



2016 YEAR IN REVIEW

As 2017 begins to unfold, so does another significant chapter in the story of My Place Hotels of America. In 2014 the founders of My Place endeavored to affect change in the ailing economy hotel segment, and upon launching the franchise system that year, their vision was realized. Since the launch of My Place's franchise system much has been accomplished to accommodate the company's aggressive objectives. Yet 2016 has been a year that further defines the people of My Place, its product and the niche in which it serves by reaffirming what remains the same since the concept's founding.

While economy defines the price, quality defines the product, and service defines the delivery, the My Place concept most notably defines its flexibility and adaptability.

To commemorate the third year since the brand launched its franchise system, My Place is pleased to present this summary of 2016, a year of meaningful progress.

It's all about the people!

In 2016 My Place launched a new website, opened My Place University and began development on its long-awaited rewards program, My Place VIP Club! While the

change in CRS providers has made improvements to operations, the brand also integrated a new technology ecosystem to further support operations in managing guest relations as well as initiatives for the upcoming My Place VIP Club launch.

When asked to characterize this year in terms of goals met and milestones surpassed, My Place president and COO Ryan Rivett reiterated how My Place truly is "all about the people," his resounding thesis which affects all aspects of decision making and daily operations throughout the brand and each of the 28 open locations. While 2016 saw My Place grow from 21 locations in eight states to 28 locations in 14 states, a 33% increase, many of My Place's most important goals are met on a daily, weekly and monthly basis. Few may be more important than the pivotal roles filled this year, Rivett said.



“One of our greatest accomplishments in 2016 was the addition of key employees within our company,” Rivett said. “It will always be about the people and the expertise obtained through their input allows us to continually innovate.”

From franchisees to front desk agents, and industry veterans to newcomers, the My Place family is deliberately comprised of a diverse team. By welcoming a wide range of perspectives and focusing on the human element in hospitality, My Place has most notably developed and implemented comprehensive systems that will support the brand and benefit operators and guests through an era of certain and accelerated growth.

At the 2nd Annual My Place Managers’ Conference, the people-centric ethos resonated with the focal touchpoint of each My Place hotel. General Manager Dominic Goodman commented on the significant differences he’s noticed with other brands since joining the My Place family this year.

“I’ve worked for other franchises and other properties before, and I can say that My Place is a lot more organized, and a lot more fun,” Goodman said. “From [brand] straight down, the experience is just unbelievable.”



Nearly all My Place Managers convened at brand HQ for the 2nd Annual My Place Managers' Conference in November 2016!



Dominic Goodman
General Manager
My Place Hotel - Fargo, ND

“I feel like this is something I want to be a part of for a long time.”

My Place University ushers in new era of systems support!

The new 3500 square foot training facility officially accepted its first class for general manager training on April 28, 2016. Spearheaded by My Place’s beloved “Sergeant” Shirley Sharpe, the general manager training curriculum supports an experiential learning environment for students to apply learned skills between training sessions. These trainees spend 120 hours working on organizational and analytical development with focus on specific operational tasks and roles.

Terry Kline, My Place EVP of Franchise Development said that while managers and staff are the focal touchpoints for all My Place guests, franchisees rely on the training platform



The new facility hosted its first 10-day general manager class on April 28, 2016.



to equip their staff and ensure their businesses can be successful and proficient at every level.

“Our outstanding TripAdvisor scores wouldn’t be possible without the finest in friendly customer service and the staff’s ability to deliver highly competent operational assistance,” Kline said. “We are extremely proud of My Place

University—one of the finest facilities and hands-on training curriculums to exist in our industry today.”

With plans in place to extend an advancement-based training platform to industry newcomers who desire a career in hospitality, My Place University will see its first formal students in 2017. Additionally, an internship program is in development for students who show a vested interest in joining the hospitality industry.



Alan Rhodes & Terry Kline
My Place Hotel - Lubbock TX
Grand Opening



Rivett said with the right people in place and a demonstrated curriculum that works for current general managers, My Place University is truly about meeting the demands of the industry, the brand and its franchisees today.

“Every person that enters our system is an opportunity to get better at solving our current problems and be better equipped to take on new ones.”

Rivett said. “The function of My Place University is not limited to training students on the new curriculum and how to operate consistently within our standards. It’s also designed to empower each student to create additional value from everything they learn.”



Shirley Sharpe
My Place University
Managers’ Conference 2016



My Place University
Managers’ Conference 2016

Property results point to brand wide successes.

Having more than doubled attendance at the wildly successful (and fun!) Owner’s Conference in Las Vegas earlier this year, the 2nd Annual My Place Managers’ Conference presented yet another opportunity to revel in hard-earned results, cross-country comradery and growth in the form of new faces and places.

For Rivett and many My Place individuals, memories from the Managers’ Conference are among the year’s most impactful. There is no

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Terry Kline, EVP Franchise Development, My Place Hotels of America

better indication of brand wide success than that of individual property successes, Rivett said.

"All of our operators are doing a great job so I was apprehensive about awards night this year," Rivett said.

"But to see the emotion of the people winning the awards, and to see the motivation of the people who didn't win was extremely rewarding. That was huge for me. It just reaffirms that what we're doing isn't just important for us, it's really important to the people participating."

After spending the year at the top of nearly all My Place charts, My Place Hotel-Brookings, SD left awards night with the coveted Property of the Year award in addition to top awards in Quality and Customer Service. With General Manager, Rose Fedt at the helm of operations since day one, the hotel has been successful in serving the guests of Brookings with an unrivaled commitment to service and quality. Central to the property's success, is the familiar, people-centric theme, Rivett said.

"Rose and her staff care so much about their guests, and how they feel," Rivett said. "No matter the length of their stay, Rose and her staff accepted their guests as residents or maybe even owners of their hotel while they were there. I think that in and of itself really sets them apart."

My Place in My Times!

With a change in conference platforms next year, the 2017 My Place Hotels of America Convention will convene all faces of My Place from managers to franchisees. The much-anticipated convention will be held at San Antonio's Hyatt Hill Country Resort from September 11th through 13th. Attendees will look forward to a dynamic format, abundant in opportunities to connect, build relationships and capture My Place insights, all at a breathtaking venue. As for the My Place insights, there will be plenty to talk about!

Having punctuated 2016 with ground breakings and grand openings, My Place enters 2017 with 45 franchises sold, 28 operating locations, 9 under construction and a near term development pipeline of 32 additional locations. Q1 and early Q2 are slated to see the first My Place hotel in Idaho and Michigan in addition to Alaska and Salt Lake City's second locations. With all eyes on the brand's most unique offering, My Place VIP Club is also preparing to launch in early 2017.

In summarizing 2016, Rivett said it may be impossible to know how the year will be defined in the scope of My Place history, but the people—he will always remember the people.

"I think we'll look back on 2016 and see how easy things were," Rivett said. "I think we'll look back on it and really appreciate the people who joined us today who will still be with us then. I'm not really sure how much definition one year of our growth process will provide in comparison to others. I do know that whether it's five or 10 years from now, we will be the same people in a totally different place!"

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Al Kurtenbach, Rose Fedt & Bill Folkerts
Property of the Year
My Place Hotel - Brookings, SD

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