EXHIBIT A
FILE NO. 040100

# Ambassador Hotel
## Renovation and Repositioning Plan

**Overall Goal**

Renovate existing facilities, construct necessary additional facilities and reposition the Ambassador Hotel to result in a unique, 3 to 5 star 133-room boutique hotel.

Primary markets are anticipated to be corporate and institutional. Secondary markets are anticipated to be convention and leisure.

**Theory / Approach / Marketing**

Since at this time, hotel guests cannot be directed to the adjacent neighborhood to dine, party or shop, full-service facilities need to be located in the hotel. The goal will be to provide more and better than would be expected. In order to justify the investment in these facilities, they will also be marketed to other than hotel patrons.

Market the following attributes:

Newly Remodeled Full Service Facilities – A Destination

Historic Charm / Art Deco Decor

Modern Amenities

High-Tech / High-End Theme

"Virtual Business Center" in every room

High Speed Internet Throughout

Abundant Free Covered Parking

Proximity to many area businesses, institutions & destinations – Marquette University, Harley-Davidson, Miller Brewing, Miller Park, Downtown

Easy Accessibility – on Wisconsin Avenue, just off of I94

Reasonable Pricing – No gouging for extras

Personal Service

**Physical Changes**

Phase 1 (Already Completed)

State-of-the-Art Mechanical Systems

HVAC – "4 pipe" system – heat or cool on demand, no noisy through-the-wall units

Plumbing – all new including flush valve toilets

Electrical – all new including abundant accent & task lighting

Smoke & Fire Detection System

Sprinkler System

Windows – new thermal and sound insulated

Rooms (completed on floors 7 & 8):

| Qty | Room Types | Beds | Room #s | Area |
|---|---|---|---|---|
| 5 | Superior Whirlpool King | Single King<br>Queen Sofa | 8<br>2, 12 (adjoin 7, 17)<br>9, 19 | 465<br>490<br>400 |
| 2 | Superior Double Queen | Double Queen<br>Queen Sofa | 4, 14 (adjoin 5, 15) | 460 |
| 4 | Superior Double Double | Double Long Double<br>Queen Sofa | 1, 3, 11, 13 | 415 |
| 1 | Superior King | Single King<br>Queen Sofa | 6 | 360 |
| 1 | Superior Queen | Single Queen<br>Queen Sofa | 18 (accessible) | 405 |
| 6 | Single Queen | Single Queen | 0<br>5, 15 (adjoin 4, 14)<br>7, 17 (adjoin 2, 12)<br>16 | 240<br>260<br>300<br>275 |

When all floors are complete:

| | | | | | | |
|---|---|---|---|---|---|---|
| Double Queens per Floor | 2 | x | 7 | = | 14 | 6 of 19 Doubles 32% |
| Double Long Doubles | 4 | x | 7 | = | 28 | 13 of 19 Singles 68% |
| Single Kings per Floor | 6 | x | 7 | = | 42 | |
| Single Queens per Floor | 7 | x | 7 | = | 49 | |
| Total Rooms per Floor | 19 | | | | 133 | Total Rooms |

Included in All Rooms:

State-of-the-Art "High Tech / High End" Features

High-Speed (T1) Internet Access – 2 lines per room

Computer – 2.2 Ghz with Windows XP Pro

TV / Monitor – 35" TV with VGA computer-quality monitor

Satellite Programming – full line-up featuring 30 standard and 3 HBO

DVD Player – built into computer / complimentary movies available (delivered by hotel staff)

Printer – print to laser printer at front desk (or printer room?) (delivered by hotel staff)

Phones – 3 two-line speakerphones

Safe – personally programmable laptop size

Other room amenities include:

Service Center – 48" Corian counter with sink, coffee maker, hair dryer, telephone; cabinet with refrigerator and microwave, large mirror and sconce lighting

Entertainment Center – 44" armoire with 35" TV, computer, high-speed Internet connection, cd/dvd player, possible surround sound / audio controls

Work / Play Center – large desk with pullout shelf, reclining ergonomic chair, task lamp with built-in outlet and high speed internet connection (RJ45 port), 2-line speaker phone

Convenience Closet – either original closet or wardrobe with closet pole, iron/board, luggage rack, blanket (in plastic sleeve) and safe

Each floor has linen/housekeeping room sufficient for floor-specific items, guest laundry with stackable washer/dryer, and vending room with ice and soda/snack machines

**Phase 2**

Renovation of remaining floors 2 through 6

Renovation of all other facilities and implementation of all other services not completed during Phase 1

**1) Initial Approach**

At entrance to current parking, develop "monumental" entry possibly including a security booth. Theory is to create sense that guest is now entering the secured "Ambassador Center". Note: Have bus stop at 24th relocated to the west.

**2) New Main Entrance**

Develop a new entrance / porte-cochere through the west side of the building, possibly including a small addition. Addition to be used for vestibule, security, coat check, storage, containment of mechanical ductwork, dining annex, and possibly a new guest registration area. Note – new guest registration area not necessary if access to present one can be achieved using new entrance.

**3) Parking / Access / Receiving / Dumpsters / Emergency Vehicles**

West lot for short-term parking for AH guests and patrons of AH facilities.

North lot or ramp/structure for over-night parking for AH guests, 2324 tenants & employees.

Address traffic flow, receiving, dumpsters, emergency access, etc.

Consider location of freight elevator.

Consider shuttle, valet service, parking for tour buses.

**4) Space Planning**

Guest Registration – either 1) use existing area or 2) use west addition space or 3) use existing dining room and eliminate addition.

To include normal front desk operations, security camera monitoring, HVAC system operation, phone system operation, maintain DVD library, possibly business center functions, possibly convenience store / gift shop. Equipment: copy machine, fax machine, printer, security system & monitors, DVD library, phone system, PMS, fire alarm system, etc

Security Office – possibly with security camera monitoring equipment

ADA Bathrooms – remodel existing lobby bathrooms

Restaurant/Bar – use present dining room & bar – challenge is to provide access through this area to front desk – also consider present lobby for additional dining.

Plan conversion of front windows to doors to outside café seating on Wis. Ave, with barrier between seating & sidewalk.

Determine location/method for coat checking.

Evaluate functionality of round bar. Leads to ? of F&B consultant.

Coffee Shop – use present pub on 1st floor – more like Dunn's or Caribou Coffee or Alterra than Starbucks; with pastries, health foods, sandwiches, juices, etc

Plan conversion of front windows to doors to outside café seating on Wis. Ave, with barrier between seating & sidewalk.

Add doors / outside seating to east

Pub/Private Party Room – use lower level "Warrior Room" – possibly geared toward MU grads, décor similar to Wisconsin Club or Deco, pool table, top shelf liquors, cigar smoking, etc

Business Meeting Rooms – use present east meeting room - fully equipped similar to Executive Learning Center at Country Inn Hotel (built-in DVD player, digital document cameras, high speed internet access at 36 seats, sound proof, high-backed ergonomic executive chairs), audio-visual equipment

Fitness Center – use lower level north of elevator lobby

Gift Shop / Convenience Store – use present manager's office, lower level office, or combine with front desk operation

Business Center - use present manager's office, lower level office, or combine with front desk operation

Kitchen / Food Service

Ability to service all areas of hotel, possibly including room service.

5) **Other Potential Facilities** (prioritize and determine location for and access to)

Parking ramp / structure – NW ¼ of block

Banquet Hall / Additional Dining / Additional Meeting Rooms – north of hotel

Pool / Whirlpool / Sauna / Steam Room / Spa / Massage / Game Room / etc

Additional Services

Manager's reception 5-7 pm – complimentary beer, wine, soda

Upscale continental breakfast with homemade waffles/omelets.

Nightly jazz / blues band in bar/restaurant

Complimentary local phone calls and daily newspaper

Shuttle Service

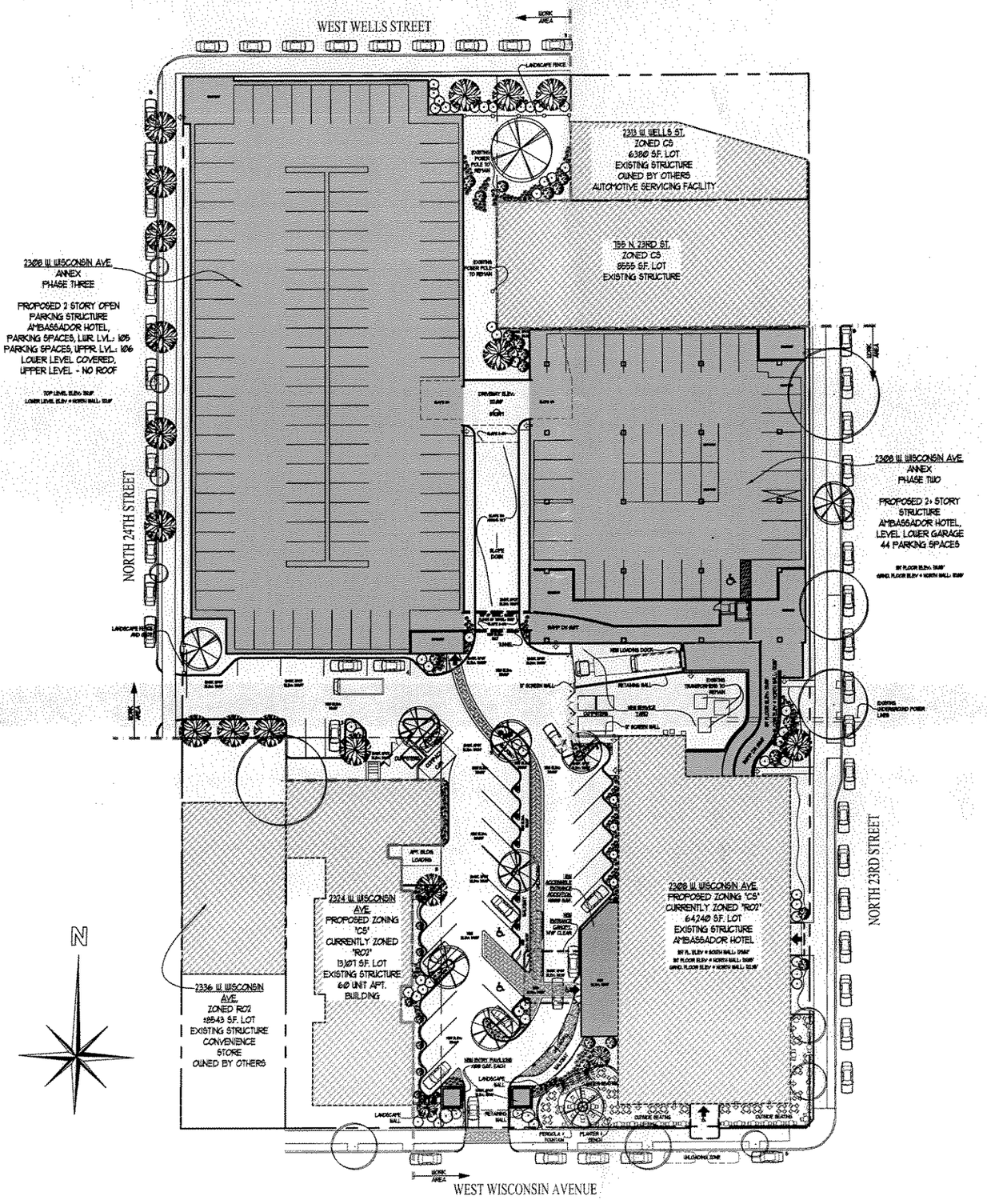
Valet Service

Faxes - (delivered by hotel staff)

Women Services – padded hangers for skirts, night escorts, small clothesline, herbal tea, illuminated make-up mirror, salon-quality toiletries (Aveda)

ADA – Braille signs, low peepholes, telephones with TTY, power assist doors

File No. 04010




## SITE PARKING INFORMATION:

PHASE ONE PARKING, OPEN LOT: 25 SPACES INCLUDING 2 A.D.A.
PHASE TWO PARKING GARAGE: 44 SPACES INCLUDING 1 A.D.A.
PHASE TWO OPEN LOT: 7 SPACES
PHASE THREE PARKING STRUCTURE: 210 SPACES

ON STREET PARKING: 45 SPACES ADJACENT TO COMBINED LOT

## LEGEND:

- EXISTING BUILDING
- NEW BUILDING OR ADDITION
- PAVERS & CONC. BORDER OR PATTERNED CONC.
- EGRESS FROM BUILDING OR PARKING STRUCTURE
- INGRESS TO BUILDING OR PARKING STRUCTURE
- EXISTING TREE
- NEW SHADE TREE
- NEW ORNAMENTAL TREE
- MED. SIZE ORNAMENTAL/FLOWERING SHRUB
- LOW, SPREADING EVERGREEN SHRUB
- 24" TO 36" HIGH LOWERING OR ORNAMENTAL PERENNIAL
- GROUND COVER OR LOW FLOWERING PERENNIALS


Architects
Engineers

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PROPOSED RENOVATIONS TO THE:

The Ambassador Hotel

*"Where today's busy traveler can enjoy the architectural elegance of art deco design and the conveniences of an urban setting."*

| Rev. | Date | Description | By |
|---|---|---|---|

Revisions

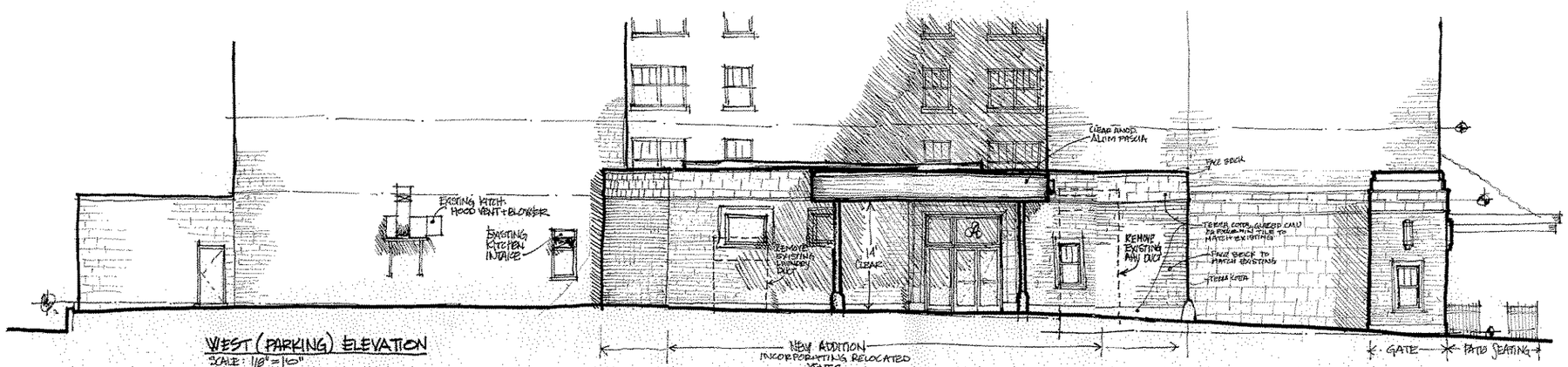
MASTER PLAN OF SITE

Drawn: DJE Approved: SKP

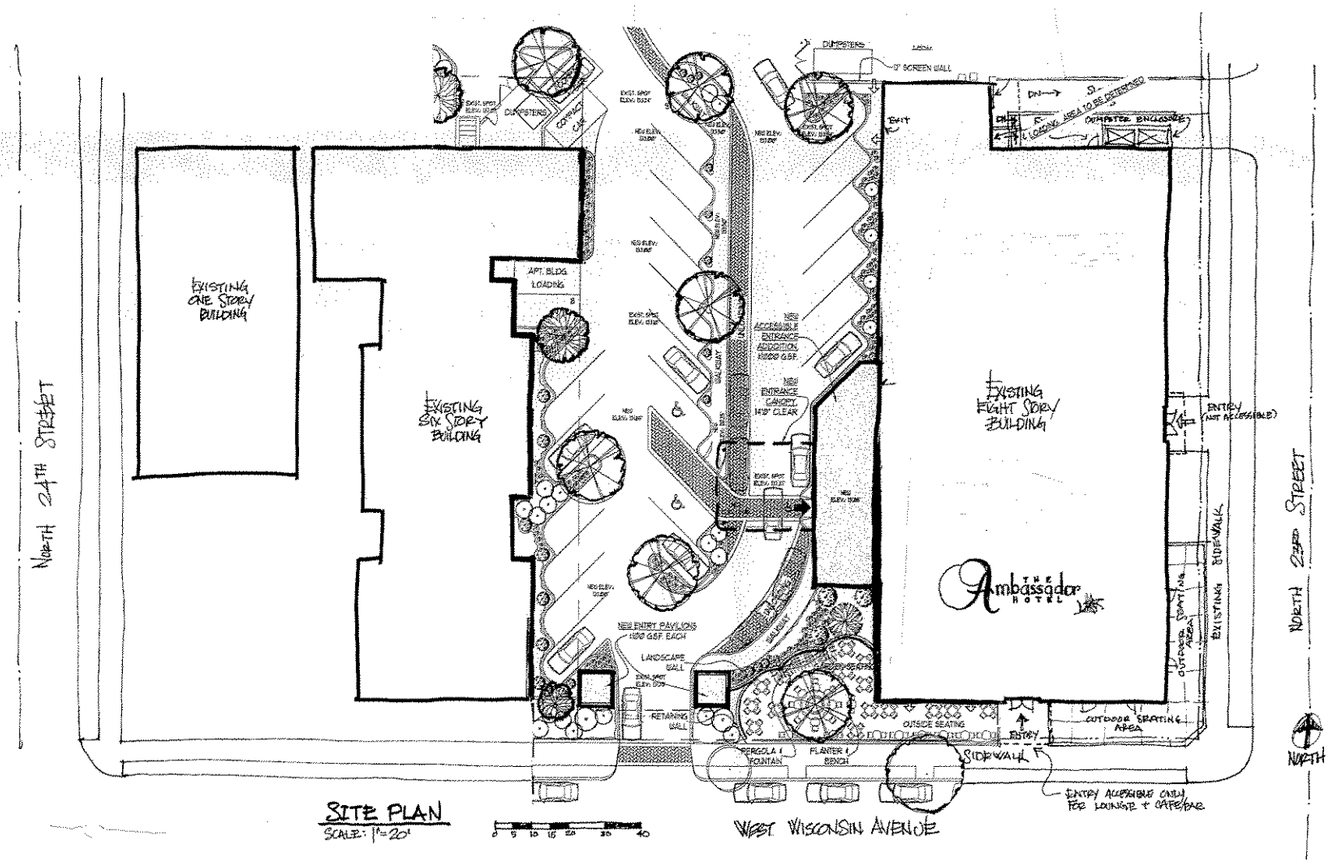
Date: 05/26/04

Project Number
02129

Sheet Number
A0




WEST (PARKING) ELEVATION
SCALE: 1/8" = 1'0"




SITE PLAN
SCALE: 1" = 20'

0 5 10 15 20 30 40

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# PROPOSED RENOVATIONS TO THE

THE Ambassador HOTEL

"When today's busy traveler can enjoy the architectural elegance of an ideal design and the conveniences of an urban setting."

1 3-10-04 REVISED SITE PLAN + ELEV.
2 3-16-04 ADDED NOTES

| Rev. | Date | Description |
|---|---|---|
| Revisions | | |

Drawn: DJE Approved:
Date: 02/24/04

Project Number
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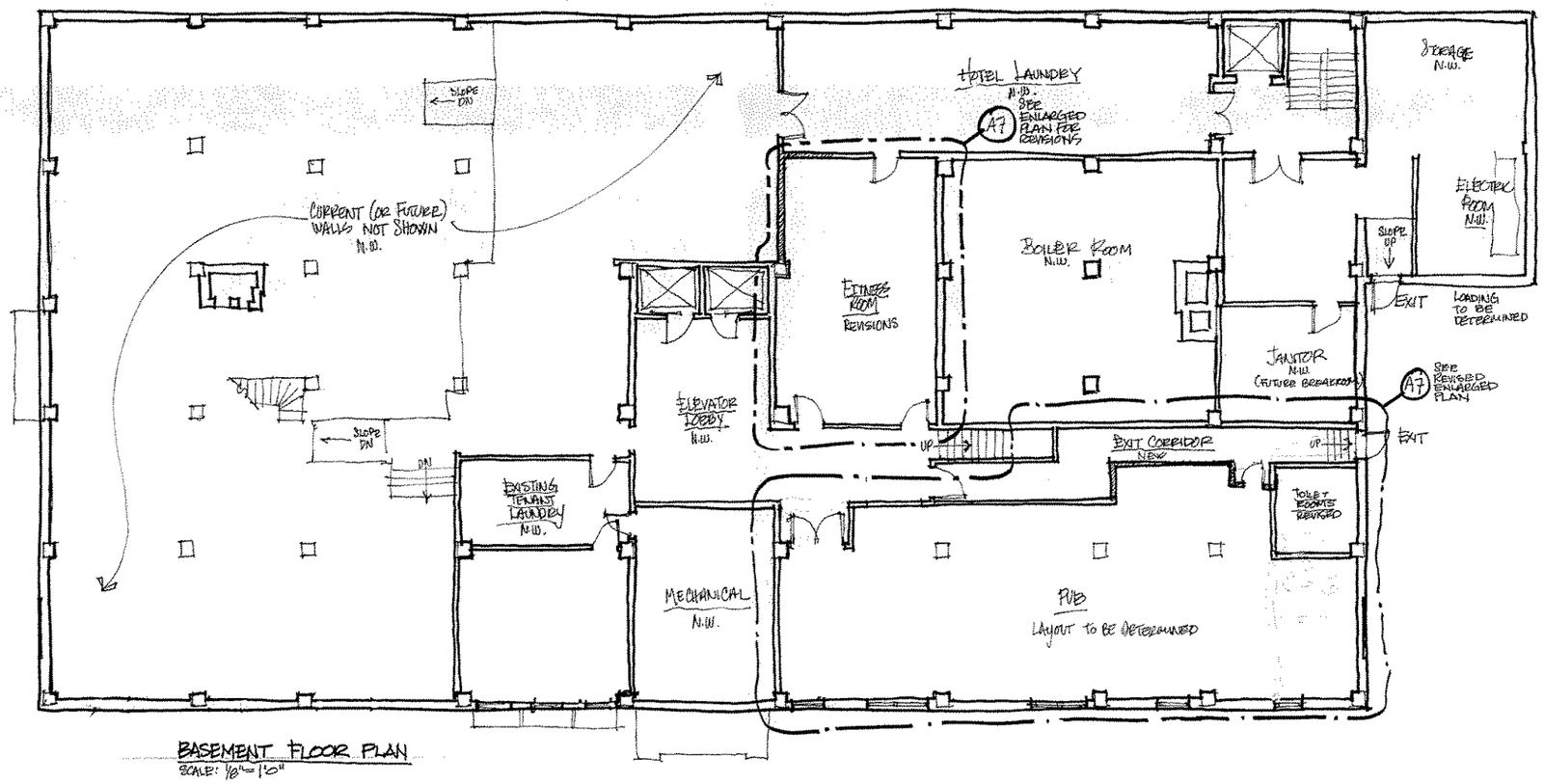
Sheet Number
A1




BASEMENT FLOOR PLAN
SCALE: 1/8"=1'0"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PROPSED RENOVATIONS TO:

Ambassador

"Where today's busy traveler can enjoy the architectural elegance of art deco design and the conveniences of an urban setting."

| Rev. | Date | Descriptio |
|---|---|---|
| 1 | 3-10-04 | ENLARG. PLAN |
| 2 | 3-16-04 | ADDED NOTES |

Revisions

Drawn: DJE Approvec

Date: 02/24/04

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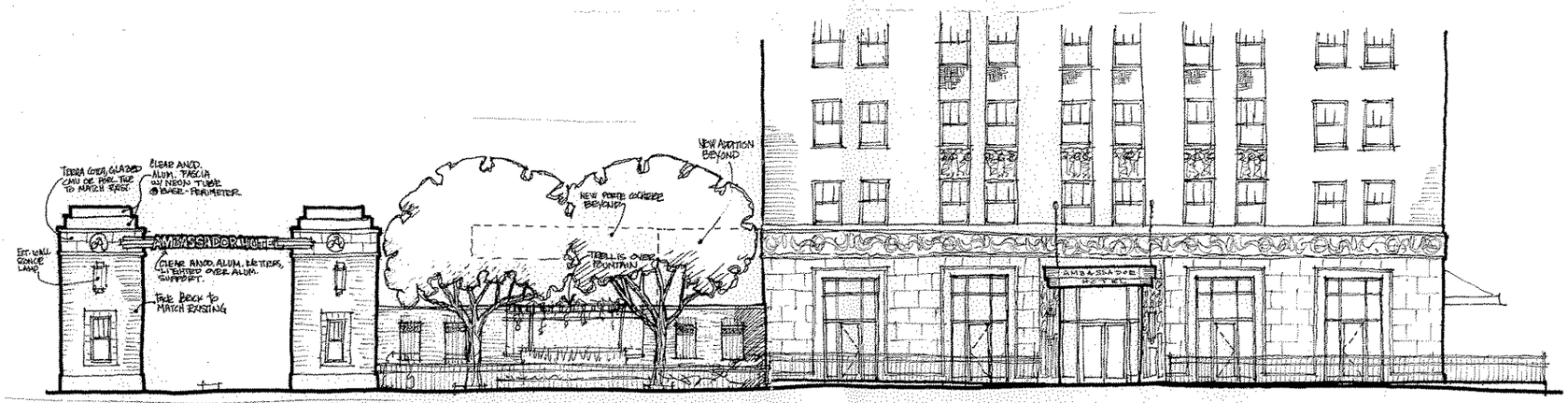
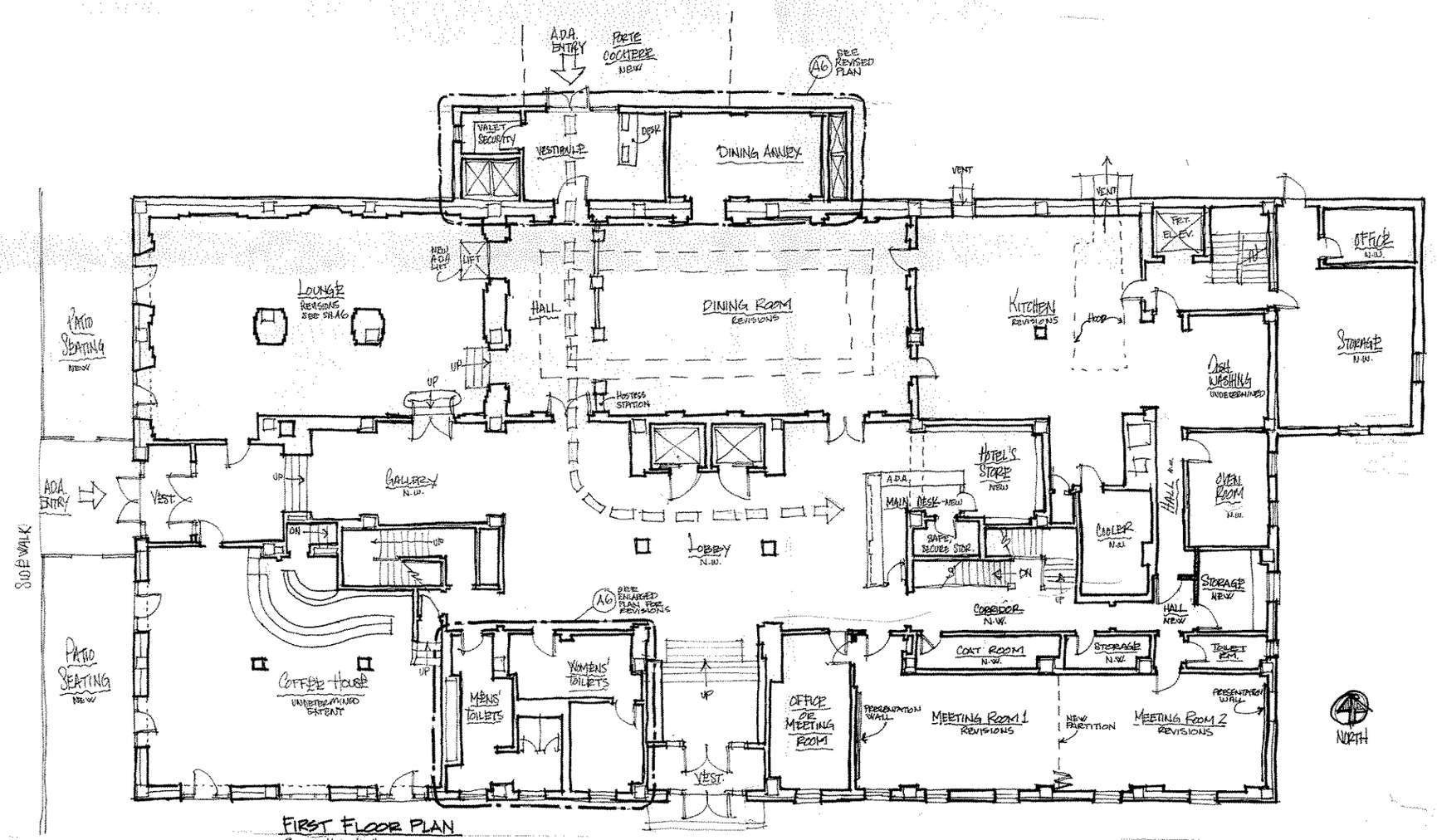
Sheet Number
A2




FRONT (WISCONSIN AVE) ELEVATION
SCALE: 1/8"=1'0"




FIRST FLOOR PLAN
SCALE: 1/8"=1'0"

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PROPOSED RENOVATIONS TO:

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"Where today's busy traveler can enjoy the architectural elegance of art deco design and the conveniences of an urban setting."

| Rev. | Date | Description |
|---|---|---|
| 1 | 3-10-04 | REV. + EXLARG. |
| 2 | 5-16-04 | COAT ROOM, HOOD |

Revisions

Drawn: DJE Approved

Date: 02/24/04

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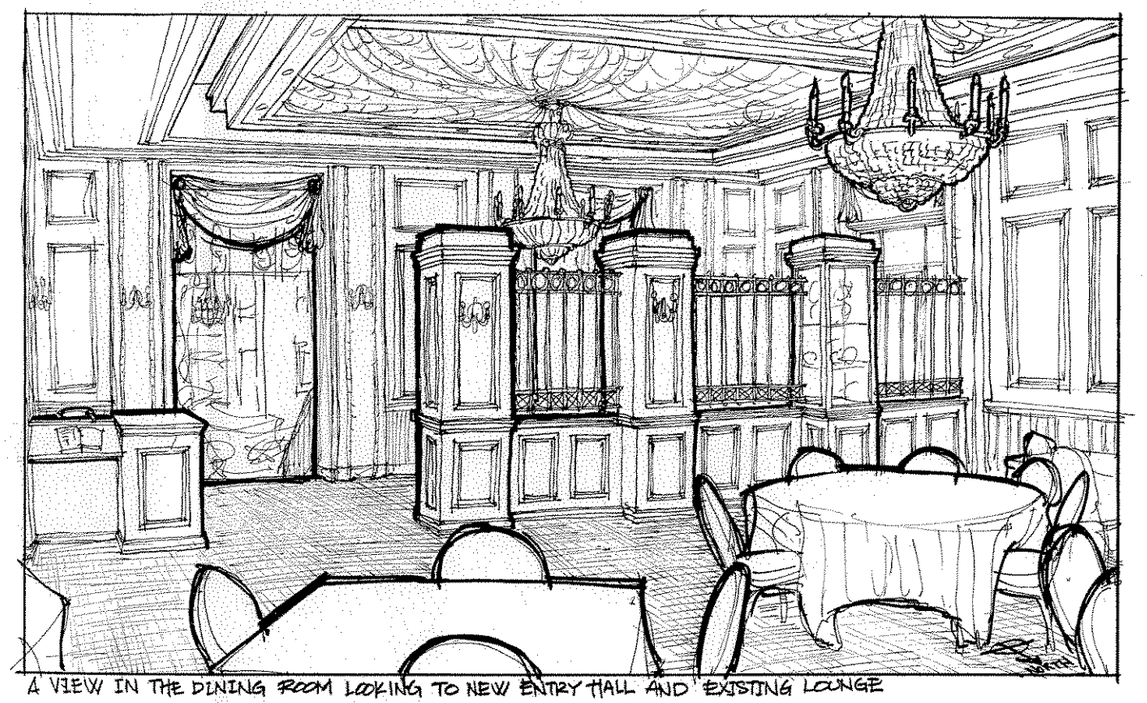
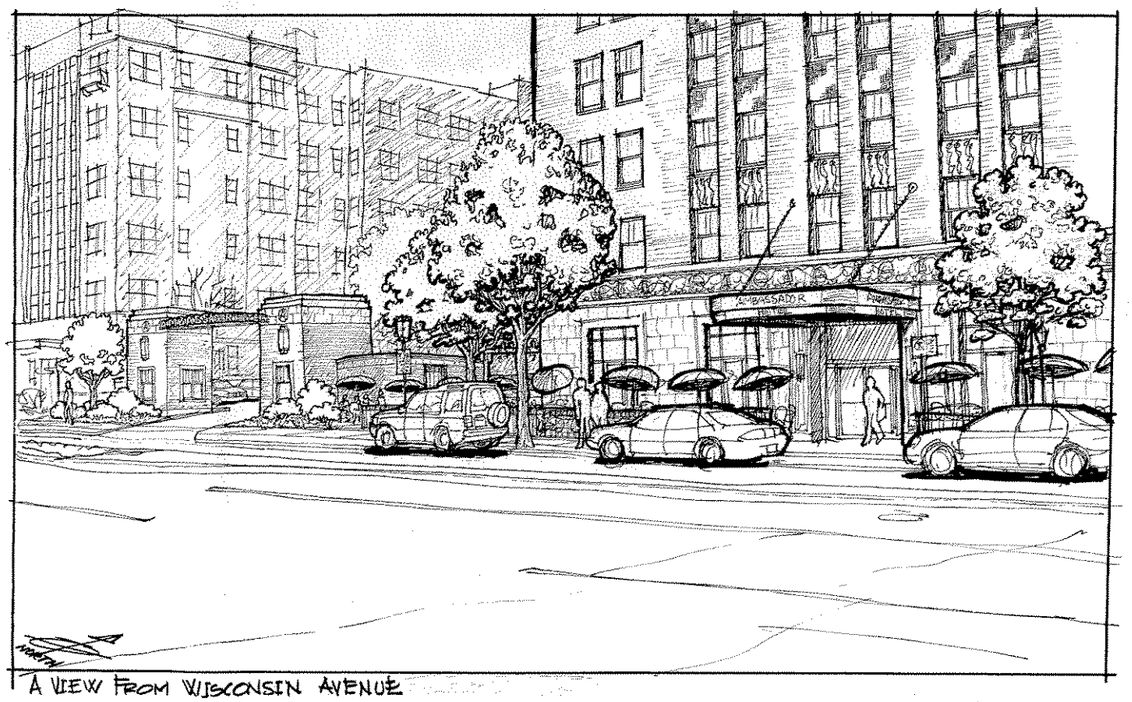
Sheet Number
A3



A VIEW IN THE DINING ROOM LOOKING TO NEW ENTRY HALL AND EXISTING LOUNGE




A VIEW FROM WISCONSIN AVENUE

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PROPSED RENOVATIONS TO:

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| Rev. | Date | Description |
|---|---|---|
| 1 | 5-27-04 | RELOCATE BAR |

Revisions

Drawn: DE Approved:

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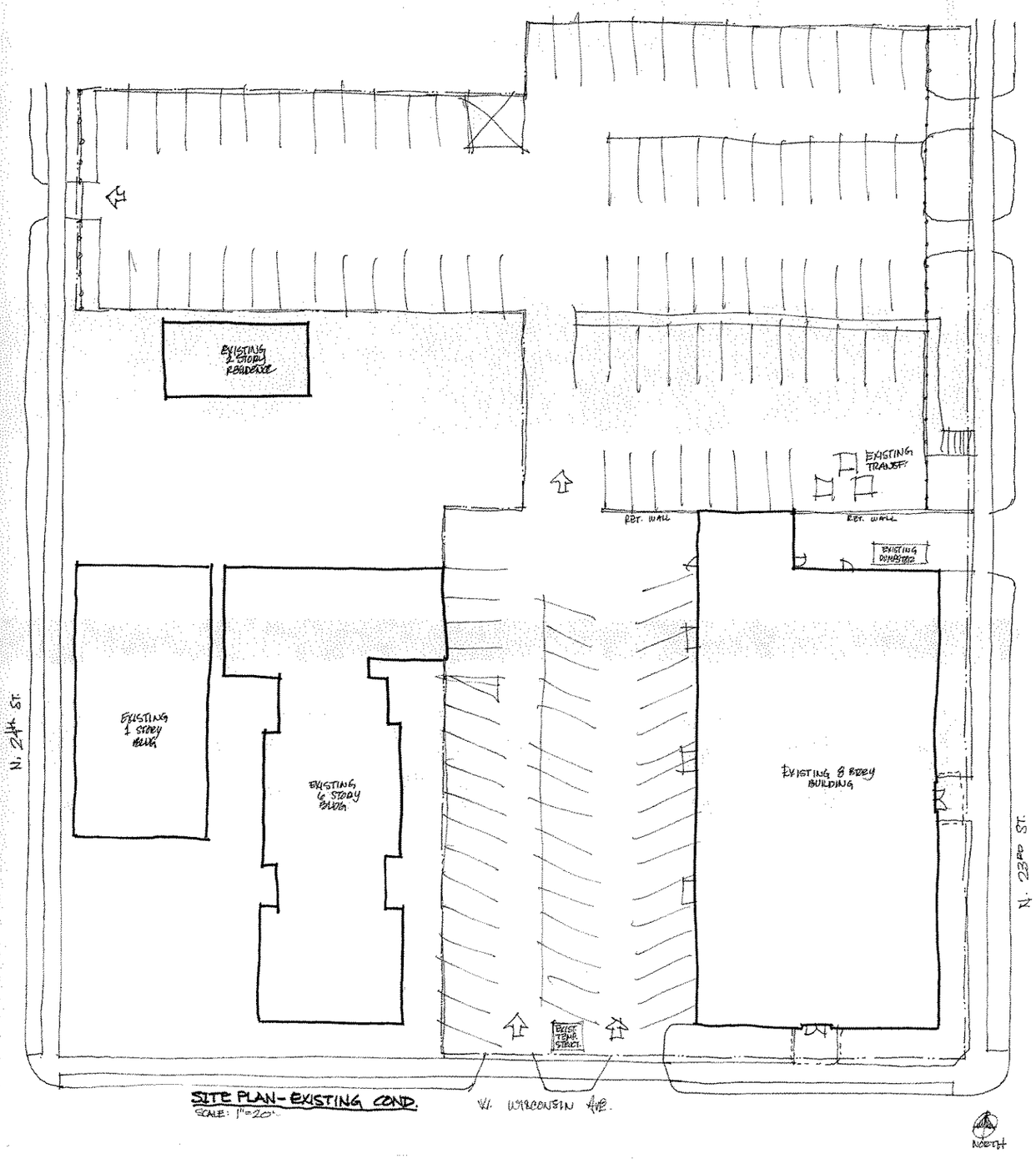
Sheet Number

A4




SITE PLAN- EXISTING COND.
SCALE: 1"=20'

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PROPOSED RENOVATIONS TO:

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architectural elegance of art deco design
and the conveniences of an urban setting."

| Rev. | Date | Description |
|---|---|---|
| 1 | 3/11/04 | ADDED NOTES |

Revisions

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Date: 03/02/04

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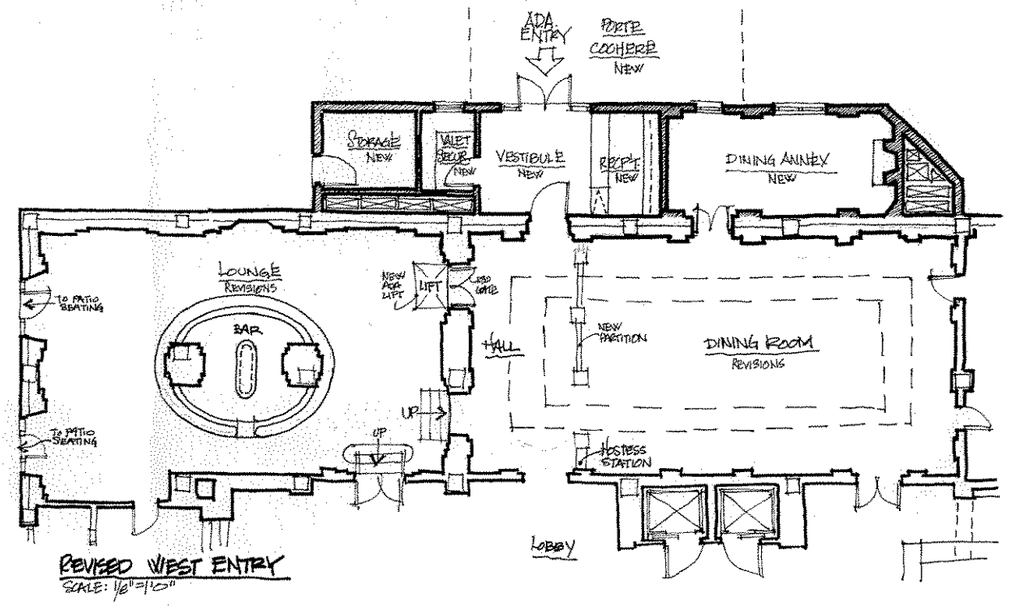
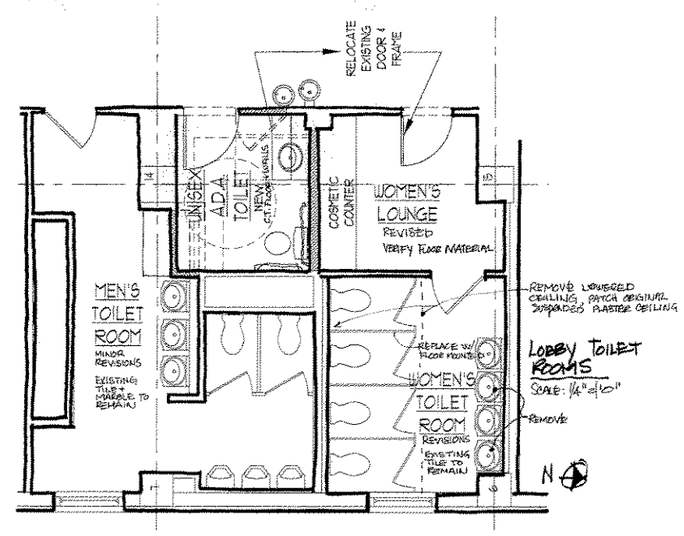



REVISED WEST ENTRY
SCALE: 1/8"=1'0"




LOBBY TOILET ROOMS
SCALE: 1/4"=1'0"

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PROPOSED RENOVATIONS TO:

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"Where today's busy traveler can enjoy the architectural elegance of yesteryear and the conveniences of an upbeat setting."

| Rev. | Date | Description |
|---|---|---|
| 1 | 3-10-04 | ENTRY/VALET+STO |
| 2 | 3-16-04 | ADDED NOTE |

Revisions

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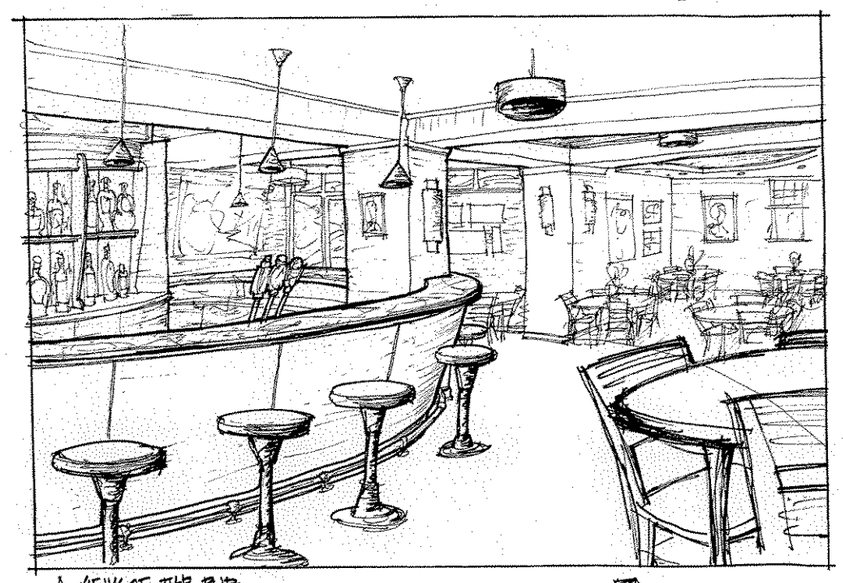
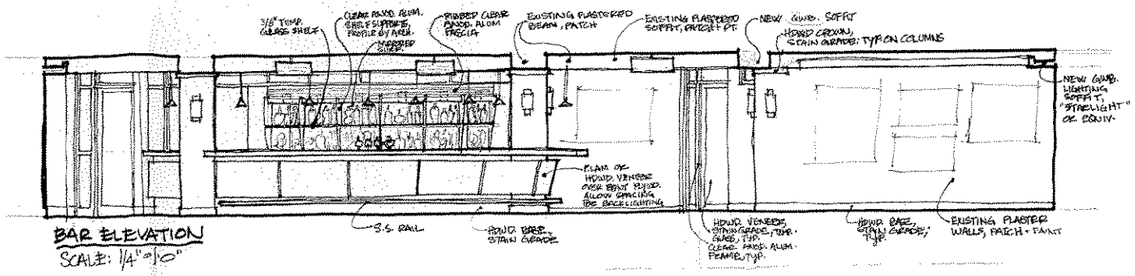
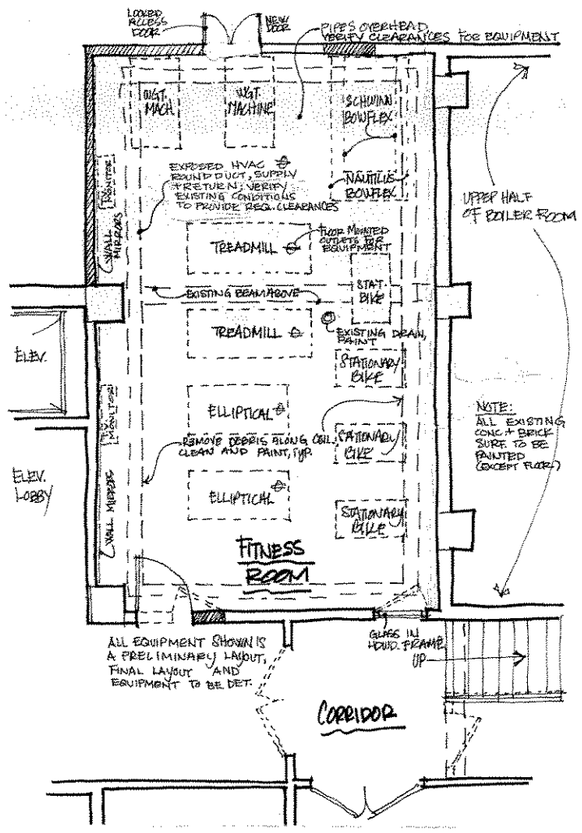


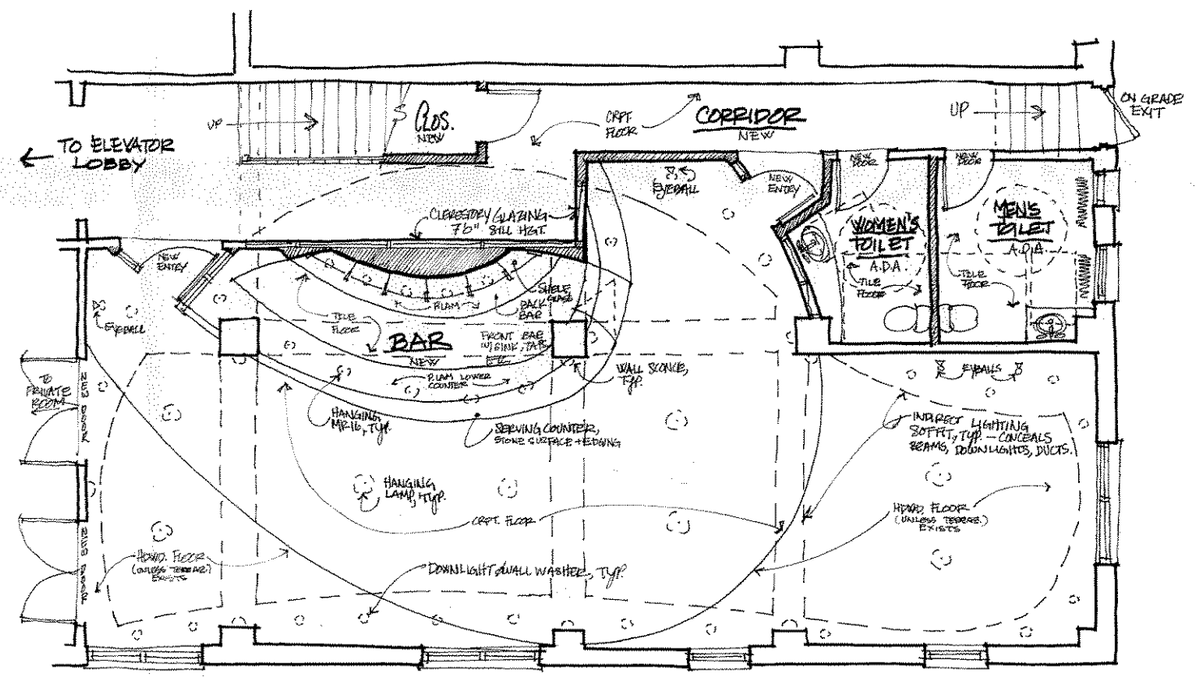
A VIEW OF THE PUB

NORTH




BAR ELEVATION
SCALE: 1/4"=1'-0"




PUB - BASEMENT
SCALE: 1/4"=1'-0"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PROPOSED RENOVATIONS TO:

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"Where man's finest promise can arise the architectural elegance of an idea design and the conveniences of an urban setting."

| Rev. | Date | Descripti |
|---|---|---|
| 1 | 2-10-04 | ADDED NOTE |
| 2 | 5-16-04 | ADDED NOTE |

Revisions

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