



**LARKSPUR HOTELS & RESTAURANTS  
FACT SHEET**

**BACKGROUND:** Established in 1996, Larkspur Hotels & Restaurants is a rapidly growing company headquartered in Larkspur, California, just north of San Francisco. Larkspur boasts a portfolio of 17 hotels, including three distinct hotel brands: Larkspur Landing, Larkspur Hotels and The Larkspur Collection and three restaurants. All Larkspur hotels offer the signature FeatherBorne® Bed package, upgraded amenities, high-tech efficiencies and a warm, welcoming atmosphere. Larkspur Hotels & Restaurants is driven by its belief and commitment to *Genuine Hospitality* - delivering warm, friendly and personalized experiences to its guests.

**CORE VALUES/  
MISSION:** Larkspur Hotels & Restaurants is built on a foundation of *Genuine Hospitality* which creates extraordinary guest satisfaction in its hotels and restaurants. Larkspur's success is achieved by its extraordinary team members delivering warm, friendly, and personalized experience to its guests.

**HEADQUARTERS:** 125 E. Sir Francis Drake Blvd., Ste. 200  
Larkspur, CA 94939

**PHONE:** 415.945.5000

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**WEB SITE:** [www.larkspurhotels.com](http://www.larkspurhotels.com)

**OFFICERS:** Karl Hoagland, Chairman  
Dennis Markus, President, CEO & CFO  
James Hansen, Executive V.P.

**FOUNDED:** 1996

**PROPERTIES:** **HOTELS:**

**Larkspur Landing:** All suite concepts provide extended stay accommodations with a host of complimentary services and conveniences designed with today's business traveler in mind. Properties are located in Campbell, CA; Folsom, CA; Milpitas, CA; Pleasanton, CA; Roseville, CA; Sacramento, CA; South San Francisco, CA; Sunnyvale, CA; Hillsboro, OR; Bellevue, WA; and Renton, WA.

**Larkspur Hotels:** Larkspur Hotels is a three-star brand which breaks the mold of large chain-hotels by offering charm and personality, while delivering great value, comfort and excellent service, while providing a base from which guests can take advantage of all that their respective surrounding areas have to offer. Inside, experience unsurpassed comfort, warmth and sincere service. Enjoy conveniences such as exclusive FeatherBorne® Beds and complimentary wireless Internet access. And outside, venture into and explore the epicenters of some of the most exciting cities in the country. Current properties include Larkspur Hotel Mill Valley in Mill Valley, CA; Larkspur Hotel Truckee-Tahoe in Truckee, CA; and Larkspur Hotel Union Square in San Francisco.

**Larkspur Collection:** A premium collection of hotels, each of which offers its own unique, individual experience, complementing the local flavor of the surrounding area. The Larkspur Collection focuses on delivering a sensorial guest experience, upscale amenities and exceptional service. Current properties include The Belamar Hotel, Manhattan Beach, CA and Casa Munras, Monterey, CA.

#### **RESTAURANTS**

**Estéban:** Mediterranean cuisine and Spanish-inspired tapas enjoyed in a festive setting with an outdoor patio and exhibition kitchen.

**Location:** Adjoining Casa Munras, Monterey, CA.

**Second Story:** Featuring nostalgic American comfort foods with a twist, served in a sleek, sophisticated setting. **Location:** The Belamar Hotel, Manhattan Beach, CA.

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**LARKSPUR HOTELS AND RESTAURANTS SHOWCASES A DIVERSE  
PORTFOLIO OF DISTINGUISHED PROPERTIES**

*At the 17 Hotels and Three Restaurants Carrying the Larkspur Flag, Genuine Hospitality  
is the Foundation For Extraordinary Guest and Employee Satisfaction*

LARKSPUR, CA—Emerging as a prominent name in the hospitality industry is **Larkspur Hotels & Restaurants**, whose unique and distinctive properties are driven by their belief and commitment to *Genuine Hospitality* - delivering warm, friendly and personalized experiences to its guests. Combining inviting design, upgraded amenities and superb service, Larkspur's sincere, welcoming atmosphere sets itself apart from other large corporate hospitality companies.

Established in 1996 by investment banker Karl Hoagland, Larkspur's Chairman, Larkspur Hotels & Restaurants is a rapidly growing company headquartered in Larkspur, California, just north of San Francisco. The Company has quickly become one of the most respected owner/operators of business and leisure hotels in the United States. According to Market Metrix, an independent hospitality industry consulting firm, Larkspur-branded hotels consistently exceed the industry average of the top five percent of U.S. hotels for guest satisfaction.

Larkspur Hotels & Restaurants is built on a philosophy of *Genuine Hospitality*, providing genuine and caring service to their guests and employees. Their success is achieved by its extraordinary team members, from the housekeeper to general manager, busboy to maître d' who maintain this philosophy. "Larkspur's 'guest-centric' culture differentiates us from other hotel companies and is the core of who we are," says Hoagland.

Larkspur boasts three distinct hotel brands: Larkspur Landing, Larkspur Hotels and The Larkspur Collection along with three exciting destination restaurants. **Larkspur Landing** properties are all-suite hotels which have revolutionized the extended-stay concept, addressing the dual needs of the modern business traveler: comfort and productivity. Offering a host of complimentary services and conveniences, these craftsman style "home away from home" hotels are warm and welcoming, from house-baked cookies served next to the fireplace to the signature Healthy Start Breakfast served every morning. All locations feature complimentary fitness rooms, laundry facilities and WI-FI and hand-crafted art

graces the common area. Larkspur Landing properties are currently located in suburban communities in Northern California, Portland and Seattle metropolitan areas.

**Larkspur Hotels** is a three-star brand which breaks the mold of large chain-hotels by offering charm and personality, while delivering great value, comfort and excellent service. Our three distinguished Larkspur Hotels are located in energetic cities spanning from San Francisco to the Lake Tahoe area and each provides guests a base from which to take advantage of all that their respective surrounding areas have to offer. Inside, experience unsurpassed comfort, warmth and sincere service. And outside, venture into and explore the epicenters of some of the most exciting cities in the country. The brand debuted with the opening of Larkspur Hotel Union Square in San Francisco's Union Square neighborhood and was followed by Larkspur Hotel Mill Valley in Mill Valley, CA and Larkspur Hotel Truckee-Tahoe in Truckee, CA.

**The Larkspur Collection** is premium collection of hotels, each of which offers its own unique, individual experience, complementing the local flavor of the surrounding area. The Larkspur Collection focuses on delivering a sensorial guest experience, upscale amenities and exceptional service, with each hotel recently having undergone a renovation. Current California properties include The Belamar Hotel in Manhattan Beach, CA and Casa Munras in Monterey, CA.

Each of Larkspur's three restaurants is designed to blend into their local setting and deliver creative culinary concepts, innovative design and exceptional culinary techniques. **Estéban**, offers Mediterranean cuisine and Spanish-inspired tapas in a festive setting with an outdoor patio and exhibition kitchen and is located adjacent to the Casa Munras in Monterey, CA. **Second Story**, a contemporary restaurant specializing in nostalgic American comfort foods prepared with a twist, is located at the Belamar Hotel in Manhattan Beach, CA.

In each community where they have a presence, Larkspur Hotels & Restaurants takes an active, responsible role with individual properties consistently participating in local events and supporting non-profit organizations. Karl Hoagland is passionate about living an environmentally-conscious lifestyle and applies his personal practices of conservation and sustainability to his company's hotels and restaurants. The use of recyclable or biodegradable materials is encouraged in both construction and operations, and reducing energy consumption is a major priority.

## **KARL HOAGLAND**

Chairman

The unique vision that Karl Hoagland brings to Larkspur Hotels & Restaurants is reflected in every employee, from chambermaid to general manager, from busboy to maître d'. At Larkspur, the mission of the company has everything to do with the people staffing its distinctive hotels and restaurants, whose unity of purpose begins at the top.

A native of Alton, Illinois (a distant suburb of St. Louis), Hoagland took to heart his father's advice, "You either have to go to law school or work for Goldman Sachs." The junior Hoagland studied Organizational Behavior & Management and Business Economics at Brown University, graduating with honors in 1987. His next stop was Wall Street—Goldman Sachs, of course—where he was an analyst in the firm's Mergers & Acquisitions department.

On a visit to California, Hoagland fell in love with the Bay Area, bought a Craftsman home in Berkeley and went to work for Montgomery Securities in San Francisco, specializing in the gaming and lodging industry. The young investment banker was extraordinarily successful in taking companies public and raising capital for clients such as Doubletree, Red Lion, La Quinta, and Marriott, among others. Over time, however, Hoagland became more passionate about his clients' properties than the financial machinations and in-house politics behind them.

Admiring the entrepreneurial and creative spirit of hoteliers like Bill Kimpton, a major influence in his career development, Hoagland decided it was time for him to create his own product. In 1996, he founded Larkspur Hospitality Development & Management Company. With its financial partner, the new company developed 16 extended-stay properties (Larkspur Landing hotels) in suburban California, Oregon and Washington, based on an innovative concept that increased efficiency for both the operator and the business-oriented travelers Larkspur was serving—people whose lives were rapidly changing due to new technologies. These guests needed to be productive while on the road, but they also demanded the comfort and *genuine hospitality* that would become a Larkspur Hotels' signature. To Hoagland, it is critically important that guests feel warmly welcomed, as if they were in a friend's home.

Hoagland is dedicated to promoting eco-conscious practices, which is not just political correctness but a committed lifestyle. His Marin County home uses solar power, is insulated with fiber from old denim jeans, and captures rain run-off for irrigation. He even drives cars powered with bio-fuel. In Larkspur Hotels, bamboo and other sustainable materials are used whenever possible and Hoagland has initiated an ambitious sustainability program that involves all staff members in the formulation of environmentally sound policies.

**JIM HANSEN**  
Executive Vice President

Responsible for the development, design, engineering and construction of current and future properties for the company, Executive Vice President, Jim Hansen, brings over 24 years of construction, engineering and design experience to Larkspur Hotels & Restaurants.

Before earning his Masters degree in Construction Engineering and Management from Stanford University, Hansen was an engineer with the U.S. Army Corps of Engineers in Sacramento, California. The Fremont, Nebraska native spent six years as a Project Manager for many Air Force and Army facilities, including the construction of bridges, fuel depots, barracks, and an underground strategic defense center.

Hansen's first venture into the hospitality industry was with Days Inns of America, now Cendant, where over a period of ten years, he served as a their west coast development manager overseeing the expansion of Days Inns in the west, including all land acquisition, entitlements, design and construction of over 75 Days Inns and Days Hotels.

It was during his time working as a General Contractor that he met Karl Hoagland, now the Chairman of Larkspur Hotels & Restaurants. At the time, Hoagland had only a vision for the hotel company he wanted to create. His vision was centered on an idea of "*Genuine Hospitality*:" a commitment to delivering warm, friendly and personalized experiences to its guests. Hansen was inspired by his vision and joined Hoagland to grow his company and accepted a position as the Vice President of Design and Construction in August 1996.

Today, as the Executive Vice President for Larkspur Hotels & Restaurants, Hansen manages the Asset Division and is responsible for all entitlements, design, renovation and construction of new and existing properties, as well as maintaining the company's portfolio. Most recently, Hansen is leading the renovations for the company's three new San Francisco properties.

Hansen also maintains Larkspur Hotels & Restaurants' commitment to developing eco-conscious properties through incorporating earth-friendly elements through design, construction and procurement. He works closely with PG&E's San Francisco Community Power Project to practice responsible power consumption, implements water-saving devices and is also investigating solar power capabilities for future properties.

In his off hours, Hansen has a strong affinity for classic Chevy automobiles including his own 1970 Chevelle and 1954 Bel Air convertible. He also enjoys working out and traveling with his wife with whom he resides in Fair Oaks, California.