



Hilton

DES MOINES

RFP | 160705



HG ARTS

1.800.393.2787

www.HG-Arts.com

COVER LETTER

Dear Hilton Des Moines Team,

Thank you for the opportunity to bid on your project. I am confident that after you review our proposal, you will agree that my personal connection to Des Moines and HG Arts' extensive experience in hospitality design, along with our working knowledge of the Hilton brand makes us an ideal partner for this project.

I consider this project a great opportunity for me both personally and professionally. If selected, it means I get to return to a place that I consider home and it gives me a chance to give back by encouraging and broadening support for local artists in a city that I love.

If your team chooses to continue to consider HG Arts for this project, we would like to invite you to Orlando to tour our showroom and 49,000 SF production facility. There you will have the opportunity to meet a team of over 50 hardworking employees dedicated to supporting your project from design through installation.

Sincerely,
Brooke Raymond, Principal

HG Arts
6170 Edgewater Dr.
Orlando, FL 32810
www.hg-arts.com
800-393-2787
Federal ID: 592561158

Owner
Russell A. Glotfelty, President and CEO

EXECUTIVE SUMMARY



Brooke Raymond

Principal at HG Arts

Brooke Raymond is a Des Moines, Iowa native. She attended Roosevelt High School, where she cultivated her love of the arts, focusing her extracurricular studies in ceramics and metals. After High School, Brooke pursued an Arts major at the University of Iowa, ultimately graduating with a BA in Public Relations with a minor in Art History. During her education at UI, she completed a professional internship with Project Art at the University of Iowa Hospitals and Clinics. The years spent in Des Moines and Iowa City heavily influenced her to dedicate her career to promoting the visual arts.

Brooke has been an indispensable member of the HG Arts team. Over the past 10 years, her proven Business Development and leadership expertise have paved the way in developing preferred vendor relationships with some of the most prestigious hotel brands including Hilton, Marriott, IHG, Fairmont and Starwood. She led the charge to secure HG Arts' position as a Hilton preferred vendor, further solidifying HG's position as an industry leader with a firm understanding of brand aesthetics and design philosophy.

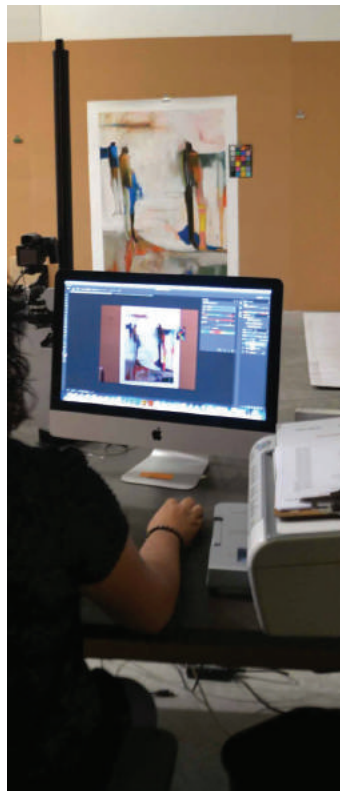
Brooke and the HG Arts team have completed hundreds of renowned hotel projects. Typical project scopes range from small renovations to full service and luxury new builds. Notable recent projects include Planet Hollywood Las Vegas, Conrad Hilton Chicago, AC Madison, Marriott Sawgrass, Westin Jekyll Island, Universal Cabana Bay Resort, Westin Nashville, W Lakeshore, W Atlanta Midtown, Fairmont Dallas and Fairmont San Francisco.

HG Arts will leverage Brooke's local contacts within Des Moines and the greater State of Iowa to select prominent local artists and manufacturers.

EXECUTIVE SUMMARY CONT'D

Laramie Otto, Artist Liaison at HG Arts, will communicate directly with artists to develop proposed artwork and negotiate commissions and contracts. To ensure artistic quality, HG Arts' in-house graphic design team will assist all artists with interpreting graphic requirements and will edit imagery to meet design and space requirements. Logistics and installation teams will then oversee all aspects of delivering and installing artwork. Once the hotel is complete, HG's marketing team will then create a customized art book identifying all artwork and artists involved with the project.

Brooke Raymond's history and passion is undeniably influenced by growing up in Des Moines. Her intimate knowledge of the city and extensive contacts throughout the State of Iowa uniquely qualifies HG Arts as a candidate for Art Consultant of the Hilton Des Moines. Combined with decades of significant experience in the hospitality design industry, HG Arts is confident it will provide a seamless art procurement program that elevates brand and transforms design.



PROJECT APPROACH

Phase I: Project Criteria and Strategy

Meetings with Clients to Confirm Objectives

Within the first 30 days of an executed contract, Brooke Raymond, Principal and a Senior Art Consultant from HG Arts will meet directly with the client to review objectives. If meeting in Des Moines, HG will utilize this opportunity to also meet with artists and manufacturers.

Outreach to Local & National Artists, Studios, Art Institutes, Schools and Universities

Outreach is active and ongoing. HG has already contacted the Des Moines Economic Development Board and the Iowa Council for the Arts. Once contracted, a formal call for submissions will go out through the ICA, alumni and student services at Drake University, Grandview, University of Iowa, Iowa State and other community arts groups.

Development of Action Plans

30- 45 days from contract date, after initial client objectives meetings, HG Arts will provide a comprehensive action plan to include benchmark dates for research, proposals, approvals, contracts, production, delivery and installation.

Development of Preliminary Costs Estimates and Schedules

45-60 days from contract date, HG Arts will confirm all artwork locations, estimate sizes and substrates proposed and then create an estimated budget per artwork along with associated lead times for design, approvals, and production.

Presentation of Viable Strategies to Client

60- 90 days from contract date, Brooke Raymond and the Senior Art Consultant will visually present artwork concepts, proposed artists, and artworks to client. HG Arts will provide a variety of options for all artwork locations.

Assist with the Procurement of Model Guest Room(s) Artwork Package

Model Guest Room lead time will be approximately 2-4 weeks from final approved imagery.

Phase II: Project Development and Coordination

Finalize Strategy and Identify Partners to Engage in Project

90-120 days from contract date, once the client approves artwork concepts, budget, and strategy, HG Arts will identify and qualify local partners to produce artwork.

Finalize Action Plan

Art selection and procurement will take place 120 days from contract date. Once qualified partners have

PROJECT APPROACH CONT'D

been identified, HG Arts will outline benchmark dates for final artwork selections, finish samples, shop drawings, 3-D renderings, and artist contracts.

Incorporation of Structural Engineering as Required for Installation of Artwork

120 days from contract date, HG Arts will identify and qualify a local structural engineer who will consult on the design requirements of specific artworks that will require said service.

Refinement of Schedule/Costs

In January 2017, with approval of final strategy and key partners, HG will provide final quotes and lead times for approved artwork.

Phase III: Project Implementation

Procurement of Materials

In June 2017, 6 months from delivery to warehouse, HG's procurement team will provide P.O.s to approved artists and partners. All P.O.s will include deadlines indicating specific dates when final products are required in warehouse.

Coordination of Artwork Delivery and Installation

From November through December 2017, HG's shipping and installation team will oversee all deliveries to warehouse and coordinate installation with GC and Project Manager.

Coordinate All Wall Elevations and FF&E (including confirmation of furniture heights) as Part of Art Submittal Process

In June 2017, HG Arts will work directly with designers, project managers and case goods manufacturers to confirm wall elevations. During this process HG will layout approved images and designs on wall elevations and floorplans (see sample floorplans - page 13).

Oversight During Art Warehousing, Site Delivery and Installation

From November through December 2017, HG's shipping and installation team will inspect artwork on delivery, photo document artwork conditions, inventory artwork, and coordinate site delivery and installation.

Oversight of Electrical & Structural Engineering Scope Required for the Fabrication of Art that May Require Internal Framing and Lighting

HG's design team will work with individual artists and partners to create shop drawings and 3D renderings that include electrical and structural elements for any artwork that may require this.

Final Inspection, Placement of Identification Signage and Inventory

Taking place from January through February 2018, Brooke Raymond and the Senior Art Consultant will be on-site for final inspection, placement of signage, inventory, and installation photography.

QUALIFICATIONS

About HG Arts

HG Arts was founded in 1981, and over the last 35 years has grown into a full-service, art consulting company offering a whole host of hospitality art services under one roof. From innovative designs conceived by our visionary creative staff to original, custom artwork procured by our dedicated artist liaison; from our state-of-the-art photography capture studio to our cutting-edge printing division; from our advanced production and framing facility to our expert logistics and installation team, HG Arts has mastered the process of producing and installing fine art.

Our demonstrated industry expertise has positioned us as leaders in the customization and production of artwork for all of the top hospitality brands including Hilton, Marriott, IHG and Hyatt. Close relationships with these brands and many others in the hospitality industry have resulted in a strong portfolio of hundreds of applicable projects.

References

John Hobach | President
JMC Communities

johnh@jmcdev.com
727-823-0022
2201 Fourth Street N, Ste 200
Saint Petersburg, FL 33704

Ted Carroll | President
Carroll Adams Group

tcarroll@carrolladams.com
407-246-7770
605 E. Robinson Street, Ste 410
Orlando, FL 32801

Kellie Sirna | Partner
Studio II Design

kellie@studio11design.com
214-718-5357
5646 Milton Street, Ste 207
Dallas, TX 75206



QUALIFICATIONS CONT'D

Projects Similar to Hilton Des Moines



Fairmont Dallas

Dallas, Texas

HG completed 1,700 rooms and public spaces using local art and artists. HG was provided RFP which included design boards and elevations with artwork locations. After HG was the awarded project, we completed extensive research and development of custom artwork by local artists.

Contact:

Stacey Greene | VP Design and Construction

Xenia Hotels

407-432-2660

200 S. Orange Ave, Ste 1200

Orlando, FL 32801

QUALIFICATIONS CONT'D

Projects Similar to Hilton Des Moines

Epicurean Hotel

Saint Petersburg, Florida

HG completed 137 guest rooms and public spaces using predominantly local art and artists. After a complete walk-through with ownership, HG proposed artwork locations and budget. Once we were awarded the project, we researched local art and artists. This is a great example of working on tight deadline, from walk-through to installation. HG completed the project in only 3 months.

Contact:

Tom Haines | General Manager
 thaines@epicureanhotel.com
 813-849-4102
 4602 Eisenhower Blvd.
 Tampa, FL 33634



QUALIFICATIONS CONT'D

Projects Similar to Hilton Des Moines

Universal Lowes Sapphire Falls Orlando, Florida

HG completed 1,000 guest rooms with specialty custom artwork. The client provided artwork concepts from the designer, HG bid on the design and production. HG was responsible for design, shop drawings, finish samples and for custom printed mirrors.

Contact:

Laura Klinkose | Vice President
Carroll Adams Group
lklinkose@carrolladams.com
407-246-7770
605 E. Robinson St, Suite 410
Orlando, FL 32801



QUALIFICATIONS CONT'D

Projects with Typical Art Selection Process



Westin Nashville

Opening September 27, 2016

Nashville, Tennessee

The client provided boards and designer concepts. HG Arts researched relevant artists and craftspeople for commissioned artwork. Artists then submitted proposals for HG's review. Finalists were presented to the client for approval. Artist were then issued P.O.s and provided shop drawings and finish samples before commencing production. HG Arts received the pieces, took inventory (including photography) and managed logistics and installation.

QUALIFICATIONS CONT'D

Projects with Typical Art Selection Process

W Atlanta Midtown

Atlanta, Georgia

Designer provided storyboards and design direction for artwork in their farm-to hotel restaurant. HG reviewed the storyboards, concepts and artwork locations and then proposed artwork sizes, substrates and budget. Once awarded HG confirmed artists, negotiated contracts, and managed production and delivery.



QUALIFICATIONS CONT'D

Projects with Typical Art Selection Process

The Westin Jekyll Island

Jekyll Island, Georgia

Designer provided storyboards and design direction for artwork in public spaces. HG submitted concepts, size, substrates, and budget. HG contracted artists for custom artworks including on-site photography. Once awarded HG confirmed artists, negotiated contracts, and managed production and delivery.



QUALIFICATIONS CONT'D

The Arts in Des Moines

Des Moines has a rich arts and cultural scene that is growing along with the city itself. With the Des Moines' Art Center and Art Festival and the Pappajohn Sculpture Park, there has been a revival of the downtown area that puts the arts at the focus. In the East Village, artist studios, pop-up galleries, and live events are helping propel the city into a new era of artist discovery and expression. Public art installations like Claes Oldenburg's *Crusoe Umbrella* and Jean-Louis Andral's *Nomade* along with murals by Jennifer Leatherby and Jordan Weber work together seamlessly to create a cultural identity that is synonymous with the arts.



Claes Oldenburg: *Crusoe Umbrella*, 1979. Civic Center of Greater Des Moines



Jean-Louis Andral: *Nomade*, 2007. Pappajohn Sculpture Park



Jordan J. Weber: *Wall Mural*, 2015. 309 Locust St, Des Moines



Jennifer Leatherby: *Untitled Wall #1*, 2015. 208 Court Ave, Des Moines

QUALIFICATIONS CONT'D

The Arts in Des Moines



Jocelyn Chaveraut



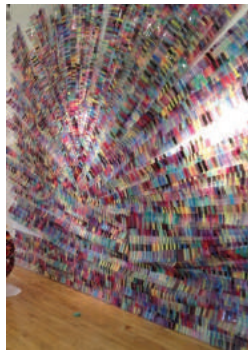
Larry Lindell



Priscilla Kepner Sage



Jessica Teckemeyer



Rachel Hayes



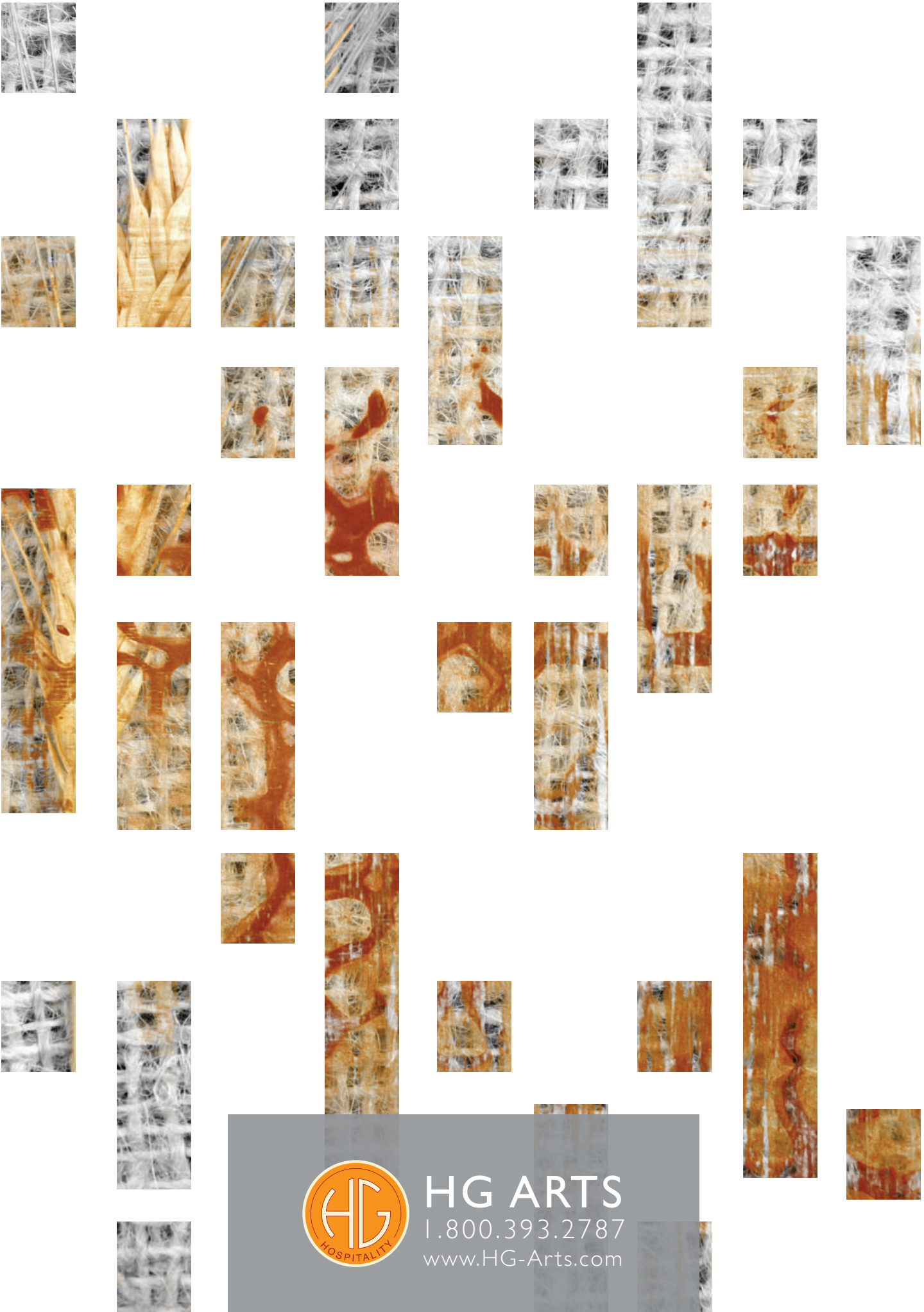
Ken Smith

PROFESSIONAL SERVICE FEES

Public Art		
	Project Phase or Deliverable	Fee
1.	Phase I (Art Consultant Fee)	\$-----
2.	Phase II (Art Consultant Fee)	\$-----
3.	Phase III (Art Consultant Fee)	\$-----
	TOTAL FOR PUBLIC ART:	\$-----

Guest Room Art		
	Project Phase or Deliverable	Fee
1.	Phase I (Art Consultant Fee)	\$-----
2.	Phase II (Art Consultant Fee)	\$-----
3.	Phase III (Art Consultant Fee)	\$-----
	TOTAL FOR PUBLIC ART:	\$-----

Art Book		
	TOTAL FOR ART BOOK:	\$-----



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