to, registration cards, credit card receipts and guest lists.
- 401.3 *Data Use and Ownership:* Guest information and data may be used for legitimate business purposes by the Franchisor to provide analysis of guest history, buying patterns and for marketing & sales purposes. Guest data and information remains the property and responsibility of the Franchisee but must be made available to the Franchisor for marketing purposes as allowed by applicable laws. Guest information cannot be sold or distributed to any third-parties. Should AmericInn determine that a hotel is altering or removing guest information from any AmericInn technology system, AmericInn reserves the right to charge the hotel for the restoration of data.
- 401.4 AmericInn locations must create, implement and enforce a Data Privacy policy and must adhere to all Payment Card Industry (PCI) standards. Registration forms, credit card receipts, guest lists and other confidential data must be protected and safeguarded to insure privacy, piracy and other unauthorized use.

## 402 Indemnity

---

- 402.1 *Indemnity:* The Franchisor and its affiliates expressly disclaim and Franchisee expressly waives all warranties, express or implied, for the software, hardware, Internet connection, Internet service provider, two-way interface or other hardware, software or connectivity function. Further, the Franchisor does not warrant that the software, hardware, Internet connection, Internet service providers, CRS provider, two-way interface, ORS interface, OCIS look-up or other hardware, software or connectivity functions will be uninterrupted or error-free. The Franchisor does not guarantee that errors in the software will be corrected and it is understood that all licensed software is provided in its "as is" condition. The Franchisor shall have no liability for interruption or loss of connectivity, disruption or inaccuracy of data, loss of use, loss of revenue, loss of sales, power outage, or loss of two-way interface due to software, hardware or any third-party provider. Warranties and support are available by specific third-party hardware and software vendors.



## 403 High Speed Internet Access (HSIA) Specifications

---

- 403.1 In order to provide reliable, hospitality grade Internet access to its guests, all Hotels must enter into a written agreement with a high speed Internet access (HSIA) provider that meets all of the requirements specified in this document. HSIA must be provided as a complimentary amenity. All new Hotels will be required to provide HSIA to their guests when they open.
- 403.2 There are two components to providing HSIA for guests.
- 403.2.1 Internet Connection: First a connection to the Internet must be obtained through an ISP (Internet service provider). There may or may not be an initial installation and/or start up fees from the ISP but there will be a monthly fee to provide the service. It is recommended that you select an ISP that does not require a long term commitment since Internet access rates change frequently.
- 403.2.2 Local Area Network (LAN): The second component required is a local area network inside the property which will distribute the Internet connections to the guest and meeting rooms. This may be accomplished either via wired (Category 5 Ethernet) connections or wirelessly. Most older properties do not have the necessary wiring therefore wireless provides a more affordable option to wiring the building. Please note that some major corporations or government contractors will not allow their users to connect to the Internet wirelessly.
- 403.3 HSIA Availability
- 403.3.1 A PC, thin client or Internet kiosk with a functional printer in the lobby area or business center for complimentary guest use is also required.
- 403.3.2 The largest meeting room must have HSIA for complimentary guest use
- 403.3.3 All guest rooms must have HSIA for complimentary guest use
- 403.3.4 All common areas must have HSIA for complimentary guest use
- 403.3.5 For wired installations Hotels must have a supply of Category 5 Ethernet cables to supply at least 20% of the guest rooms.
- 403.4 Plug and Play
- 403.4.1 Guests shall be able to connect to the Internet regardless of whether their computer is configured with a Dynamic Internal IP address (DHCP) or any combination of Static settings including:
- Static Private or Public IP Address
  - Static Gateway IP Address
  - Static Private or Public Domain Name Server (DNS)
  - Web Proxy on any port number
  - Winsocks or SOCKS Proxy
- 403.4.2 The service must be plug and play, meaning that no hardware, software or network configuration changes are required by the guest in order to connect to the Internet
- 403.4.3 No manual intervention shall be required by the guest, hotel or HSIA provider to bypass a Web Proxy port setting.
- 403.5 Guest Support
- 403.5.1 The HSIA service provider shall provide 7 day a week, 24 hour a day, 365 day a year help desk support via a toll-free number.
- 403.5.2 95% of the calls shall be answered by support personnel within 5 minutes.
- 403.5.3 If a voice message is left, 98% of those messages must be responded to within 30 minutes of the message being recorded.
- 403.5.4 Should guests require an advanced level of support in order to connect to the Internet, senior level support personnel must be available between 9:00 am and 5:00 pm, Monday through Friday excluding holidays.
- 403.5.5 The HSIA service provider shall perform ongoing maintenance of the equipment to insure that it operates as described by this specification.

- 403.5.6 The HSIA provider shall remotely monitor and troubleshoot the ISP connection, gateway and networking equipment to minimize disruption of service.
- 403.6 Guest E-mail
  - 403.6.1 Guests shall be able to download electronic mail using the POP3 email protocol.
  - 403.6.2 Guests shall be able to transmit electronic mail using SMTP and IMAP email protocols.
  - 403.6.3 Email service shall be plug and play so no change of settings is required, regardless of restrictions the ISP may impose on email relay.
- 403.7 Virtual Private Networks (VPN)
  - 403.7.1 Guests shall be able to connect to commonly used VPN (Virtual Private Network) technology such as Checkpoint, Cisco, Nortel and other VPNs based on the standard PPTP and IPSec protocols.
- 403.8 H.323 Applications
  - 403.8.1 Guests shall be able to participate as a client of H.323 compliant applications (e.g. Microsoft NetMeeting, WebEx) for Internet conferencing.
- 403.9 File Transfer
  - 403.9.1 Guests shall be able to transfer files to or from Internet sites to which they have access, acting as a client of a File transfer Protocol (FTP) server.
- 403.10 Home Page Redirection
  - 403.10.1 Upon login the guests should be directed to [www.AmericInn.com](http://www.AmericInn.com) an alternative page as specified by the Franchisor.
- 403.11 Record of Usage
  - 403.11.1 Prior to being given access to the Internet, all guests must be presented and accept the standard terms of use as defined by the Franchisor.
  - 403.11.2 Guests must be informed that they are responsible for taking the appropriate security measures when they access the Internet (e.g. install anti-virus software, personal firewall software and apply the latest security patches for their computer's operating system).
  - 403.11.3 The solution must make a usage record for each guest when they log in. The usage record should include the date and time at which the guest logged in.
- 403.12 Network Availability
  - 403.12.1 Guest Internet access and all the associated services shall be available to guests on average at least 95% of the time as measured monthly.
- 403.13 Connection Type
  - 403.13.1 The connection to the Internet must be an "always on" connection just as a LAN connection would be in a guest's office.
  - 403.13.2 In the case of a wired connection, the connection must be available even while the user is speaking on the phone.
- 403.14 Security
  - 403.14.1 Guest's personal information shall be secured. Guest login pages shall be encrypted and transmitted over Secure Sockets Layer (SSL).
  - 403.14.2 All devices on the guest network, including guest computers, shall be protected by a firewall from unauthorized access from the Internet. No unsolicited Internet traffic shall be forwarded to guest or Hotel computers.
  - 403.14.3 All guest connections must be secure from one another. A guest should not be able to see or gain access to other guests' computers on the network.
  - 403.14.4 In wired applications, guest connections must be secured through the use of a VLAN or port isolation.
  - 403.14.5 In wireless applications it is recommended that Hotels deploy added security measures such as encryption and authentication.

- 403.14.6 All equipment for the guest network shall be secured; guests shall neither see (ping) the equipment, nor be able to log into its management interfaces via protocols such as HTTP, telnet, SSH or FTP.
- 403.14.7 Guests shall be unable to obtain physical access to networking equipment, such as plugging their own computer into a serial port or Ethernet port on a switch or wireless access point.
- 403.15 Internet Connection
  - 403.15.1 Minimum bandwidth required is 6.0 megabits per second download, 1.5 megabits per second upload.
  - 403.15.2 Five (5) static IP addresses are required.
  - 403.15.3 The ISP should provide Internet connectivity in excess of 99.5% as measured monthly.
- 403.16 Bandwidth Management
  - 403.16.1 The HSIA solution must be structured in a way such that no single user can utilize all of the available bandwidth or create a denial of service for other users of the system. A device to manage bandwidth may be specified and required by the Franchisor.
  - 403.16.2 The HSIA solution must prevent users from utilizing the service for SPAM by monitoring and disabling any single user who attempts to send SPAM.

#### 404 Network Infrastructure

---

- 404.1 Must follow the IEEE 802.3 Ethernet protocol.
- 404.2 All cabling for wired connections or to wireless access points must be Category 5 enhanced, tested and certified by the wiring vendor.
- 404.3 Guest access must be accomplished through a RJ 45 Ethernet port or an IEEE 802.11b/g/n wireless access point.

#### 405 Guest Computers

---

- 405.1 Internet connectivity and associated functionality must be provided and supported for the following operating systems Microsoft Windows 2000/XP/Vista/7; Apple Macintosh OS-9 and all versions of OS-X.
- 405.2 Internet connectivity and associated functionality must be provided and supported for the following browsers Microsoft Internet Explorer 6.0 and above, Firefox 3.0 and above, Safari 4.0 and above and Google Chrome 5.0 and above.
- 405.3 Wireless access from smartphones must be available
- 405.4 Internet connectivity and associated functionality must be provided and supported for the following network cards IEEE 802.11 Ethernet compliant internal or PCMCIA network card or 802.11b or 802.11g or 802.11n wireless card where applicable
- 405.5 For liability reasons, Hotel staff should never touch or attempt to assist a guest with their computer.

#### 406 Administrative Network

---

- 406.1 An administrative local area network (LAN) between the manager's office and the front desk is required for the OPERAXpress property management system and access to the CRS (for network details see the OPERAXpress hardware specification).
- 406.2 The administrative local area network must be secured from the HSIA service for the guests.

#### 407 Equipment

---

- 407.1 All equipment must be commercial grade, no consumer grade equipment is allowed (e.g. D-Link, Linksys, Netgear).

#### 408 Central Reservation System

---

- 408.1 Each new Franchisee must register their Hotel(s) with the CRS 90 days prior to the scheduled Hotel opening to provide pre-opening reservation services.
- 408.2 Each Hotel must submit photos to the Franchisor's marketing department of all room types.
- 408.3 All un-sold or un-reserved rooms must be made available by the Hotel for sale through the CRS.

- 408.4 Each Hotel may not close out for any date or dates until 80% of rooms are either reserved or sold.
- 408.5 Any special requests to close out rooms, due to unique circumstances, must be approved in writing no less than 45 days in advance by the Franchisor.
- 408.6 All rates and discounts are set by the Franchisee owner or manager at each Hotel and can be changed or modified only by those designated or authorized by that Hotel.
- 408.7 Lower room rates or discounts may be closed out at any time at the Franchisee's discretion as part of a yield management strategy. Rack/standard rates or designated corporate rates (as negotiated) should be available at all times.
- 408.8 Group blocks are considered tentative reservations and will be treated as reserved until the block is either filled or unsold rooms released. Rooms released from group blocks must be made available for sale through the CRS.
- 408.9 Each Franchisee must evaluate whether to participate in Travel Agent Consortia Programs, Net Rate programs and discount/online auction sites. **AmericInn properties may be required to participate in one or more merchant or opaque program as part of the overall AmericInn distribution strategy. (see also 409.3.3)**
- 408.10 Each Hotel shall use the approved CRS as its exclusive reservation system. AmericInn reserves the right to modify the CRS as well as the terms of any global distribution system (GDS) and voice participation to reflect any changes that may be applied to the CRS by third party service providers.
- 408.11 The CRS shall be used to provide Reservation Services including new reservations, changes and cancellations. Central reservation services include a call center to answer and process reservation inquiries via branded toll free telephone numbers, a web based tool for processing online reservations and connectivity to GDS for Travel Agent and Online Travel Agent (OTA) reservation processing. Reservations, changes, cancellations and other messages from and through the CRS shall be transmitted directly to each Hotel via PMS interface or such other system reasonably prescribed by the Franchisor. Each Hotel shall, at its expense, provide or cause to be provided the reservation receiving system and the system for transmitting specific Hotel information to the CRS with respect to the Hotel, including, but not limited to, all equipment (hardware and software) and telecommunications equipment and lines, if required. All expenses of servicing and maintaining such equipment and all costs associated with necessary software and related items to receive reservations, changes, cancellations and other messages from the CRS to each Hotel and to transmit specific Hotel information from the Hotel to the CRS shall be paid by each Hotel and shall not be the responsibility of the Franchisor. In the event of an Internet outage, fax transmission of reservations by the CRS to a Hotel requires each Hotel to maintain an operable fax machine. The Hotel shall give the Franchisor at least ten days advance notification of any change to the Hotel's data required for the provision of Reservation Services (Update Information) via e-mail. In addition, in the event a Hotel notifies AmericInn Central Reservations via facsimile or Internet of any error in the rate information for the Hotel (Rate Information) and the room availability status of the Hotel (Availability Information) or its Update Information, AmericInn Central Reservations shall use commercially reasonable efforts to correct such error(s) within 60 minutes of receipt of the same. AmericInn Central Reservations will use commercially reasonable efforts to correct errors related to Rate Information generated through the CRS within 60 minutes of notification and to correct Availability Information between the AmericInn Central Reservation System and the Micros OPERAXpress system within 12 hours of receipt of the same.
- 408.12 The Franchisor agrees to provide designated employees of the Hotel with reservation reports available through its RESmatrix data and information system. The Hotel acknowledges and agrees that the Franchisor and those designated by the Hotel shall have the right to receive, review, own and use the information contained in all such reports and the CRS for valid business purposes relating to the franchise relationship between the Franchisor and its franchisees, including, but not limited to, providing sales and marketing services and assistance in the operation of the CRS. All reports shall be provided at the sole cost and expense of the Franchisor and at no cost to the Hotel unless otherwise specifically negotiated.
- 408.13 RESmatrix Training: The Franchisor shall provide or cause to be provided training services via Internet access to designated employees of the Hotel to enable such employees to effectively use the CRS and Reservation Services. The training shall be provided at such times as are mutually agreed upon by Hotel and the Franchisor. If the Hotel requests training in any manner other than that described above, such as onsite training at the Hotel location or any other location, such training and travel expenses of the AmericInn Central Reservation staff shall be paid by the Hotel. The cost of travel and lodging for the Hotel's employees to attend such training shall be at the Hotel's expense. For forty-five days following training, the Franchisor shall provide transitional assistance to designated employees of the Hotel trained previously. RESmatrix Support: Following the forty-five day training assistance period, the Franchisor shall provide both toll free and email support to designated employees of the Hotel at no charge.

- 408.14 The Franchisor shall provide at no additional cost to the Hotel a toll-free telephone and an Internet e-mail service, which will be available to travel agents, personnel of AmericInn and personnel of the Hotel (Help Desk Service). AmericInn Central Reservations shall staff the Help Desk Service with trained agents who are able to provide information and assistance regarding any of the Reservation Services, AmericInn Central Reservations, or other systems or services provided by the Franchisor. The Help Desk Service for Central Reservations Services shall be available 24 hours a day, seven days per week, and 365 days per year and may be accessed with a toll-free number. In addition, the Franchisor shall provide each Hotel at no additional cost to the Hotel a Central Reservations Account Representative who shall be dedicated primarily to servicing the Hotel. The Franchisor agrees that its reservation and customer service agents shall at all times perform their duties, handle reservation or customer service requests, and treat guests and customers in a professional and courteous manner, with a goal to maximize sales. Such agents shall be trained and instructed in customer service, sales and marketing techniques at the sole cost and expense of the Franchisor. The Franchisor shall conduct or cause to be conducted quality assurance evaluations on the reservation and customer service agents or other employees who provide Reservation Services.
- 408.15 Each month, the Hotel shall pay to the Franchisor a monthly reservation fee equal to 1.25% of gross revenue of the Hotel for the prior month for Reservation Services. Each Hotel must also pay the Franchisor for GDS/IDS (Internet distribution system) pass-through fees that will be invoiced separately. The Franchisor's monthly invoice shall reflect reservation fees and GDS/IDS pass-through fees based on the reservation's arrival date. Pegasus fees shall reflect the reservation's booking date. The Franchisor shall invoice the Hotel for all such fees and all due and payable amounts shall be paid by the Hotel to the Franchisor within 30 days after receipt by the Hotel of such invoice. The Franchisor reserves the right to modify the fees to reflect any changes in the pass-through fees as they may be applied to the CRS by third party reservation services providers at the beginning of an annual calendar period, except that the Franchisor shall first provide a 30 day advance written notice of any such changes to the Hotel. The Franchisor shall pass on to the Hotel the increased or decreased GDS/IDS pass-through fees as they are passed to the Franchisor. If the pass-through amount increases, the Franchisor will not add any service fee or other fee to the actual increased fee amount received from the GDS/IDS. If the pass-through fee amount decreases, the Franchisor shall reduce the pass-through fee accordingly in the next scheduled invoice cycle or as is practical.
- 408.16 The Franchisor may terminate or suspend the Hotel's participation in the CRS and Reservation Services in the event of default in the payment or performance of the Hotel's obligations under its Franchise Agreement and fail to timely cure the default after receiving written notice from the Franchisor. Additionally the Franchisor may terminate or suspend participation in the CRS and Reservation Services in the event of a default in the payment or performance of the hotel's obligations under Section 408.15. If, after termination or suspension of the Hotel's participation in the CRS and Reservation Services, the Hotel cures its defaults, the Franchisor will reinstate the Hotel as a participant upon the payment of a \$1,500 reinstatement fee.
- 408.17 All reservations booked through the CRS will be confirmed by AmericInn Central Reservations based upon standard hotel non-guaranteed and guaranteed policies or such other policies as agreed to from time to time by the Hotel and the Franchisor in writing. Guaranteed reservations shall be confirmed by credit card or other accepted method of payment guarantee agreed to by the Franchisor and the Hotel. The Franchisor makes no representation or warranty concerning credit card guarantees, including, without limitation, the authority of the person to use such card or the availability of credit thereunder. The Hotel shall honor all reservations for the Hotel transmitted from or through the CRS, including, without limitation, the room rate, room type, arrival date and departure date provided, however, that the Hotel shall not be obligated to honor any reservations that are contrary to the update information or the Rate Information and Availability Information provided by the Hotel to AmericInn Central Reservations. AmericInn Central Reservations shall immediately, upon receipt, forward all cash deposits to the Hotel.
- 408.18 The Hotel shall provide written notice to the Franchisor of any advertisement programs targeted to Reservation Services subscribers within a minimum of ten business days of activation. The Hotel will place the respective chain code for each GDS on all promotional materials targeted to travel agents along with the toll-free number for reservations, if applicable.
- 408.19 Subject to temporary shut downs due to maintenance of the CRS and to force majeure (as described below), the Franchisor agrees to provide the CRS and Reservation Services to the Hotel, except as otherwise provided below for voice reservation services, to the Hotel 24 hours per day, 365 days per year. Subject to temporary shut downs due to maintenance of the CRS and to force majeure, the Franchisor agrees to provide voice reservation services to the Hotel, including processing calls to the 800 numbers owned by the Franchisor, 24 hours per day, 365 days per year. The term "force majeure" as used herein shall mean the following: acts of God; acts of public enemies; orders of any kind of any governmental body, including the government of the United States or of any state thereof or any of their departments, agencies, or officials, or any civil or military authority; insurrections; riots; epidemics; landslides; lightning; earthquake; fire; hurricane; storms; floods, washouts; droughts; arrests; restraint of government and people; civil disturbances; or any other cause or event

not within the control of the Franchisor, in each case which makes it impossible or impracticable for the Franchisor to perform. In the event that the Franchisor determines that a force majeure event has occurred, it shall immediately notify the Hotel of the event.

- 408.20 Neither the Franchisor, nor any of its agents or affiliates will have any liability to the Hotel if the CRS becomes inoperable or ceases to function due to equipment failure or for any other reason or cause, including those caused by the negligence of the Franchisor or any of its agents or affiliates or those for which the Franchisor or its agents or affiliates might be held to be liable, but excluding those caused by the gross negligence or willful misconduct of Franchisor or its agents or affiliates.
- 408.21 Each Hotel shall indemnify and hold the Franchisor and its agents and affiliates harmless from any loss or liability that may be incurred in connection with any negligence or willful misconduct of the Hotel either arising from a correctly processed and proper reservation being dishonored or otherwise relating in any manner to the operation of the Hotel, except to the extent that any such loss or liability arises or is incurred as a result of the negligence or willful misconduct of the Franchisor and its agents and affiliates.
- 408.22 Properties may only forward reservation inquiries/calls from their property's switchboard, either via an automated attendant feature or call-forward feature to the AmericInn CRS call center if they are enrolled and participating in the CRS CALLassist program. Participation in CALLassist is optional but an enrollment authorization form is required as a dedicated 'ring-to' number is provided which enables reservation center agents to identify the call as coming for a specific property.
- 408.22.1 Authorized, participating properties will be charged a call handling charge of \$1 per call for transferred calls that do not result in a reservation. Charges for non-converted calls will appear on the property's monthly invoice under "Other CRS Services". Transferred calls resulting in a reservation are covered by the monthly reservation fee as identified in 408.15.
- 408.22.2 Properties not authorized to participate in the CALLassist program but are found to be transferring calls to the AmericInn CRS call center will be invoiced on the property's monthly invoice a call handling charge of \$1 per transferred call.
- 408.23 Properties must establish and apply cancellation policies within the CRS and policies must be consistent with those offered at the property level. Properties may change cancel policies at any time, however cancellation policies in effect at the time of a reservation booking will apply to that reservation regardless of the activation of subsequent policy or policies which may be more restrictive to reservations made after the new policy is activated.
- 408.24 Properties may not charge guests a cancellation or processing fee for cancelling reservations within the time period allotted for cancellation. If a property requires a pre-paid deposit and a guest cancels their reservation within the allotted period the pre-paid deposit must be returned in full with no cancellation or processing charges.
- 408.25 Properties may not charge guests reservation, booking fee or service charges for making reservations through the AmericInn.com website, AmericInn CRS booking widgets or links, calling the AmericInn 800# Call Center, booking via a Travel Agent or Agency or booking via an Online Travel Agency site (such as Expedia, Orbitz, etc.).

## 409 Distribution

---

- 409.1 Franchisees must provide rate parity at all times and may not offer a lower rate or promotional offer on competing Internet travel sites (such as Expedia, etc.) without the same or lower rate or promotional offer being offered on AmericInn.com with the same or more favorable guarantee/cancellation policies for the guest.
- 409.2 Travel Agent Commissions – All published rates and rates available to the general public either Hotel direct or through the CRS are commissionable, including rack/AmericInn Best Rate (ABR), corporate, weekend, packages, promotional, advance reservations/advance purchase rates, AAA and senior citizen rates.

The following rates are considered non-commissionable: specially negotiated corporate, consortia and government rates (excluding the FedRooms program) which are negotiated net non-commissionable unless identified by a Hotel as a commissionable rate. Wholesaler rates are not commissionable.

All Franchisees must pay a minimum of 10% commission on qualified commissionable rates to those agencies and travel referral sites in the AmericInn Travel Referral programs. Such sites and agencies include but are not limited to Kayak, Sidestep, JackRabbit Direct and others as determined by the Franchisor. Commission rates due to agencies and referral sites in the AmericInn Travel Referral Program are subject to change with advance notice by AmericInn and may be higher than the standard 10% for select or specified sites based on brand level distribution agreements.

- 409.3 Online Travel Agent Merchant and Opaque programs
  - 409.3.1 All Franchisees entering into new Merchant/Net Rate/Opaque agreements with Online Travel Agent (third-party Internet sites) such as Expedia, Hotels.com, Travelocity, Priceline, Orbitz, must manage rates, inventory and reservation delivery through the CRS.
  - 409.3.2 All Franchisees participating in Merchant/Net Rate/Opaque agreements with Online Travel Agent (third-party Internet sites), (such as Expedia, Hotels.com, Travelocity, Priceline, Orbitz, etc., must manage rates, inventory and reservation delivery through the CRS.
  - 409.3.3 AmericInn properties may be required to participate in one or more merchant or opaque programs as part of the overall AmericInn distribution strategy.
- 409.4 All hotels must offer and make available to all channels the AmericInn standard discounted rates (listed below). These discounted rates can be yielded during peak times up to 5% of the calendar year. These discounted rates must have a discount value equal to or greater than 10% off of the property's Standard/Rack rate.
  - 409.4.1 AmericInn standard discount rates include
    - 409.4.1.1 AAA/CAA
    - 409.4.1.2 AARP
    - 409.4.1.3 Senior
    - 409.4.1.4 Military
  - 409.4.2 AmericInn standard discounted rates may not be combined into a single rate code (Example: AAA/AARP).
- 409.5 Brand marketing efforts often target the consumer segments that take advantage of these common rate programs and/or discounts. It is important for all Hotels to have these discounted rates available to these constituents.
- 409.6 Each Hotel must maintain their rates and availability a minimum of 365 days in advance.

## 410 Property Management System

---

- 410.1 Each Franchisee must purchase and operate only the designated Property Management System (PMS) approved by Franchisor, which is currently Micros OPERAXpress. The Micros OPERAXpress Property Management System will be used at each Hotel.
- 410.2 Each Franchisee must purchase and use all Micros OPERAXpress hardware designated by the Franchisor without substitutions. Designated hardware and components may require changes or updates from time to time and must be implemented according to the timetables and specifications as set forth by the Franchisor.
- 410.3 The firewall **specified and required by the Franchisor** must remain connected and operating at all times to protect the integrity of the system and may not be modified, allowed to be altered, reconfigured or reset. The firewall must remain connected and configured to allow secure access to AmericInn IT, Micros and AmericInn Central Reservations. Properties are not allowed to alter the configuration of, replace or remove the firewall.
- 410.4 The renewal and management of firewall and virus protection programs will be administered by the Franchisor. Each Hotel with OPERAXpress installed for one year or more will be billed a monthly fee for the cost of all renewals and related installation. It is the responsibility of the hotel to monitor, maintain and insure the firewall and virus protection software are up to date and operating correctly.
- 410.5 All OPERAXpress upgrades and patches must be installed according to the timetables and specifications established by the Franchisor.
- 410.6 Each Hotel must provide five static IP addresses with high-speed Internet connectivity 30 days prior to installing OPERAXpress.
- 410.7 The OPERAXpress server must be dedicated to solely running OPERAXpress and its related applications. Installation and use of any un-approved software, including but not limited to, Microsoft Word and Microsoft PowerPoint, is expressly forbidden. Removal of such applications may be required by Micros or the Franchisor's support team prior to obtaining support. Technical issues caused by unauthorized installation of software will become the responsibility of the Franchisee to resolve.
- 410.8 OPERAXpress workstations are intended for running OPERAXpress and its related applications. Un-approved software may be required to be removed by Micros or the Franchisor's support team prior

to obtaining support. Technical issues caused by unauthorized installation or software will become the responsibility of the Franchisee to resolve.

- 410.9 AmericInn requires hotels with two or more workstations at the front desk to have a minimum of two printers operational and available via the property management system network at all times.
- 410.10 If an external hard drive is utilized for the backing up of data, that drive may only be utilized for the storage of files related to the backup of OPERAXpress and its database.
- 410.11 Each hotel should have a local IT professional, with first-hand knowledge of their hardware and network configuration, identified and readily available.
- 410.12 AmericInn recommends an annual audit of hardware and the property management system network by a local IT professional to identify items for maintenance or replacement. A sample audit form can be found on the Hospitality Information Portal.
- 410.13 AmericInn requires preventative maintenance be performed on the OPERAXpress server and workstations every six (6) months. Preventative maintenance instructions can be found on the Hospitality Information Portal.
- 410.14 AmericInn requires replacement of the OPERAXpress server every four years.
- 410.15 Hotels may not use database, reservation or profile fields for purposes other than their intended purpose as miscellaneous and inaccurate information is propagated throughout the brand through OCIS.
  - 410.15.1 Inclusion or addition of comments such as "Do Not Move", "Has Pet", etc. is not permitted in the Agent, Company, Group, Member (Type, Number and Level) fields. Such notes must be placed in the Comments field within the reservation so as to avoid their propagation within the guest profile and communicated to other properties and the CRS if the guest profile is shared/subscribed.
  - 410.15.2 Communication fields, Email, Home Phone, Business Phone, Webpage, Mobile Phone, Fax and Email-B are to be strictly used for those modes of communication.
  - 410.15.3 Communication fields must remain blank (unused) if a guest does not provide information for the specific communication type.
  - 410.15.4 Properties are prohibited from entering information, such as "refused", "none", "N/A", "..." etc. or other identifying information such as car make/model, license plate#, passport#, etc. in communication fields.
  - 410.15.5 The Comments field within OPERAXpress is a central comments field shared between OPERAXpress and CRS. Comments entered into this field may/will be accessible to property, CRS agents and guests using the AmericInn.com booking platform. Comments must remain professional at all times.
  - 410.15.6 Should AmericInn determine that a hotel is misusing database, reservation or profile fields with inclusion of miscellaneous data, AmericInn reserves the right to charge the hotel for the restoration of data.
- 410.16 AmericInn Hotels should correct/remove miscellaneous data should they find it in fields where that data is not consistent with the use of the field.
- 410.17 All properties utilizing the Micros credit card interface will migrate to Merchant Link's Transaction Vault credit card gateway by January 1, 2013 for the purposes of obtaining PCI compliance. This will include replacement of existing credit card swipes with ones that encrypt the credit card from the point of the swipe and a terminal for manual entry of credit cards that will encrypt the data from the point of entry.

## 411 Two-Way Interface

---

- 411.1 Each Hotel must utilize the OPERAXpress two-way interface and follow all interface requirements as established by the Franchisor.
- 411.2 The Franchisor does not provide support for the two-way interface, firewall, hardware or software.
- 411.3 The Franchisor's two-way interface is a component of the CRS and may not be used, transferred, rented or leased to any other brand, concept, person or persons, entities, companies or organizations without prior written consent by the Franchisor.
- 411.4 Each Hotel must house a fully-operational fax machine in the event that there is an interruption of connectivity due to loss of Internet service, hardware or software interruption or connectivity problems with the two-way interface. The CRS will automatically revert to the fax machine to convey reservation activity if connectivity is lost for more than one hour.



- 411.5 In the event of connectivity problems with the two-way interface, the Franchisee must notify the CRS support desk of the connectivity issues immediately.

## 412 Hospitality Information Portal

---

- 412.1 The Franchisor provides a Hospitality Information Portal (HIP) which includes standardized email functionality for each hotel.
- 412.1.1 The Hotel's HIP email address (i.e. city.st@AmericInn.com) is used in the Franchisor's travel directory, Franchisor's website and through other promotions.
- 412.1.2 This HIP email address is the only email address approved for communication with guests.
- 412.1.3 The Franchisor will transmit all time-sensitive property data, brand communications, information and email communications to each Hotel through this electronic media exclusively.
- 412.2 Each Hotel must register for and actively use the HIP and its provided email functionality.
- 412.2.1 All Franchisees and their representatives will adhere to the terms of use as described on the HIP.
- 412.2.2 Franchisee must respond to Franchisor request for information or emails within 72 hours.
- 412.2.3 The General Manager or an appointed hotel employee is responsible to check emails delivered to the Hotel's HIP email address a minimum of every 24 hours, seven days per week without exception.
- 412.2.4 All guest correspondence to the Hotel's HIP email address must be responded to within 72 hours.
- 412.2.5 The Hotel's HIP email address is not to be used for individual or personal use by any staff member at any time.
- 412.2.6 The automated Out-Of-Office reply may not be used on the Hotel's HIP email account at any time.

## 413 Technology Systems

---

- 413.1 Franchisees will be billed separately by the Franchisor or its representatives for the following services:
- 413.1.1 AmericInn Customer Satisfaction System - Current Pricing = \$0.89 per guest room per month
- 413.1.2 AmericInn eConnections - Current Pricing = \$100 per Hotel per month
- 413.1.3 Firewall and antivirus updates - Current Pricing = \$30 per month

## 414 Technology Systems Support

---

Effective January 3, 2011 AmericInn will be providing support for AmericInn technology systems. AmericInn Technology Systems support will provide a first point of contact for troubleshooting, answering 'how to' questions in OPERAXpress, and facilitating solutions to technology system issues.

- 414.1 Technology systems support will be provided free of charge during the hours of 7:00 AM CST to 7:00 PM CST Monday through Friday. Technology systems support will be available 10:00 AM CST to 2:00 PM CST weekends and holidays for an additional fee.
- 414.2 Contact the AmericInn Technology Systems helpdesk by phone at 855-385-0015 or via email at [support@americinn.com](mailto:support@americinn.com).
- 414.3 Acknowledgement of cases opened will occur via e-mail to the property e-mail address ([city.state@americinn.com](mailto:city.state@americinn.com)) within two hours of receipt during weekday operating hours. This acknowledgement confirms placement of case in the queue. Cases will be handled in the order received. Acknowledgements will not specify a timeframe for solution.
- 414.4 The AmericInn Technology Systems support department will be available for remote assistance during operating hours provided the property has a suitable and stable internet connection.
- 414.5 Properties must be current in their annual support payments to Micros in order for the AmericInn Technology Systems support department to provide support.

**The following services are provided by the AmericInn Technology Systems support department:**

- 414.6 Support for brand technology systems including: OPERAXpress, Easy Rewards, Opera Customer Information System, Hospitality Information Portal, ACSS, eCRM, and TACS
- 414.7 Configuration of backup and anti-virus software and Fortinet firewalls to AmericInn's specifications
- 414.8 Provide guidance and serve as the subject matter expert for properties and local IT professionals regarding the property network setup
- 414.9 Provide application configuration services for OPERAXpress including the following: customized reports, data extractions, and form changes
- 414.10 Configuration and troubleshooting of printing issues relating to OPERAXpress
- 414.11 Configuration and troubleshooting the installation of OPERAXpress on a workstation provided the workstation meets AmericInn's hardware specifications

**The following services are not provided by the AmericInn Technology Systems support department:**

- 414.12 Configuration and troubleshooting of printers relating to Windows or third party applications
- 414.13 Repair/troubleshooting of operating systems, hardware or third party applications on workstation and servers
- 414.14 Resolution of issues with server or workstation hardware, e.g. drive failures, server RAID array issues, RAM faults, network card issues
- 414.15 Resolution of issues with printer hardware
- 414.16 Resolution of issues with network infrastructure
- 414.17 Install/re-install of workstation operating systems and service packs, Internet Explorer® or other Windows® based software products
- 414.18 Monitoring/installation of operating system and service packs on workstation and servers
- 414.19 Re-configuration of hardware and/or network connectivity as a result of relocation of hardware or network changes
- 414.20 Recovering corrupted database
- 414.21 Restoring database from previously made backup
- 414.22 Monitoring available storage capacity on the database servers
- 414.23 Monitoring alerts and error logs generated by the server operating system, Oracle database, anti-virus or backup software
- 414.24 Monitoring proper functioning of the database backup
- 414.25 Install/re-install/update restore disks.
- 414.26 Support of OPERAXpress installed on equipment not included in or compliant with AmericInn specified configurations
- 414.27 Support of Oracle database administration
- 414.28 Support of Microsoft Office applications or other third party applications
- 414.29 Creation/implementation of data correction scripts, if needed as a result of a user's action

**The following services are billable to the properties:**

- 414.30 Weekend and holiday support: \$250/incident
- 414.31 Scheduled server migration: \$1,000 plus shipping charges
  - 414.31.1 Configure hardware, load application and manage the migration for a server's scheduled replacement
- 414.32 Emergency/Unscheduled server migration: \$2,500 plus shipping charges
  - 414.32.1 Configure hardware, load application and manage the migration for a server failure
- 414.33 On-site customized training on OPERAXpress for \$500/day plus travel expenses (Minimum 1 full day)

## 415 OCIS

---

- 415.1 The central comments field in the guest profile is used to share information regarding the guest, including their preferences, between properties. It should never contain derogatory comments regarding the guest.
- 415.2 It is the responsibility of each hotel to verify the accuracy and maintain the integrity and security of data contained in the guest profile.

## Explanation of Abbreviations

AAA	American Automobile Association
ABR	AmericInn Best Rate
ACLT	AmericInn Certified Lodging Training
ACSS	AmericInn Customer Satisfaction System
ADA	Americans with Disabilities Act
ADR	Average Daily Rate
ALERT	AmericInn Location Emergency Response Team
AMOD	AmericInn Marketing on Demand
CRS	Central Reservation System
DHCP	Dynamic Internal IP Address
DND	Do Not Disturb
DOT	Department of Transportation
DPI	Dots Per Inch
FC	Foot Candles
FF & E	Furniture, Fixtures & Equipment
FTP	File Transfer Protocol
GDS	Global Distribution Systems
HIP	Hospitality Information Portal ( <a href="https://www.americinn.info">https://www.americinn.info</a> )
HSIA	High Speed Internet Access
IDS	Internet Distribution System
IPC	INN-Pressive Club
ISP	Internet Service Provider
LAN	Local Area Network
NFPA	National Fire Protection Agency
NSF	National Science Foundation
OSHA	Occupational Safety and Health Administration
OTA	Online Travel Agent
PCI	Payment Card Industry
PIP	Property Improvement Plan
PMS	Property Management System -OR- Pantone Matching System
PTAC	Packaged Terminal Air-Conditioning System
QAE	Quality Assurance Evaluation
SM	Service Mark
SSL	Secure Sockets Layer
STC	Sound Transmission Coefficient
TACS	Travel Agency Commission Settlement
TM	Trademark
TPI	Third-Party Internet
UL	Underwriters Laboratories
VPN	Virtual Private Network