

# **Summary of Aztec Hotel Operation Plan**

## **1. EXECUTIVE SUMMARY**

The Aztec Hotel, at 311 W Foothill Blvd, in Monrovia, California was built in 1925 by noted Architect Robert Stacy Judd. Located along a thoroughfare destined for inclusion on US Highway 66 and selected because of its appeal to travelers. The Aztec Hotel was designated as a national historical monument in 1977 on the National Register of Historic Places and was named a local landmark by the City of Monrovia in 2003. The hotel is still in use as originally designed: a hotel with apartments, retail storefronts, a dining room, and an outdoor courtyard in the rear, providing outdoor amenities for dinner dances and community social events. JIA MING HOTEL USA INC. was established in 2012 with the purpose to acquire and operate the historic Aztec Hotel in Monrovia. Mr. Chen has a long-term goal to make the Aztec Hotel become the best choice for tourists who come to Monrovia and travelers following Route 66 in need of accommodation by creating a variety of experiences for his patrons. The historical nature of the Aztec Hotel and its unique location is our selling point. We hope to assemble an experienced and effective staff and reach a 90% annual occupancy rate.

The detail retail storefronts and restaurant are the following:

- Cigar shop: 11am – 11 pm from Monday to Sunday
- Eky salon: 10 am – 6 pm from Tuesday to Saturday
- Barber shop: 9 am – 5 pm from Tuesday to Saturday
- Mayan bar and Grill: 9am – 11 pm, Daily
  - (Alcohol Service Operation: 11am – 11pm)
- Antique Store: 11 pm – 5pm from Monday to Friday

## **2. COMPANY ANALYSIS**

As travelers increasingly become bored with the standard hotel experience, to the point where major players are competing in the boutique space. We plan to operate our hotel as a museum like hotel whereas we will display original mural, historical photos, antiques furniture and historic movies. Hotel will operate as a boutique type hotel; we plan to be more than lodging and accommodation; we want to create an environment of luxury that surpasses the standard fare services.

## **3. CUSTOMER ANALYSIS & COMPETITIVE ANALYSIS**

The Aztec Hotel's rich history is a major draw for travelers and the chance to stay in museum like hotel. For travelers, it is about the prestige of staying at a destination that tells a story of past and offers a unique experience. The own character of Aztec Hotel and all amenities that meet modern guest needs can make historic Aztec hotel be more competitive. The opportunity to stay in Aztec Hotel appeals to people precisely because it is different to the major branded hotel offering.

The Aztec Hotel sets itself apart from similar competition in the following ways:

- **Facility:** Having a hotel, restaurant, bar, patio and banquet room at one location is a huge plus, because our guests never have to leave.
- **Architecture and History:** Aztec Hotel have been listed on the National Register criterion for its architecture and it was important that it's architectural heritage and continuity of use in a changing cultural context.
- **Location:** Aztec Hotel locate at US Highway 66 in Los Angeles County in southern California on the San Gabriel Mountains' foothill.
- **Customer Service:** Customer service is our number one priority

#### 4. STRATEGIC PLAN

Our marketing strategy is based on becoming a destination for Route 66 travelers. People now manage their interactions almost exclusively via internet. We will work on digital marketing to expand our exposure such as Facebook, Instagram, YouTube, yellow pages and some Route 66 Guide apps. Developing a Web page that will show our lodge, restaurant, bar, patio and architecture. We will tell our viewer the hotel history, the unique architecture and the how this hotel can offer the chance for travelers can relax and spend time on it. Currently, 70% of the travelers use the website to identify lodging and service options. The Aztec Hotel is positioned as a museum like lodging options that is focused on the Route 66 travelers and San Gabriel valley travelers.

#### 5. OPERATIONS PLAN

We will have total 15-25 employees and about 5-8 employees work on a shift. 24 hours services for guests check in and out. We will provide room services such as cleaning services, food services, Wi Fi usage service. Guestroom food service is available only from 9 am to 11 pm. All the food that we provide is coming from the Mayan Bar & Grill. Recruit and hire the general manager and sales and marketing managers to begin the selling of the hotel and training of the staff. The general manager will provide general management tasks such as accounting, purchasing, invoicing and decision making on the day-to-day operations. The sales and marketing manager work on the promotion of hotel.

The Aztec Hotel has total 44 guest rooms. 36 guest rooms will accommodate from 1 to 7 overnight stays and furnished with antique furniture and artwork. 8 apartments will be designed for the extended stays units with kitchen and fully furnished, two of the extended stay guestrooms are ADA compliant. Each room can accommodate maximum 2 people.

The Aztec Hotel offers a patio as a place for our guest to breathe the atmosphere of Mayan culture. The patio is surrounding by trees, flowers and beautiful scenery. We will put outdoor string lights with multiple bulbs to our patio. The capacity of the patio is about 60 people. The Hotel also has a Mayan banquet room with an original mural. The capacity of the banquet room is about 70

people. It is important to note that this application does not propose the use of these spaces for large events, banquets, or live entertainment.

## **6. MANAGEMENT SUMMARY**

The personnel needed for the Aztec Hotel are the following:

- General Manager (1)
- Marketing Manager (1)
- Lodge staff (2 - 4)
- Food deliver (1 - 3)
- Housekeeping staff (6 - 8)
- Maintenance staff (1)
- Chief (2-3)
- Security Officer (1-2)

## **7. APPLICATION FOR CUP**

In order to make the Aztec hotel more likely to succeed, we need to have a Conditional Use Permit for the Hotel Use approval by this year:

Thank you in advance for your consideration. We appreciate your flexibility and understanding.