

Prototype Book

Version 1.1

April 2023

Our Brand

Welcome to EVEN® Hotels

The first and only hotel brand created with wellness at its core. With a new look, better experience, and even more flexibility, we're on a mission to **put wellness within reach** for even more travelers.

When staying at an EVEN® Hotel, all guests can expect:

- uplifting spaces to move and energize
- restorative moments to take a breath and recharge
- nourishment that fuels whatever the day brings

EVEN® Hotels is where wellness comes naturally. EVEN® Hotels is where guests can stay in rhythm.



Wellness is not a trend. It's a way of life for millions.

EVEN® meets the growing demand and lifestyle of today's **wellness-minded** travelers. They want to stay well and be at their best on the road. We make it possible by being in locations guests travel to the most.

\$4.4 Trillion

spend in Global Wellness Market

\$1.3 Trillion

projected spend by 2025 in Wellness Tourism Market travel associated with the pursuit of maintaining or enhancing one's personal well-being

92%

of wellness travel is secondary wellness travel - people seeking healthy options while traveling for other reasons

Source: Global Wellness Institute, The Global Wellness Economy: Looking Beyond COVID - December 2021



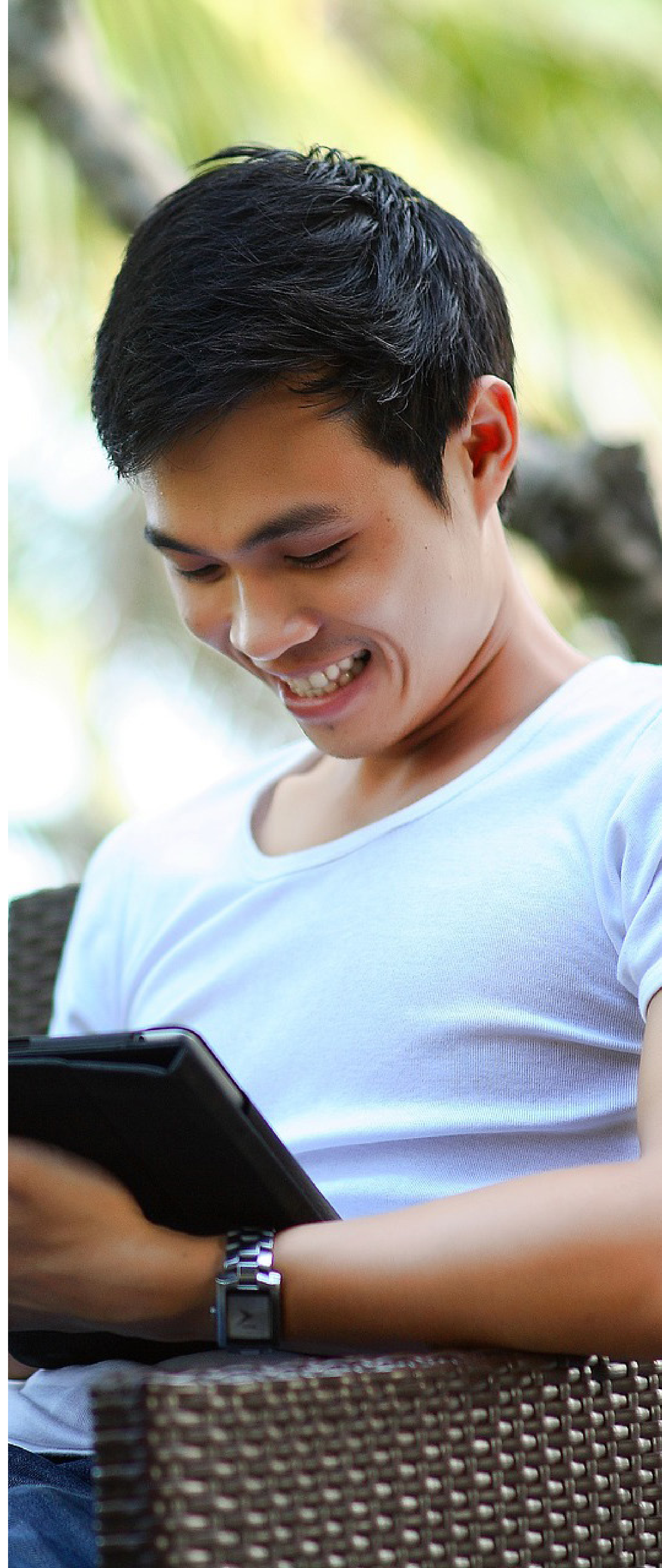
Our Guests

Designed for the **Wellness-Minded** Business Traveler

Our guests lead full, active lives. Being proactive about wellness is an essential part of their everyday.

They eat smart, but sometimes indulge. They're active, but not obsessed. They prioritize movement to feel energized and clear headed. And, they make time to recharge through meditation, the outdoors, and a good night's sleep.

When traveling for work, they find themselves in unfamiliar places, with less headspace, having to compromise on their routine. **When they travel, they want to stay well – just like at home.**



Our Values

Possibility

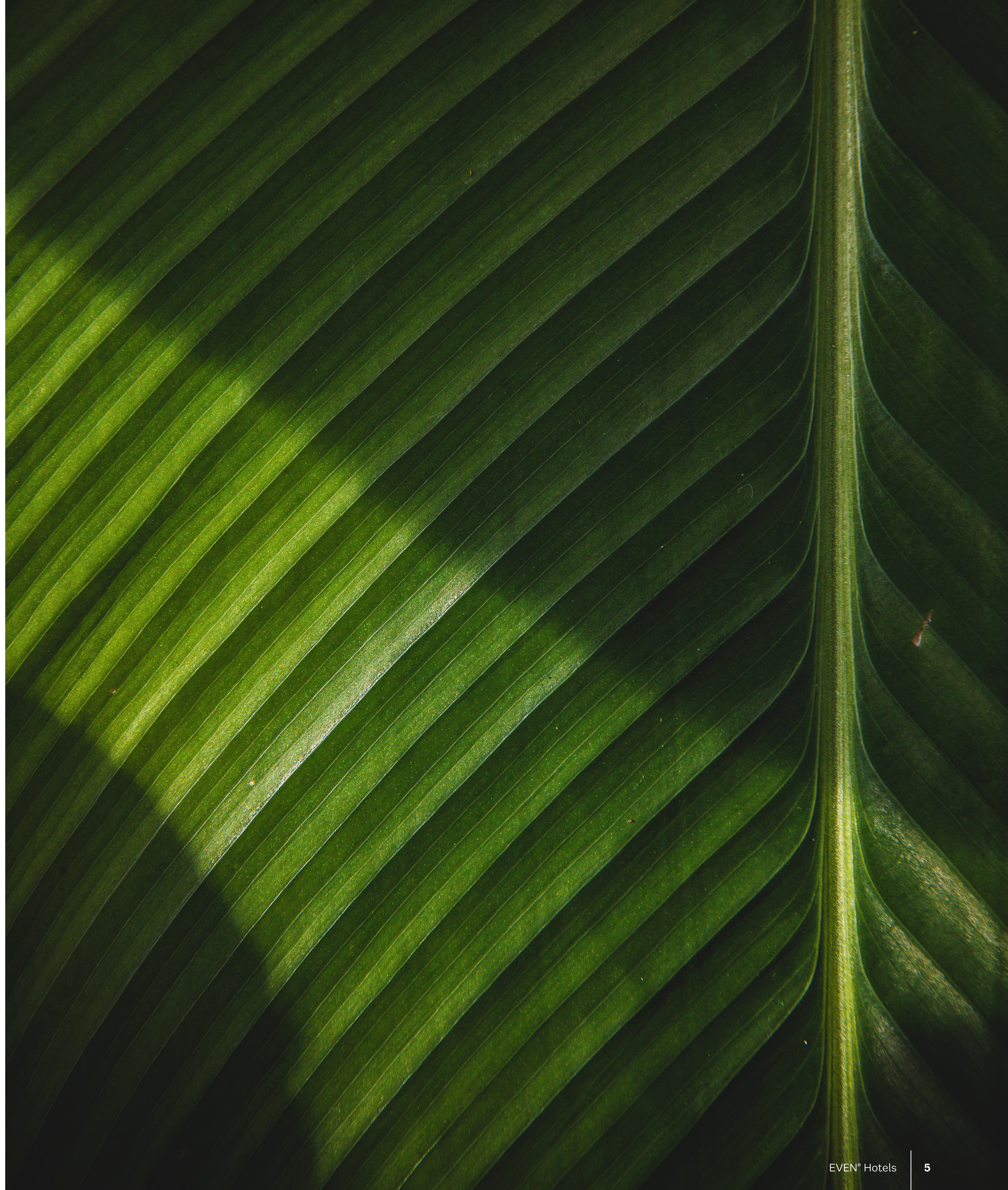
We're shifting the mindset when it comes to wellness and travel – you can keep your routine on the road. No more trade-offs.

Choice

Wellness is personal. We meet guests where they are with options and choices to support whatever wellness means to them.

Energy

From active pursuits to calming moments, we bring energy to our guests so they can conquer the day.



Our Hallmarks



F&B That **Flexes** For You

We fuel whatever wellness means to our guests. Whether it's lingering over a morning latte, grabbing on-the-go snacks for a busy day, or winding down with bites, beverages, and a balanced meal – our offerings are designed to flex. From day to night, nourishing to crave-able, snackable to substantial, our guests have around-the-clock access to options that support their routine.

Keep **Moving** Your Way

A personal approach to keeping up with fitness routines. Guests can move at their pace, in their way - whether in the guest room, the gym, or on the go, with complimentary access to the latest on-demand classes that meet them wherever they are.

Restorative Moments

We've created moments to restore - day and night. Rest easy with our signature sleep experience. Wind down with guided videos and an evening tea service. Refresh in our spa-like shower. Stay hydrated with water at every turn. And be ready to conquer whatever the day brings.

Our Design Style

A Breath of Fresh Air

A new and refreshing take on wellness designed to meet our guests' rhythm throughout their stay.

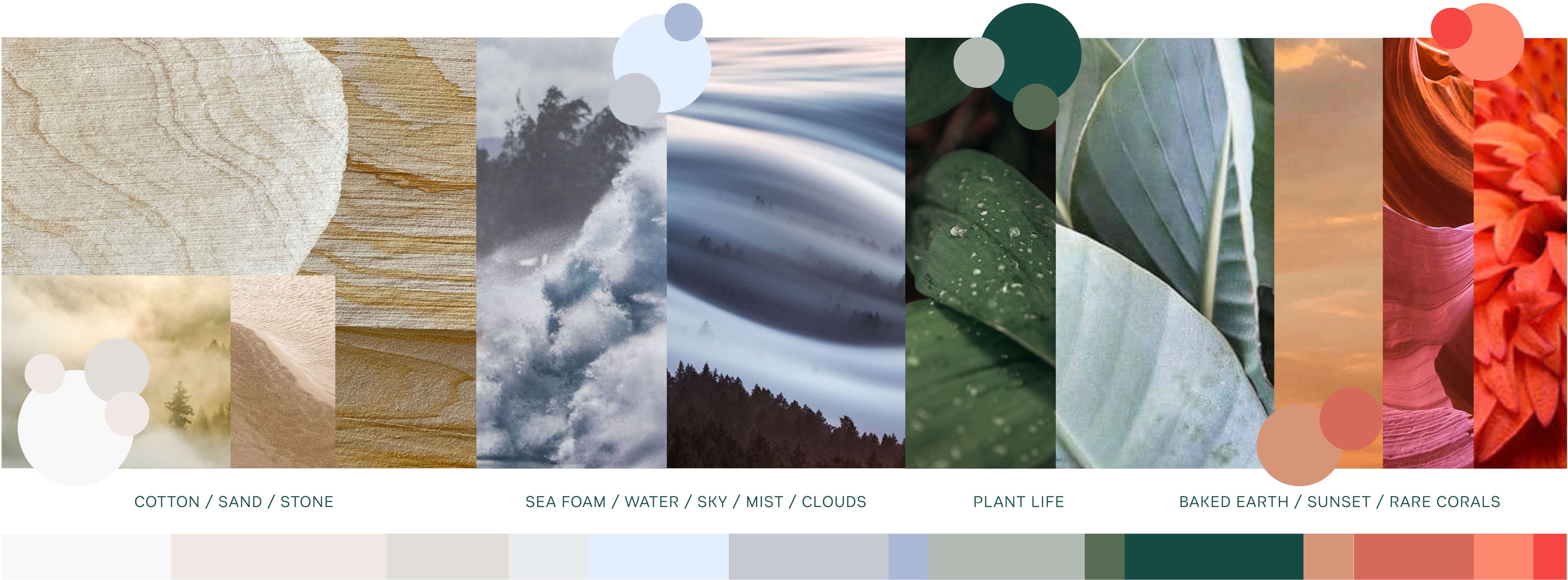
From quiet pockets of calm to uplifting and energizing spaces, the elements of our design work together to bring a feeling of ease and effortlessness that makes staying well a breeze.



Our Color Palette

Inspired by Nature

Our palette is informed by Biophilic design principles, taking inspiration from the colors of nature that enhance guests' wellbeing and create harmonious spaces.



Warm Neutrals

Earthy tones evoke the feeling of natural simplicity and grounded balance

Calming Blues

A prevalent color in the natural world, blue creates calmness and serenity while encouraging concentration

Vitalizing Greens

Green is the color of plant life, signifying renewal and growth. It serves to revitalize by calming our brains and nervous systems

Lively Coral

Exuding warmth, energy, and positivity. Coral embodies joyful pursuits and our desire for playful expression



A great first impression

Immediately upon arrival at an EVEN® Hotel, our wellness-minded business travelers receive a refreshing welcome through the elevated simplicity of the building design. This allows our guests to quickly feel in rhythm with their travels, knowing they made a great decision by choosing to stay with us.

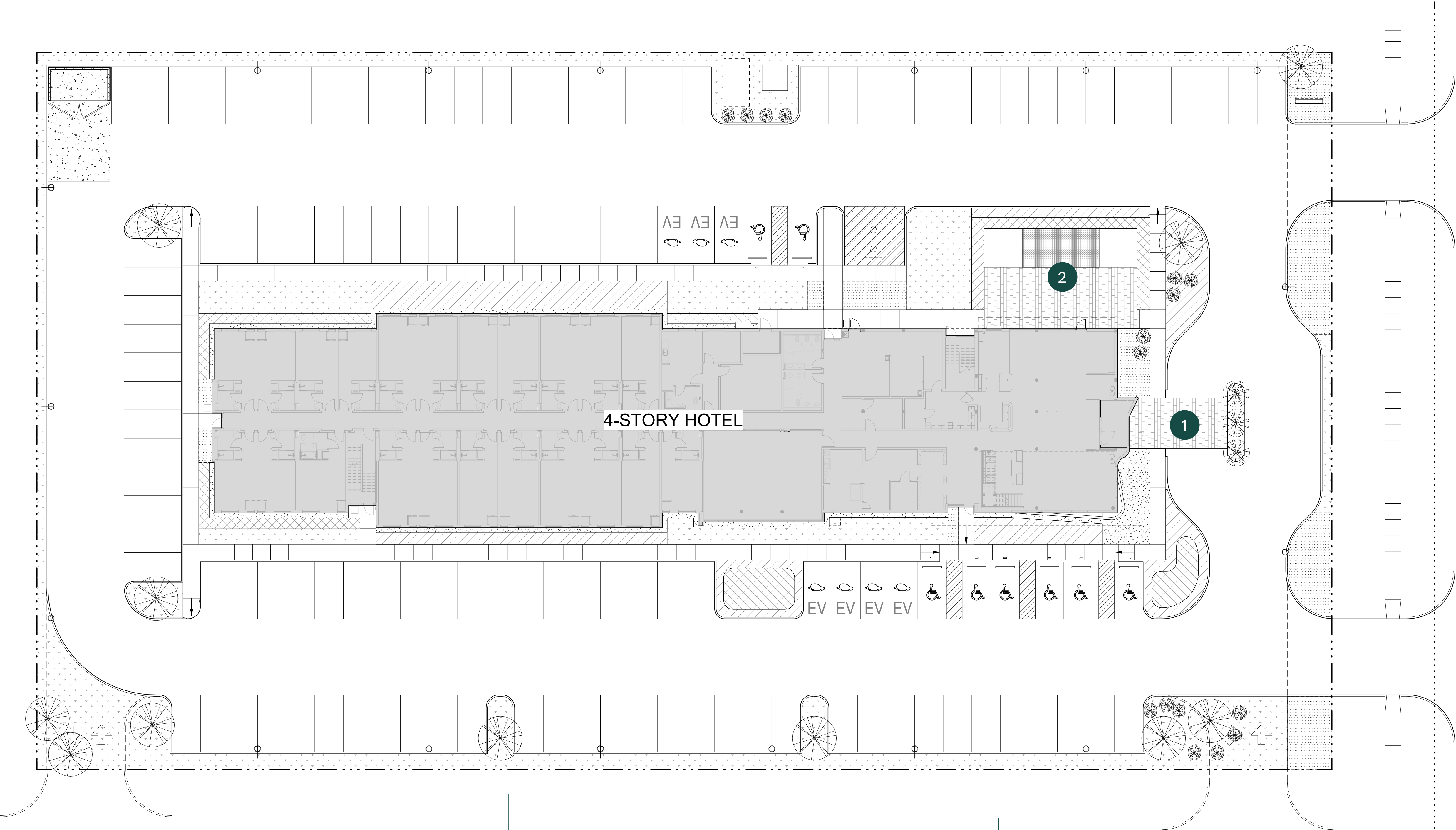
Exterior



- 1 A linear building canopy wraps around the corner, immediately drawing attention of arriving guests
- 2 The canopy switchback creates a visual prominence above the building entry
- 3 A double-height glazed lobby at the building corner creates an unobstructed link between interior and exterior

- 4 The distinctive exterior facade utilizes a neutral base palette complimented by both natural and highly textured building materials
- 5 Our best-in-class Athletic Studio is a striking beacon for our guests on arrival between the interior and exterior
- 6 Vibrant building signage highlights the newly refreshed brand identity

Site Plan



1 Main building entry/drop off

2 Outdoor Courtyard

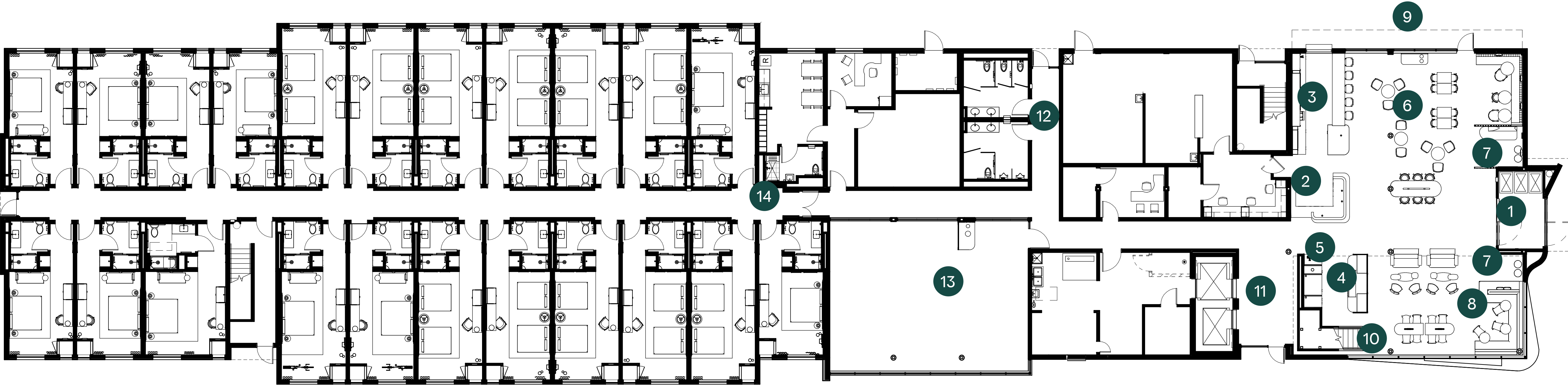
Public Space



Bringing The Outside In

Inspired by nature, the inviting lobby welcomes guests with a fresh and approachable first impression. Furniture, forms, materials, and color palette draw the outdoors inside, bringing connection and activation from day to night.

First Floor



1 Arrival

2 Front desk

3 EVEN® Kitchen & Bar

4 Market

5 Hydration Station

6 Dining Lounge

7 Social Entertainment Areas

8 Lobby Lounge

9 Outdoor Courtyard

10 Signature Open Staircase

11 Lobby Elevator

12 Public Restrooms

13 Athletic Studio

14 Guest Room Corridor



Lobby

- 1 Signature EVEN® Hotels green wall with integrated new logo
- 2 Our Front Desk is centrally located and conveniently adjacent to the EVEN® Kitchen & Bar order counter for optimized labor efficiency
- 3 The arrival communal table offers a space to gather or perch upon stepping into the Lobby
- 4 The Athletic Studio is visible from the entry vestibule and front desk, highlighting it's prominence as a brand hallmark
- 5 The Hydration Station is situated en route to the guest room spaces, allowing for easy access to still, sparkling, and flavor-infused water throughout the day
- 6 Our 24/7 Market includes coffee, tea, and a variety of healthy and indulgent snacks for purchase. The space is purposely screened from the lounge seating zone, while maintaining visibility from the front desk
- 7 Lobby and Social lounges provide different flexible seating groups for eating, relaxing, working, or socializing
- 8 Our Signature Open Staircase allows for easy access between the Lobby and Mezzanine lounge areas



EVEN® Kitchen and Bar

- 1 Combined Bar and Order Counter that supports an efficient labor model
- 2 Fully functional bar with signature coffee machine that enables the creation of bespoke beverages
- 3 Optional pass-through window increasing the potential for revenue from the EVEN® Kitchen & Bar offer for those enjoying the outdoor elements
- 5 Blended, multi-purpose seating zones
- 6 Exit to Outdoor Courtyard provides seamless connection from inside to outside spaces
- 7 Conveniently located bussing station allowing for self-service during both Breakfast and Dinner



Outdoor Courtyard

- 1 Landscaped privacy screen creating separation between Outdoor Courtyard space and parking or areas beyond the hotel site
- 2 Mix of lounge and dining seating creates an inviting atmosphere, both day and night
- 3 A firepit enables social interaction and relaxation during evening hours
- 4 Green areas allow for flexibility of the space
- 5 An optional central pergola frames the space

Athletic Studio



- 1 Hydration and athletic accessories offering upon entry
- 2 Stretch zone
- 3 Cardio zone
- 4 Strength zone

- 5 Mix of flooring materials provide for adequate zoning of the Athletic Studio, with rubber flooring that is made from recycled athletic shoes
- 6 Floor-to-ceiling windows that offer plenty of natural light
- 7 Interior glazing creates privacy from public areas while similarly offering intrigue for guests to discover the space

Second Floor: Mezzanine



1 Signature Open Staircase

2 Elevator Lobby

3 Hydration Station

4 Mezzanine Lobby

5 Meeting Space

6 Ice Machine

7 Public Restrooms

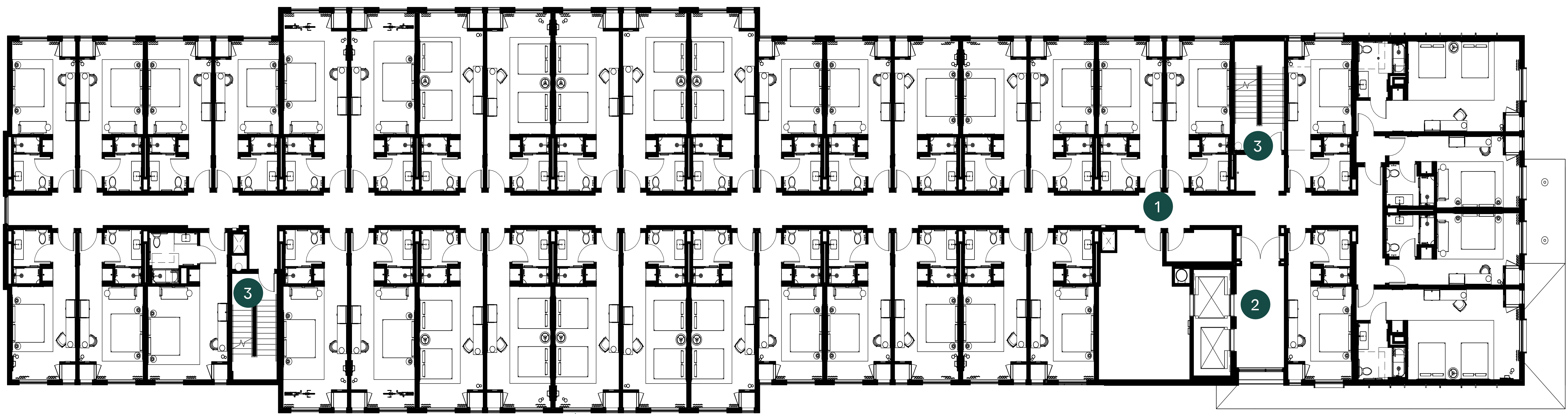
8 Guest Room Corridor



Mezzanine Lobby

- 1 Additional Hydration Station offers still and sparkling water to guests using the Lounge Space or Meeting Rooms, as well as those passing by en route to their room
- 2 Computer station, allowing guests to connect and print as needed
- 3 Mix of seating areas provide guests with spaces to work, reflect, or restore
- 4 Meeting Rooms equipped with latest technology, as well as ample storage and a space to serve food and beverage
- 5 Connection to outdoors via staircase that leads directly to the Outdoor Courtyard

3rd and 4th Floors



1 Guest Room Corridor

2 Elevator Lobby

3 Exit Stair

Guest Rooms

Our rooms serve as spaces to relax and recharge. They include soft, dimmable lighting with sophisticated colors and patterns that represent our upscale design aesthetic. With an emphasis on light wood finishes and calming tones, our room design delivers a guest experience that feels both easy and comfortable.



- Dynamic lighting along the headboard wall and in the bathroom
- A mix of soft and hard flooring for clear zoning
- Desk with integrated power for connectivity
- Comfortable seating solution

- Modern freestanding open wardrobe
- Dedicated refreshment zone with coffee/tea, refrigerator, and safe
- Strategically located in-room fitness zone with a range of equipment options by room type

Introducing Our Refreshed Room Types

As part of our new look, we’ve also evolved our room mix, creating **three new room types** that together meet the needs of our **wellness-minded business traveler**.

Each of these room types have been thoughtfully crafted to deliver the in-room fitness experience that our **guests desire**, while also unlocking the **potential to drive rate premiums**.

Standard Room

Includes a light touch of fitness accessories for the guest that prefers to leverage the premium equipment in our Athletic Studio, but may also want to do some quick stretching, yoga, or guided meditation in their guest room.

Standard Plus Room

Features a dedicated fitness zone with integrated wall hooks and accompanying equipment to facilitate strength and resistance based movements. Additionally, our robust accessories package supports a variety of workouts from cardio and HIIT to yoga and stretch.

Premium Room

Boasts a commercial Peloton® spin bike, allowing guests to complete workouts from their vast library of content. Along with all of the same fitness components as our Standard Plus room, this room truly provides a superior in-room fitness experience.

Standard Room

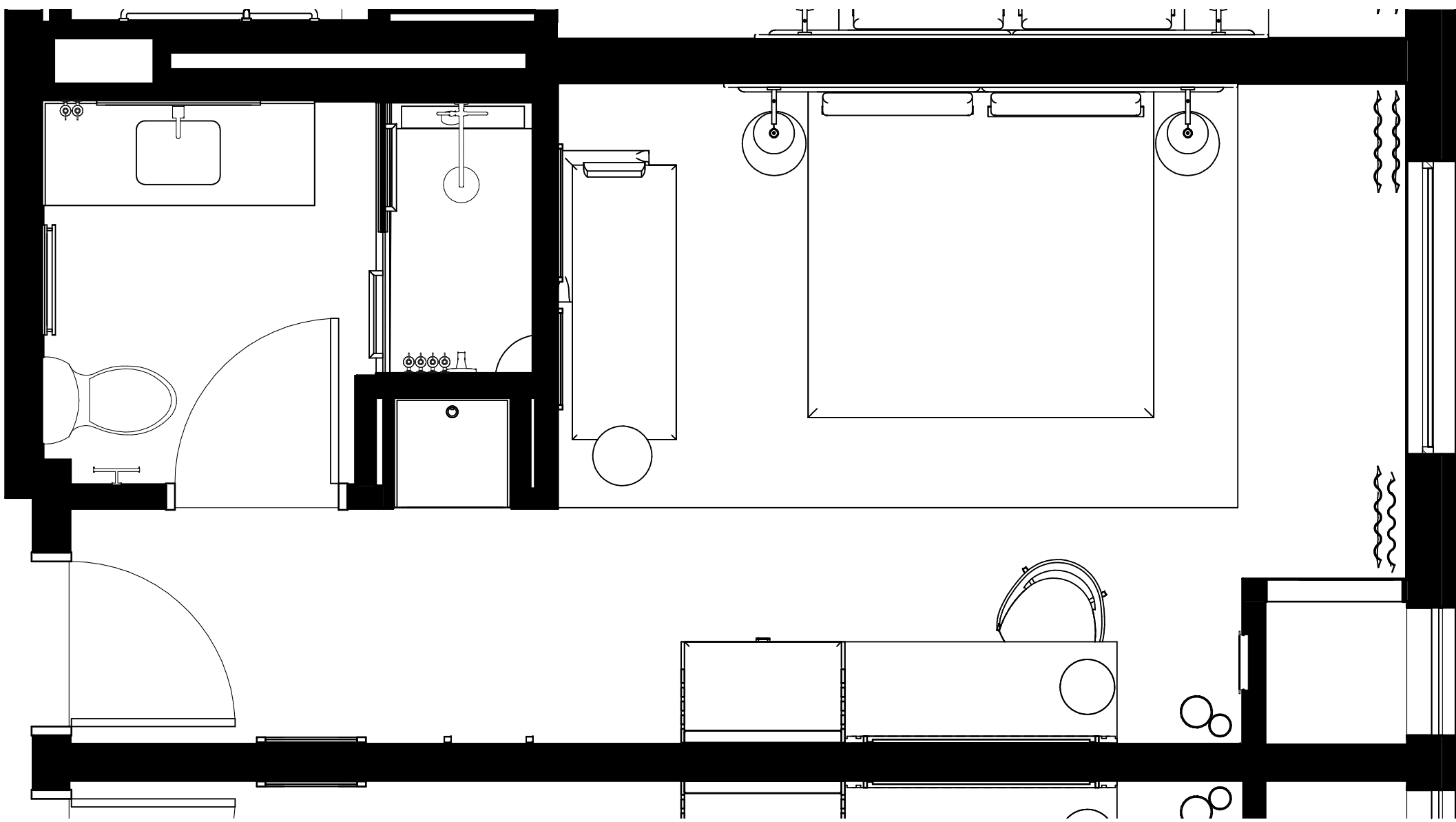
A light touch of fitness



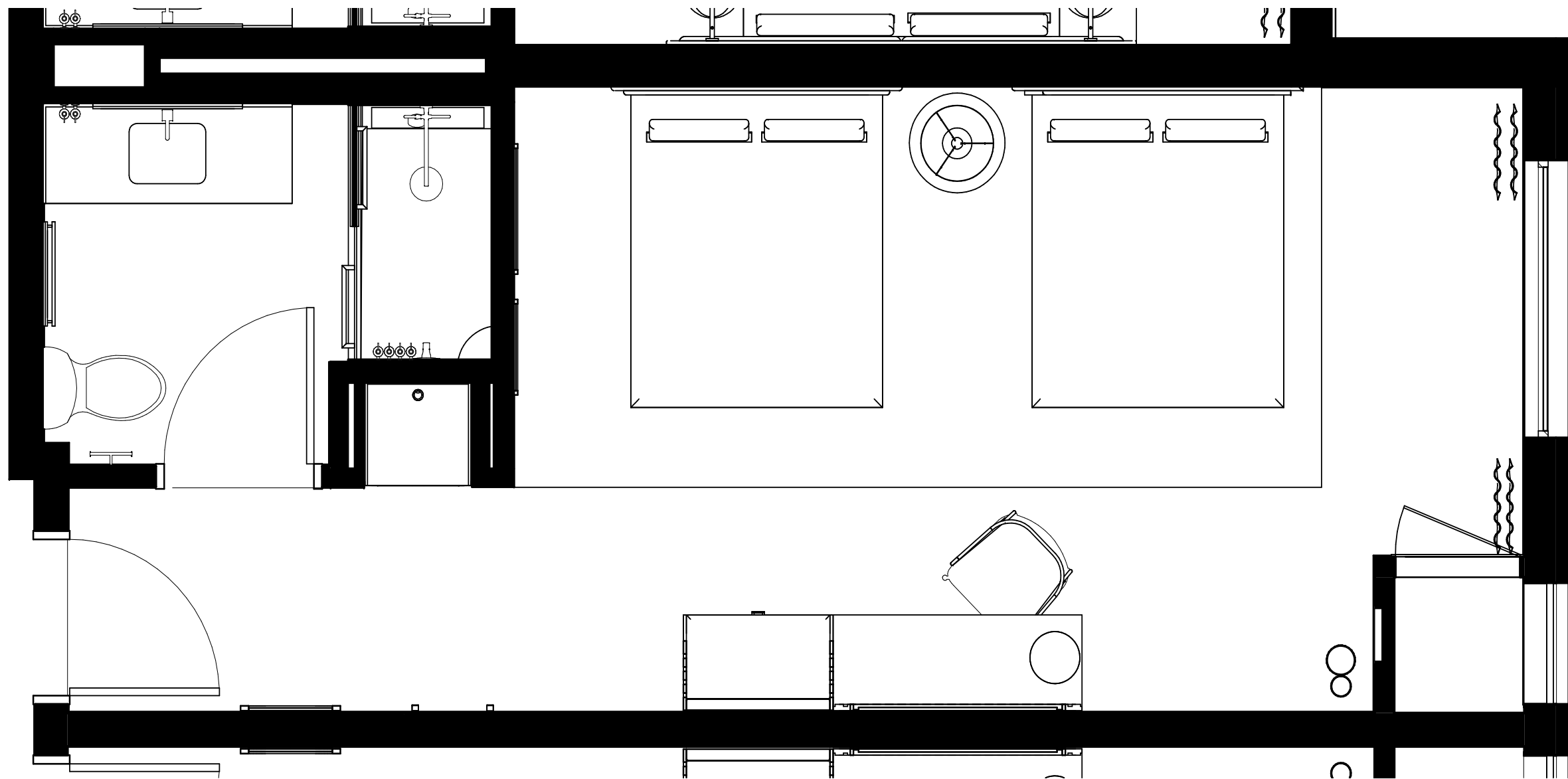
Room Differentiators:

- 1 In-room fitness package including a yoga mat, yoga blocks, and a foam roller
- 2 Chaise lounge (king rooms) or armchair (queen rooms) provide a dedicated space to sit and relax

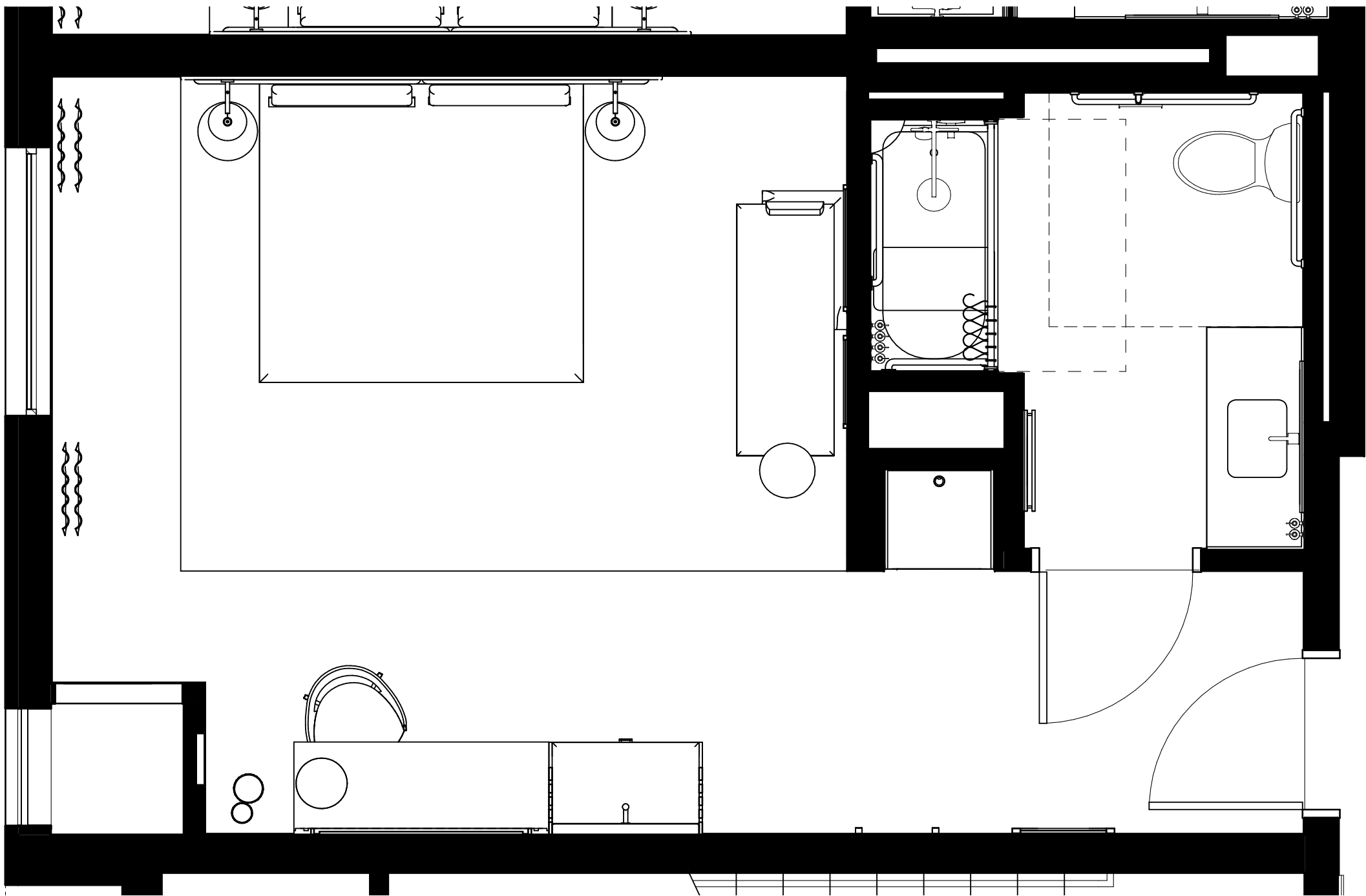
Standard Room Floor Plans



King Standard Room



Double Queen Standard Room



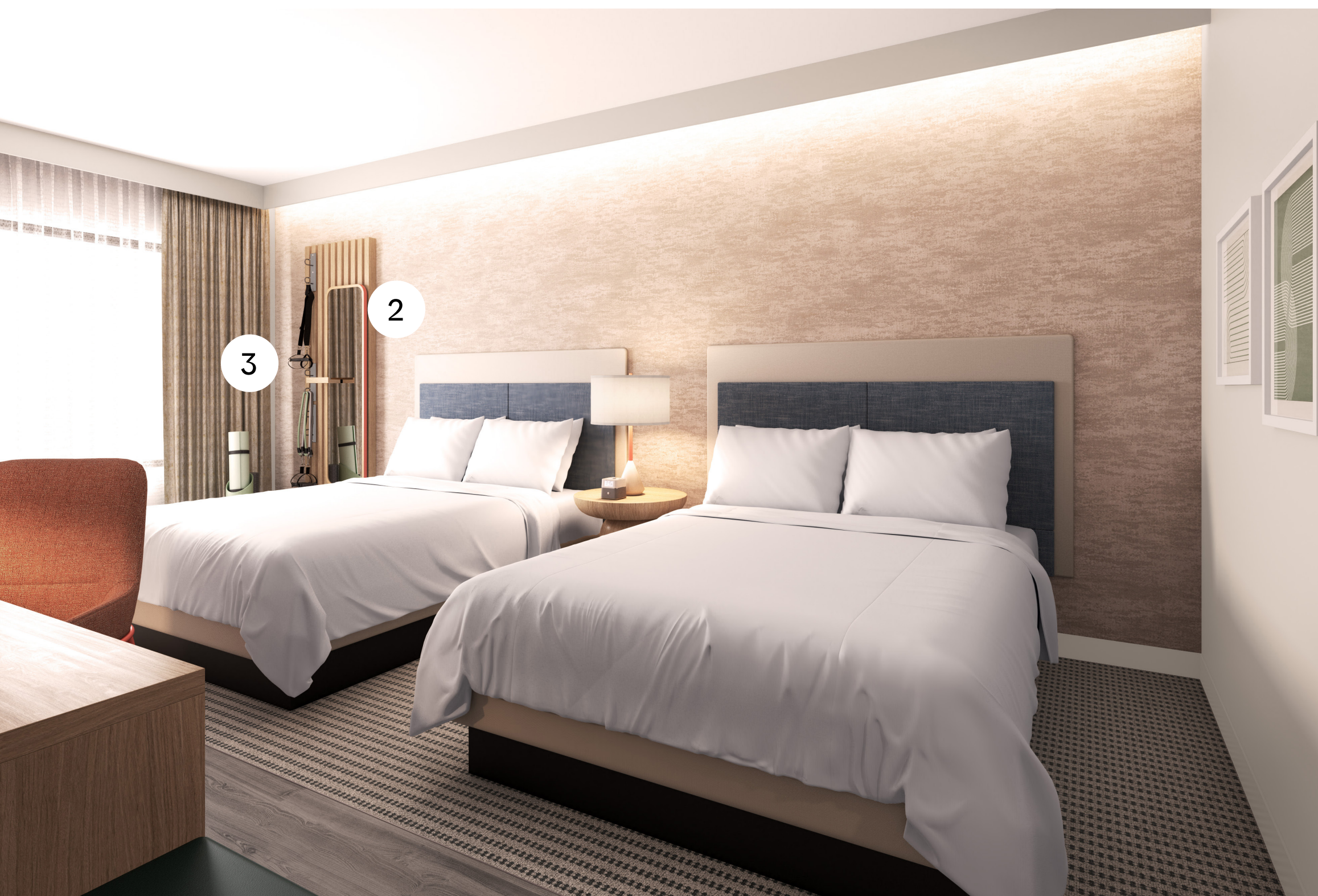
King Standard ADA Room



Double Queen Standard ADA Room

Standard Plus Room

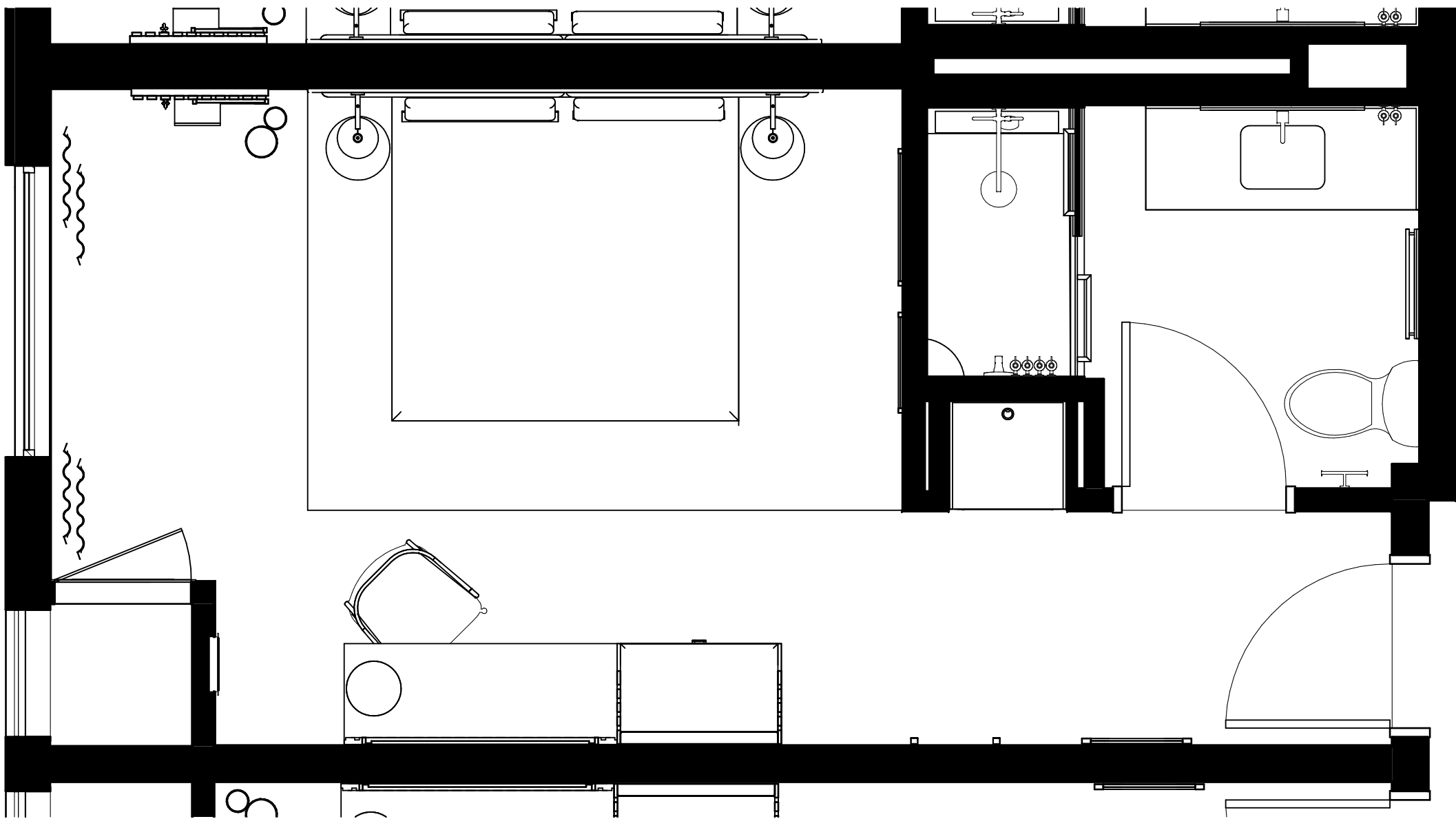
A distinct in-room fitness zone



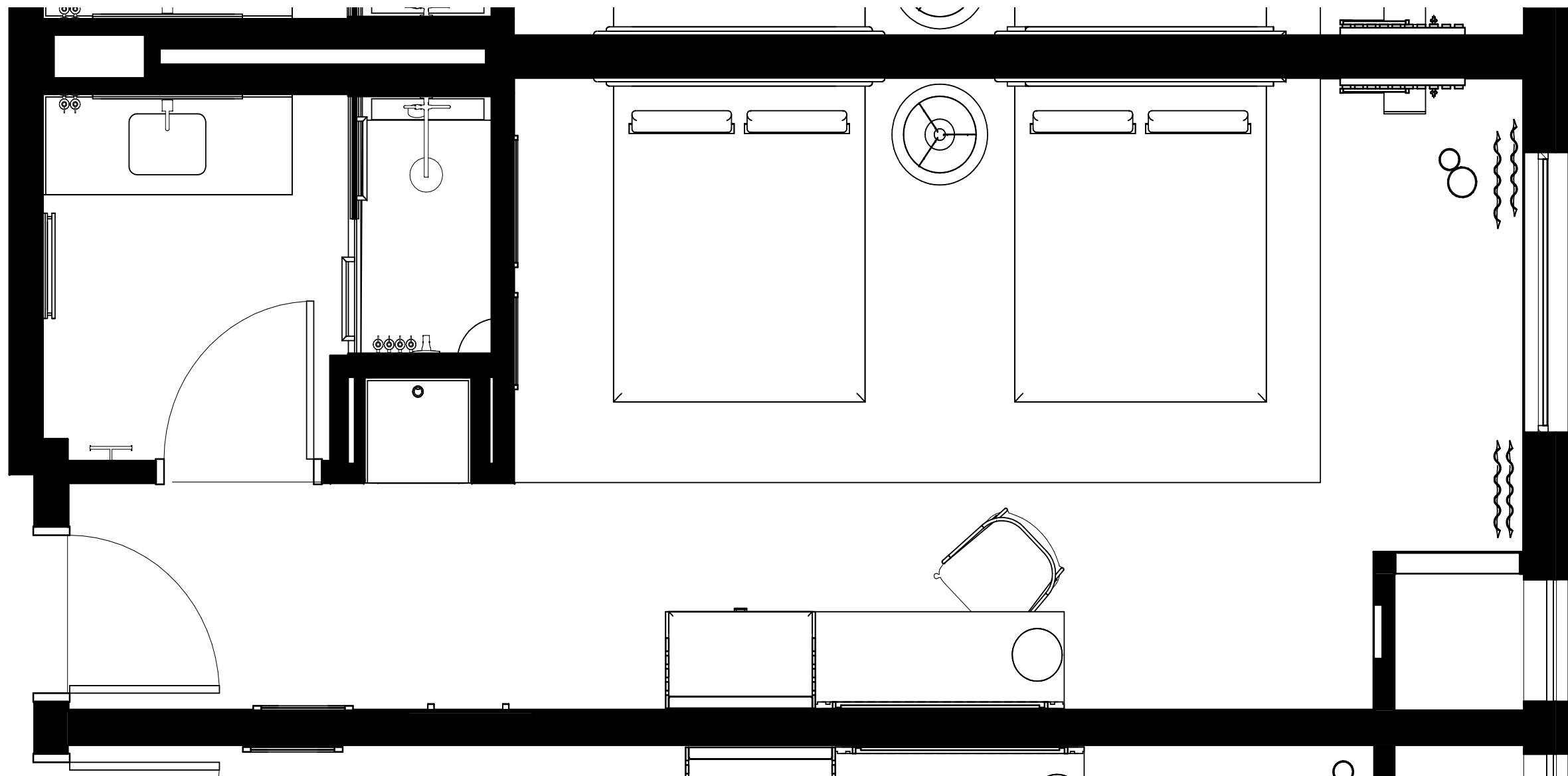
Room Differentiators:

- 1 Dedicated fitness zone
- 2 Fitness wall with integrated suspension training hooks and full length mirror
- 3 Fitness accessories including a yoga mat, yoga blocks, foam roller, resistance and suspension training bands
- 4 Armchair at desk for a flexible place to comfortably sit while working or relaxing

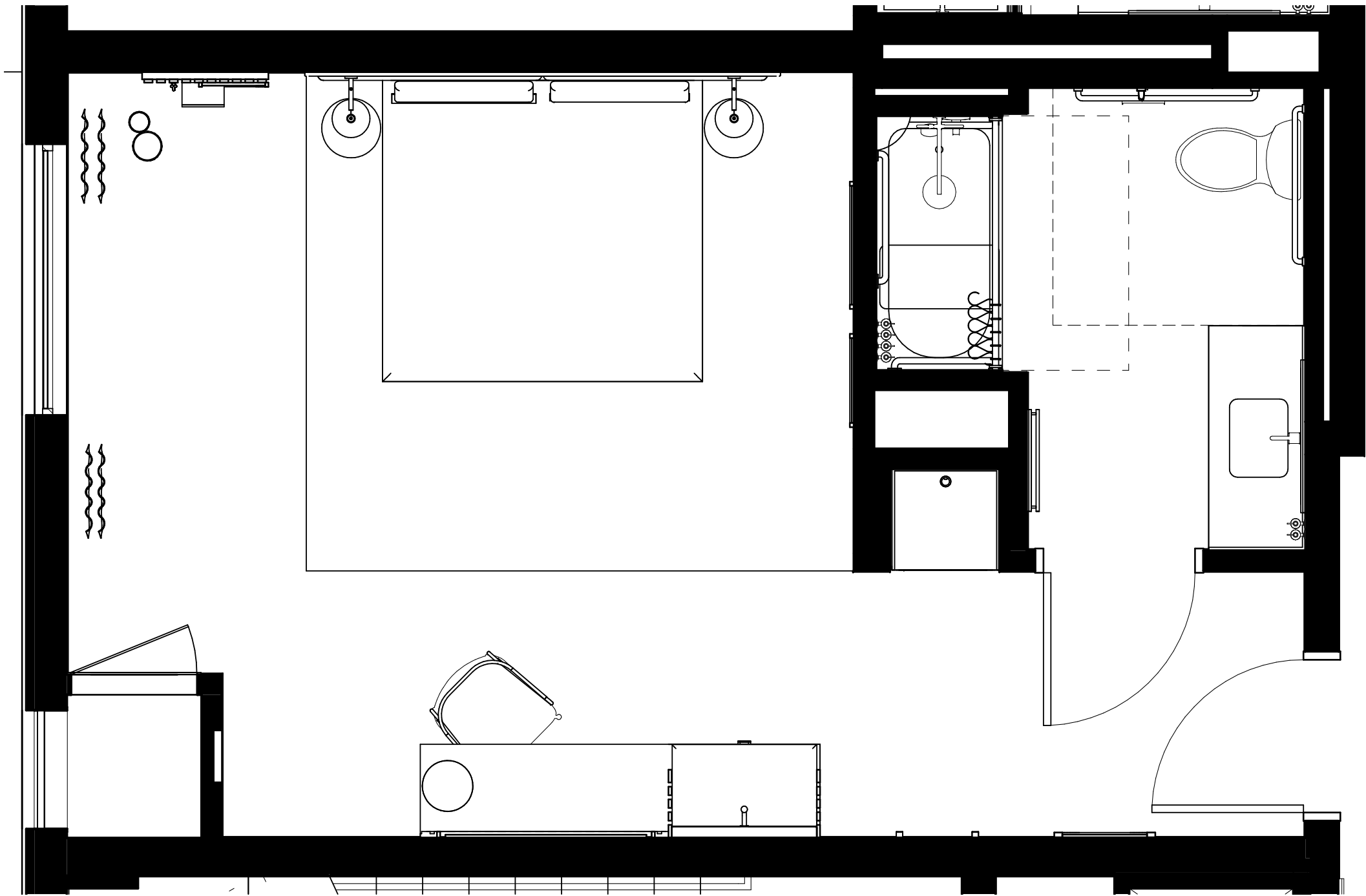
Standard Plus Room Floor Plans



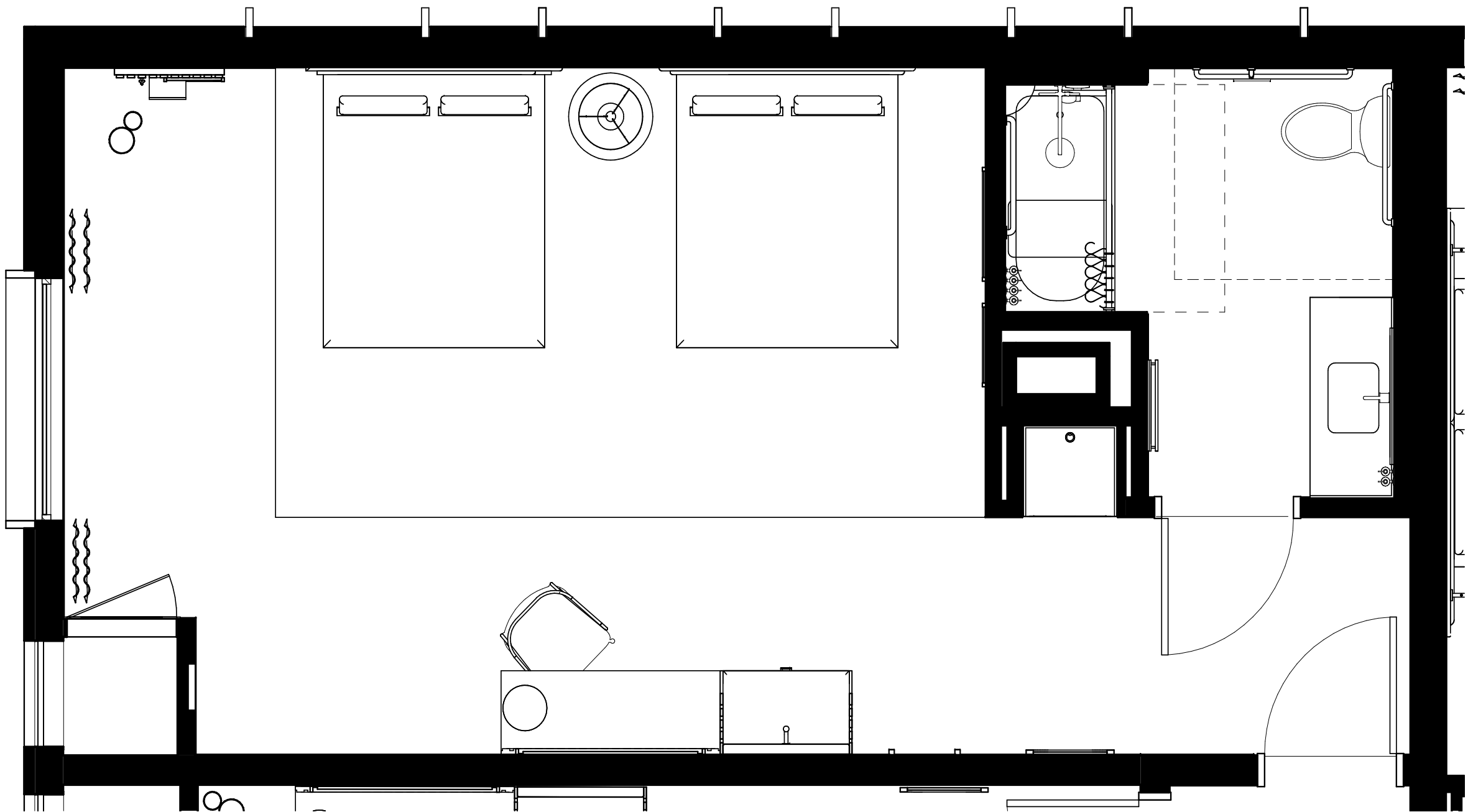
King Standard Plus Room



Double Standard Plus Room



King Standard Plus ADA Room



Double Queen Standard Plus ADA Room

Premium Room

A superior In-Room cycle experience powered by Peloton®

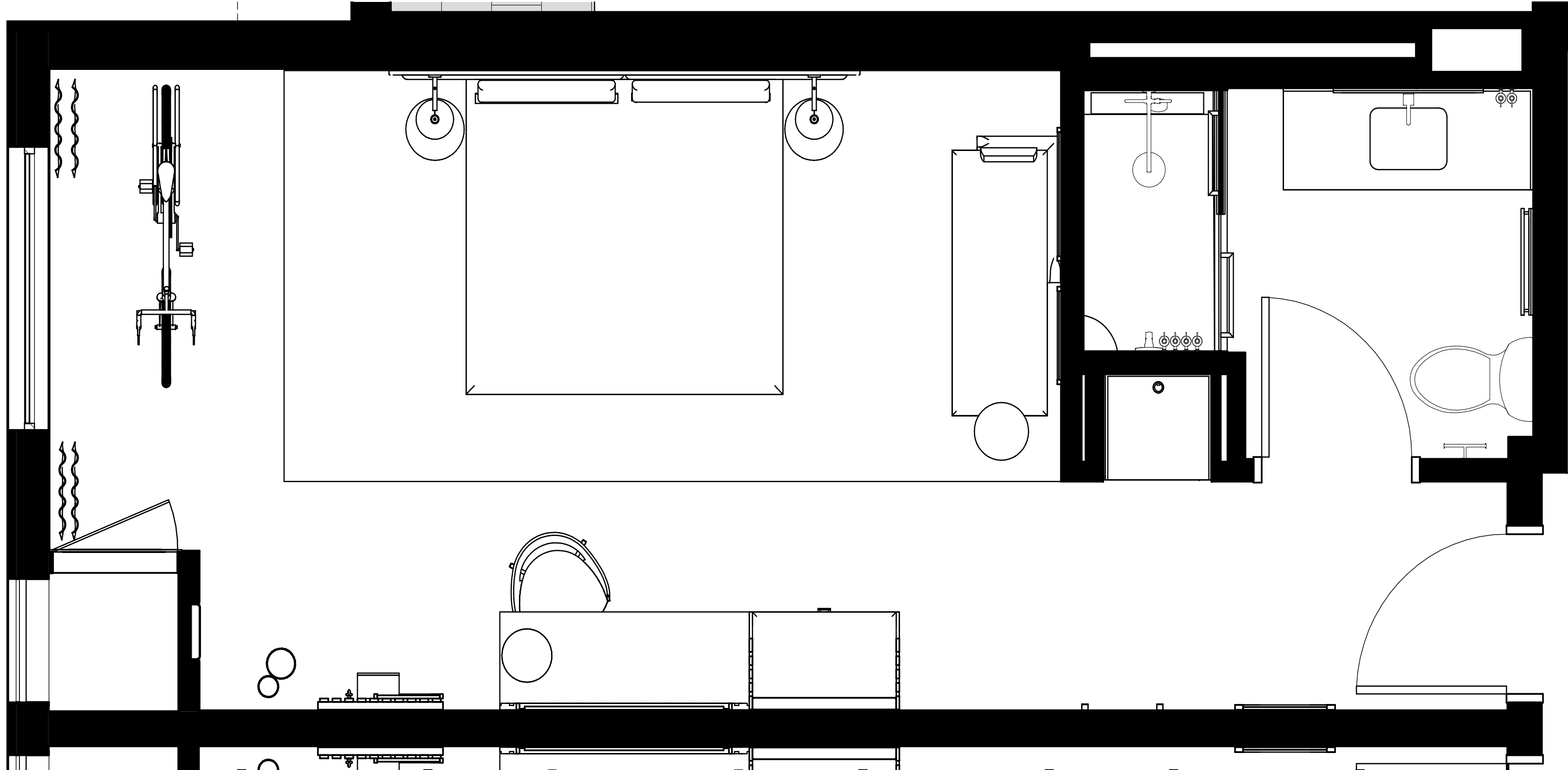


Room Differentiators:

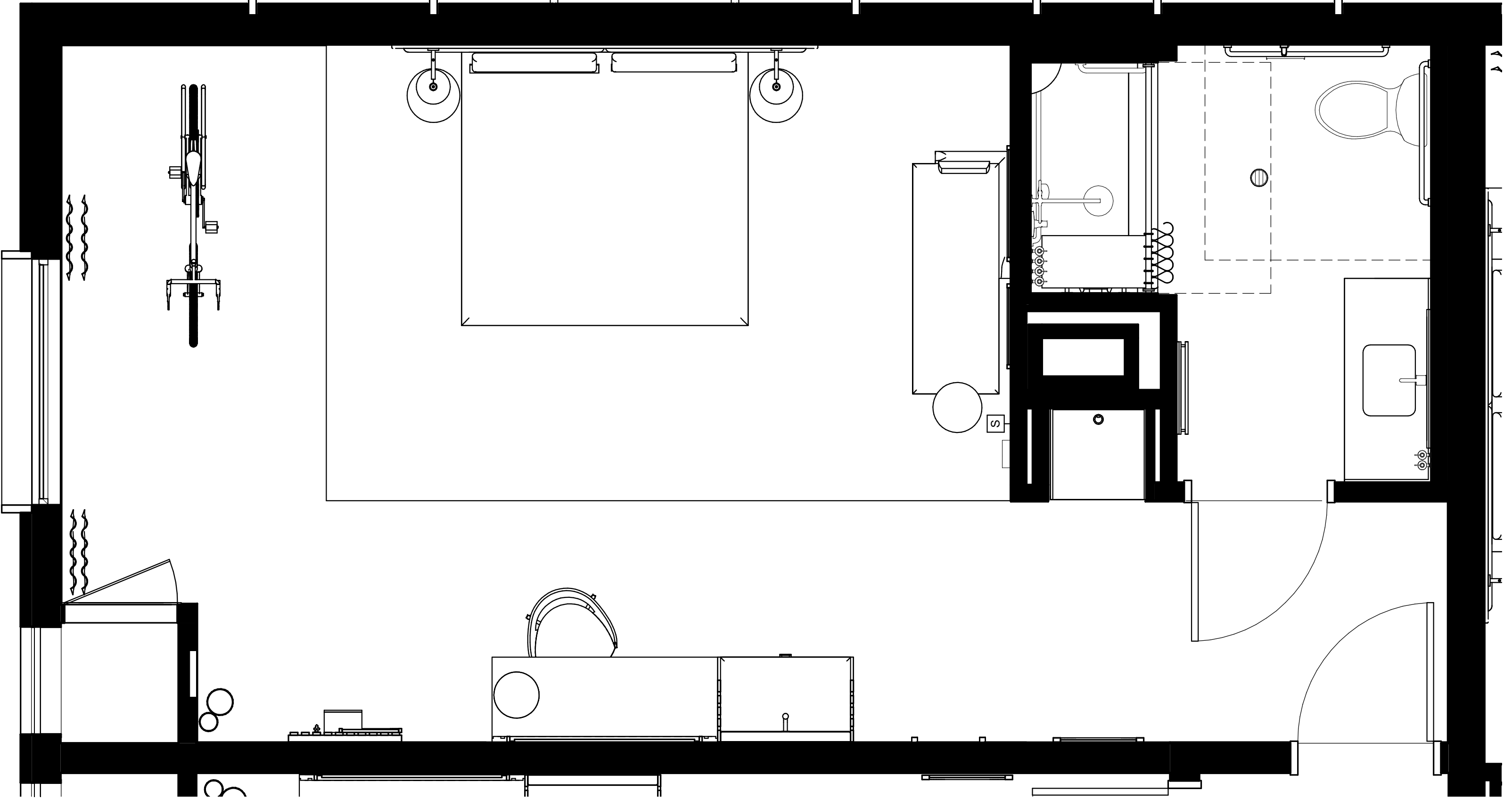
- 1 A Peloton® spin bike, with associated accessories allowing guests to complete workouts from Peloton's vast content library
- 2 Fitness wall with integrated hooks and all of the accompanying equipment and accessories that can be found in our Standard Plus room types
- 3 Chaise lounge or optional upgrade to sleeper sofa that provides for ample seating

Premium Room Floor Plans

King Premium
Room



King Premium
ADA Room



Guest Bathroom



- 1 Elevated shower experience offers a turn-key suite of plumbing fixtures, accessories, and material finishes that promote spa-like atmosphere
- 2 Spacious vanity allowing guests to refresh and restore

- 3 Dimmable lighting that allows our guests flexible ambiance
- 4 Bulk bath amenities, both in the shower and at the vanity

Down To Details



SITE PLAN INFORMATION	
Area:	92,208 SF / 2.12 ACRES
Hotel Keys:	131 Keys
Gross SF per key:	532 SF
Parking Spaces:	131
NET BUILDING AREA	
Level 1:	15,473 SF
Level 2:	14,572 SF
Level 3:	15,250 SF
Level 4:	15,250 SF

GUEST ROOM COUNT		
Overall	83 King / 48 QQ / 131 Total	
King Standard	48	(inclusive of 4 comm, 1 ADA/ comm & 1 ADA)
King Standard Plus	23	(inclusive of 3 comm, 1 ADA/ comm & 1 ADA/comm)
King Premium	12	(inclusive of 1 comm & 1 ADA)
QQ Standard	31	(inclusive of 2 comm & 1 ADA/comm & 1 ADA)
QQ Standard Plus	17	(inclusive of 2 comm & 1 ADA/comm)

AREA SUMMARY – BUILDING PROGRAM

LEVEL 01			LEVEL 02			LEVEL 03			LEVEL 04		
ROOM NAME	QUANTITY	AREA	ROOM NAME	QUANTITY	AREA	ROOM NAME	QUANTITY	AREA	ROOM NAME	QUANTITY	AREA
PUBLIC / BOH			PUBLIC / BOH			PUBLIC / BOH			PUBLIC / BOH		
ATHLETIC STUDIO	1	1,038 SF	CORRIDOR	3	1,447 SF	CORRIDOR	1	1,563 SF	CORRIDOR	2	1,563 SF
BAR	1	210 SF	ELEVATOR LOBBY	1	191 SF	ELEVATOR LOBBY	1	158 SF	ELEVATOR LOBBY	1	158 SF
CORRIDOR	3	1,447 SF	MEETING SPACE	2	896 SF	STAIRS	2	321 SF	STAIRS	2	322 SF
DINING	1	1,157 SF	MEETING ROOM PREFUNCTION	1	756 SF	ELECTRICAL	1	64 SF	ELECTRICAL	1	64 SF
ELEVATOR LOBBY	1	161 SF	PUBLIC RESTROOM	2	202 SF	HOUSEKEEPING	1	370 SF	HOUSEKEEPING	1	370 SF
FRONT DESK	1	159 SF	STAIRS	2	321 SF	GUEST			GUEST		
LOBBY	1	486 SF	ELECTRICAL	2	161 SF	KING STD PLUS	5	1,478 SF	KING STD PLUS	5	1,478 SF
MARKET / BEVERAGE	1	307 SF	ENGINEER	1	169 SF	KING PREMIUM	4	1,407 SF	KING STD PLUS ADA COMM	1	370 SF
PUBLIC RESTROOM	2	258 SF	HOUSEKEEPING	1	164 SF	KING STD	15	4,435 SF	KING STD PLUS COMM	1	296 SF
STAIRS	2	345 SF	STORAGE	1	139 SF	KING STD ADA	1	370 SF	KING PREMIUM	2	704 SF
VESTIBULE	1	122 SF	GUEST			KING STD ADA COMM	2	592 SF	KING PREMIUM ADA	1	461 SF
BREAKROOM	2	211 SF	KING STD PLUS	5	1,479SF	Q/Q STD PLUS	3	1,504 SF	KING STD	15	4,435 SF
ELECTRICAL	2	141 SF	KING STD PLUS ADA	1	370 SF	Q/Q STD PLUS COMM	1	461	KING STD COMM	1	296 SF
FRONT OFFICE	1	111 SF	KING STD PLUS COMM	2	592 SF	Q/Q STD PLUS COMM	1	351 SF	Q/Q STD PLUS	4	1,405 SF
GM	1	120 SF	KING PREMIUM	2	704 SF	Q/Q STD	6	2,108 SF	Q/Q STD	7	2,459 SF
KITCHEN	1	640 SF	KING STD	9	2,661 SF	Q/Q STD PLUS ADA COMM	1	461	Q/Q STD ADA	1	461 SF
LAUNDRY	3	555 SF	Q/Q STD PLUS	4	1,405 SF				Q/Q STD COMM	1	351 SF
LUGGAGE	1	58 SF	Q/Q STD	7	2,459 SF						
MECHANICAL	1	313 SF	Q/Q STD COMM	1	351 SF						
SALES OFFICE	1	115 SF									
GUEST											
KING STD PLUS	3	887 SF									
KING PREMIUM	2	704 SF									
KING PREMIUM COMM	1	351 SF									
KING STD	3	886 SF									
KING STD ADA COMM	1	370 SF									
KING STD COMM	1	296 SF									
Q/Q STD PLUS	3	1,054 SF									
Q/Q STD PLUS COMM	1	351 SF									
Q/Q STD	7	2,457 SF									

GUEST ROOM SIZING						
ROOM SIZE BY ROOM TYPE	STANDARD	STANDARD ADA	STANDARD PLUS	STANDARD PLUS ADA	PREMIUM	PREMIUM ADA
KING	296 SF	370 SF	296 SF	370 SF	352 SF	461 SF
QQ	352 SF	461 SF	352 SF	461 SF	N/A	N/A

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