

OMNI[®] HOTELS & RESORTS

park west | dallas

August 3, 2016

Farmers Branch City Hall
13000 William Dodson Pkwy
Farmers Branch, TX

To The Farmers Branch City Council:

I greatly appreciate the opportunity to provide our feedback relative to the proposed limited service hotel development adjacent to the Omni Hotel at Park West located on the southwest corner of I-635. Firstly, it is an honor to have our hotel located in the city of Farmers Branch. I feel we are the premier hotel in the market and we have always enjoyed an outstanding partnership for 27 years with the City of Farmers Branch. Omni Hotels & Resorts has rated #1 in service and guest experience 7 times in terms of J.D. Power customer satisfaction. The Omni Hotel at Park West is currently in the top 10 of Trip Advisor ratings out of 200 hotels rated in the Dallas market.

I understand the zoning/planning committee is considering the rezoning of case # 16-SU-15 of this property to a Hampton Inn on the land adjunct to the Omni Hotel at Park West. This land is currently zoned PD-81. The final approval will be reviewed at the City Council. Respectfully, let me state in absolutely clear terms that the Omni Dallas Hotel at Park West "DOES NOT" support this development of land in terms of an additional "Limited Service Hotel" and urge the Farmers Branch City Council to vote "NO" on this proposal. My rationale is as follows:

- The City of Farmers Branch is already saturated with "Limited Service" hotel offerings and this saturation drives the average rate lower in the market
- The addition of an increased number of "Limited Service" hotels will further dilute the average rate for the market and lower the tax revenues for the City of Farmers Branch. Apparently there has already been approval for a "Limited Service" hotel in the area to be developed on the northwest side of I-635 which will be Best Western Hotel.
- If a "Limited Service" hotel was developed adjacent to the Omni Hotel at Park West then it is highly likely that meeting and convention attendees will book at a lower rate at the "Limited Service" hotel and simply walk next door to the Omni. This economic environment would likely force the Omni Hotel at Park West to lower our rates in order to compete with the "Limited Service" Hotel. Ultimately this will lower the tax revenue for the City of Farmers Branch.

Kindly contact me if you have any questions or require further dialogue.

Thank you for allowing me the opportunity to provide this feedback accordingly.

Sincerely,



General Manager
Omni Dallas Hotel at Park West

Cc: John Land
Cc: Gayla Guyse

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