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POURING THEIR HEARTS AND SOULS INTO THE ST. ANTHONY: LOCAL OWNERS RETURN LIFE TO HISTORIC GEM

The St. Anthony Shines Thanks to Owners' Commitment to Honor a Piece of San Antonio History

SAN ANTONIO (2016) – When something is 106 years old, it's seen its share of history, has its own stories to tell and hopefully inspires gentle care and concern so that it continues to leave its mark. That's definitely the case with The St. Anthony, a Luxury Collection Hotel, San Antonio. Its colorful past and memorable grandeur have inspired its renaissance under the caring eye of local owners who appreciate the wear, tear and history that more than a century can bring.

As the first major acquisition by a partnership formed by BC Lynd Hospitality, LLC, with Sid Greehey and several other San Antonio-based investors, The St. Anthony has benefited from a San Antonio-based team dedicated to restoring its status as a premier destination for travelers and local residents alike. BC Lynd Hospitality is focused on the acquisition and management of hotel properties in the full service, select service and extended stay categories located in the top 50 markets in the United States. The St. Anthony is one of seven hotel properties the company currently operates.

CEO Brandon Raney, Chief Executive Officer of BC Lynd, and Clyde Johnson IV, Chief Investment Officer of BC Lynd, are respectively fifth-generation and sixth-generation Texans committed to reviving the 106-year-old hotel, restoring not just its building, but its status as the premiere destination in the Alamo City—making it again the “Queen of San Antonio” as the hotel was once known.

A treasured icon since 1909, the National Historic Landmark's meticulous restoration has peeled back the layers of time to reveal the unparalleled luxury of legend and lore, paired with a modern, timeless design. The redesign of The St. Anthony restores the National Historic Landmark's famed glamour and opulence, blending its timeless historic features with contemporary luxury. Polished from top to bottom, with renovated and redesigned guestrooms, suites and public spaces from the grandeur of famed Peacock Alley to the stunning views of the St. A Sky Terrace, the hotel truly shines. Rebelle, a new restaurant concept from restaurateur Andrew Goodman with acclaimed Chef Stefan Bowers, and Haunt, a new cocktail bar offering classic cocktails inspired by the haunting legends of The St. Anthony, are included in the renovation, along side the rebirth of historic The St. Anthony Club, giving the hotel flavors and flair for both locals and travelers to enjoy.

The St. Anthony debuted as a Luxury Collection hotel in July 2015, becoming part of Starwood Hotels & Resorts Worldwide, Inc. Delivering unparalleled luxury and personalized service to its guests, The St. Anthony Hotel joins The Luxury Collection's portfolio of 17 diverse hotels in North America, ranging from the iconic Palace Hotel in San Francisco to the modern, art-deco Chatwal hotel in New York. Each Luxury Collection hotel and resort is a unique and cherished expression of its location—a portal to the destination's indigenous charms and treasures—a fitting description for the treasured San Antonio icon.

Q: The St. Anthony is part of so many San Antonio stories. What memories do you have of The St. Anthony?

A: Raney: Everyone knows the hotel as the home of so many Fiesta celebrations, or the spot where Herb Kelleher first sketched on a cocktail napkin what was to become Southwest Airlines. Growing up in San Antonio, I always knew of The St. Anthony. My grandparents talked about dinner dances and parties in the Anacacho Room—the hotel was part of the social scene in the city and coming here was a big deal. For me, this was the place for brunch after church on Sundays. I remember thinking how cool it was. For a little boy

to walk into Peacock Alley—I was wide-eyed at the opulence of the space. Then there were high school graduation parties and after college, this was the place where many friends had their weddings or receptions. This is actually where I had one of my first dates with my wife—we came to a wedding reception in the Anacacho and Perea rooms.

Johnson: The St. Anthony was my great-grandmother's first address in San Antonio. My maternal great-grandparents met while my great-grandfather was stationed in Germany during World War I. When they married, my great-grandfather was wearing his U.S. uniform and my great-grandmother's three brothers were in their German uniforms. My great-grandfather was stationed at Fort Sam Houston after the war and my great-grandmother lived here for six months waiting to move into quarters on the post.

But my first memories of the hotel are having lunch with my grandfather at the coffee shop. I remember walking through Peacock Alley and being mesmerized by how cool it was—and how big. I was five or six at the time and the hotel felt huge. I've had friends get married here and attended other parties here, but I always think back to how it felt to be here when I was a kid. The hotel is magical—you feel it when you walk in.

Q: Why The St. Anthony? What attracted you to the property?

A: Raney: We first looked at The St. Anthony before we even formed BC Commercial Partners. We were looking at the U.S. economic landscape and considering where we felt the opportunities might be. It was 2009 and development in general was shut down, but there was a growing opportunity in distressed acquisitions. At the time, the multi-family sector was being pushed as the opportunity, but we felt there was an opportunity in the hotel sector. We actually wrote a hypothetical business plan modeled on The St. Anthony. The hotel was foreclosed in 2010 and after we formed our partnership, we started pursuing it, ultimately purchasing it in 2012 in partnership with Lynd and other San Antonio investors. It took some time to determine the plans and what we really wanted to do because we wanted to get it right.

Johnson: We really found a great opportunity at a perfect time. The founders, B.L. Naylor and A.H. Jones, were called crazy when they announced they were building a luxury hotel in San Antonio, but this hotel has its own heart and soul—it's a true character in San Antonio's history. Time will tell, but we believe it will again become the premier destination for social functions, wedding receptions, and other significant events seeking exceptional service and a meaningful experience.

Q: What makes The St. Anthony such an iconic property in San Antonio?

A: Raney: It was developed as the first luxury hotel in San Antonio, with the mind of having service and amenities to compete with grand hotels nationally. Having a hotel in San Antonio be compared to the Waldorf-Astoria in New York was a big deal then, and it still is. But it's more than that. People have an emotional connection to the hotel. I think you can attribute that to the staff. The hotel is fantastic—it has amazing spaces and "discovery" type of experiences, where you turn the corner and find something entirely new or a different design. It's definitely not a cookie cutter property. But the staff has always gone above and beyond, making it a fine facility coupled with an unparalleled service culture. The experience you had here stayed with you and that was true well into the 1970s. That's what we want to bring back.

Johnson: In spite of changing hands through the years, early owners continued to build on the hotel's initial legacy and promise. The hotel always offered an atmosphere where people came together to celebrate. In the past decade, the hotel hasn't been what it once was, but the foundation is still there, giving us a great place to start and bring it back to the status it once enjoyed.

Q: What inspired the hotel's "new" look?

A: Raney: San Antonio is such a melting pot city and of course, the hotel has been here a long time. Time has touched it, but so has the culture of San Antonio. Sitting in Victorian grandeur of Peacock Alley, you can see the Saltillo tile floors in the Loggia, while we unearthed the original Venetian tile floors in The St. Anthony Club and the St. A Sky Terrace looks like Spanish Colonial Architecture. The hotel was built in 1909 and the owners almost immediately started on an expansion. It was actually two separate buildings then. In 1936, those were consolidated and a third tower was added, as well as two additional stories. It was expanded again in the 1940s with the addition of the Anacacho Room and has gone through numerous renovations

since then. Some of the efforts drastically changed the original designs and cut off spaces, limiting the flow of the building, but we were determined to return it to what it needed to be.

We looked at it from a programmatic standpoint—how the hotel is designed and the space is used. As we looked at all of the options, we found the original architectural plans and it turned out that what we wanted mirrored what had been designed initially. The changes we made brought the hotel's programmatic flow back and returned the public space to its 1930s programmatic intent.

Our guiding principal has been "Is this going to attract locals? Will someone from San Antonio like it?" We wanted to retain and celebrate the hotel's historic fabric, not make something new. We wanted to bring it back as a destination for San Antonians, a place that locals like to be and that reflects San Antonio.

We wanted a modern touch, but didn't want anything that would detract from the architecture of the space, so 200 year old antiques sit next to couches with clean, modern lines. We've worked to mix the old and the new, restoring architectural details that were lost in previous renovations, but bringing in contemporary design touches through the décor.

The guest rooms are completely new construction, and bigger than most of the other hotel rooms you'll find here. We think they've got the best finish-out of any hotel rooms in San Antonio. A fun thing to note: there are more doors in the hotel than rooms. At one point, the hotel featured more than 400 rooms, but the space wasn't what it needed to be. We've got 277 rooms now, including 82 suites. Since this is a National Historic Landmark, we couldn't remove the unnecessary doors, so you'll still see them in the hallways.

Q: For people who don't know The St. Anthony, what will surprise them about the hotel?

A: Johnson: We know there's a younger generation who might not have memories of the hotel or who aren't familiar with its past. But as the renovation has progressed, we've watched people at events and parties. It almost seems like there's a certain air or energy here that generates activity. The environment sets the stage for fun. History lives in these walls and when you walk in, you get an extra smile. It's almost like you're racing a ghost, determined to live up to the storied past. Even if you don't know those details, something here inspires you.

And for those who know the hotel and have memories of parties or celebrations here, when they come back, walking into the restored hotel resurrects the emotions from their previous visits. We hear it all the time: someone comes in and starts telling stories about getting married here, attending a ball here, a party they remember. Walking into Peacock Alley, those memories come flooding back. It's something we hoped to achieve: bringing the hotel back to what it was to create memories again.

Q: Why did you choose to open a bar and restaurant within the hotel, separate from the hotel's food and beverage offerings?

A: Raney: We have an amazing food and beverage program. Our Executive Chef, Mike Mata, is immensely talented and the menus he's created for The Loggia, The St. Anthony Club and the pool bar are terrific, not to mention what he creates for private events and weddings held at the hotel. We constantly hear compliments about his creativity and passion.

We wanted to find the right fit for the restaurant and bar that would give guests another dining option while being something that locals would enjoy as well. Because we're making this San Antonio's hotel, we wanted to create an environment that draws locals in. We want people to enjoy coming here for dinner, attending events here, stopping in for drinks before or after enjoying a night at the Tobin (Performing Arts Center) or the Majestic. So when we started exploring what made sense for the restaurant and bar, we looked nationally, but why would we bring in something national versus highlighting local talent and flavor? What Andrew Goodman has created with Feast and the flavors that Stefan Bowers delivers are fantastic. We love what they do and they're local. We want everything about The St. Anthony to offer the best that San Antonio has to offer and we know that Rebelle and Haunt reflect that.

Johnson: We travelled and explored options everywhere—Chicago, Dallas, New York, you name it—but when you're creating somewhere that's truly indigenous, why would you bring in someone from out of town?

Feast helped set the stage for San Antonio's culinary rebirth. What they've done there has drawn national attention, yet has stayed true to San Antonio. It's well-rounded and well liked—they have a legion of fans. And Andrew (Goodman) is a local, while Stefan (Bowers) is local by marriage. We wanted to stay local and highlight local talent. And like everyone else in San Antonio, Andrew has stories and memories about the hotel, so it's a great fit. He understands what this hotel was and should be—the type of service and experience people expect.

Q: Why is The St. Anthony such a good fit for The Luxury Collection?

A: Raney: The Luxury Collection features hotels that highlight local, authentic, indigenous experiences. The St. Anthony is a perfect fit with that. Its unique history and the role it's played in San Antonio makes it unlike any other hotel here. The hotel has been the premiere hotel in the city since it opened its doors. It did suffer a slow decline with absentee ownership, but we feel the hotel has been at its best when it's been owned by locals. Time will tell if we succeed, but we take the hotel's history, and its once premiere status, to heart. It's what motivated much of the renovation and restoration. We wanted to bring the hotel back to its glory. That, combined with our dedication to service, is what makes The St. Anthony the type of hotel that belongs in The Luxury Collection's portfolio. Every one of their hotels reflects its location, features magnificent décor and impeccable service. That's what travelers, and locals, will once again enjoy here.

We explored brand options before we finalized the hotel purchase and chose The Luxury Collection in 2012 at the same time we acquired the hotel. San Antonio is enjoying a much-deserved spotlight in the travel industry right now, but we appreciate that The Luxury Collection recognized the promise of The St. Anthony and the city itself well before the press started touting San Antonio as a hot city to visit.

Q: What type of service can people expect at The St. Anthony?

A: Raney: Exceptional service is a continuous challenge that we take seriously. This hotel was once known for outstanding customer service that gives people a different feeling than just being in a cool place. We know we only have one chance—if you don't deliver on the service promise, you're not getting it done. We've got a fabulous setting, but we must have the service to match it.

We believe that a true service environment starts from the top and flows down. Our goal is to ensure that every member of our team is committed to providing our guests with the best experience possible. Kevin Thorstenson, the General Manager of The St. Anthony, personally interviews every person who works for the hotel. It's part of our service culture. We want the entire team to be driven by a desire to deliver a high level of experiential service. That's what the hotel was once known for and while we've worked to return the building to its former glory, we also want to return the level of service back to what it once was.

Johnson: It's about pride. The St. Anthony is a special place. When people come here, we want them to feel as if we're inviting them into our home. That goes from our valet team to our kitchen crew to housekeeping—we want everyone to treat guests as if they're guests in their home, not just people staying at a hotel. It's southern hospitality with a Texas accent.

Raney: The staff here is outstanding. And loyal—we have people who have been here for more than 40 years. This hotel is their home and they take great pride in it. They understand there's something special about this place. They enjoy being here and want our guests to enjoy it as well.

Q: What role do you see The St. Anthony playing in downtown? Where does The St. Anthony fit into San Antonio's bustling tourism scene?

A: Raney: San Antonio's always had a strong tourism industry. The city has a lot to offer and everyone wants to come in and enjoy the River Walk. But we know that locals don't always visit the tourist locations. San Antonio has a feel and flavor all its own and downtown should be a part of that. We want people to think of downtown as another great option for dining and entertainment. We believe that creating spaces that are attractive to visitors starts with creating places that locals enjoy.

Travelers today want to have local experiences—enjoy the real scoop of what's hot in a city ... go to the places that locals hang out. San Antonio is more than the River Walk or the Convention Center. It's San Pedro Creek, Mission Reach, Confluence Park, Hemisfair Park—our city has so many facets to enjoy and a

lot that tourists don't see. Cultural activities, outdoor activities, great food—San Antonio is all of that. We want to promote San Antonio as much as we promote the hotel, with locals and travelers taking it all in.

Johnson: It's one of the reasons that we are so supportive of Travis Park. We really think of it as the hotel's front yard and it's the only green space that's truly in downtown. The park's renovation and consistent slate of activities make it something that everyone should enjoy. Having yoga, opera, ballet, catered dinners and food trucks, movies and even free Wi-Fi (provided courtesy of The St. Anthony), makes it somewhere that locals can enjoy while travelers get to see another side of San Antonio. It's also one of the oldest municipal parks in the entire country—that's something we should all be proud of. It's got a great story, just like The St. Anthony.

About The St. Anthony, a Luxury Collection Hotel, San Antonio

A Texas jewel reborn, crafted from the dreams of two Texas cattlemen in 1909, The St. Anthony, a Luxury Collection Hotel, was the first luxury hotel in San Antonio and has remained one of the finest expressions of Texas hospitality for more than a century. Featuring 277 guest rooms and suites, as well as more than 31,500 square feet of indoor and outdoor meeting and event space in the heart of downtown San Antonio, The St. Anthony is an unrivaled classic reborn with contemporary glamour and opulence. The hotel's timeless elegance and tradition, fused with stunning city views and modern design, serve as the epicenter of San Antonio's social scene, including its sixth-floor outdoor pool and tenth-floor rooftop lounge, as well as the storied St. Anthony Club, a cocktail lounge with historic tales to share, Rebelle, San Antonio's newest culinary destination, and Haunt, a bar offering classic cocktails inspired by the haunting legends of The St. Anthony. For reservations or for more information, contact 210-227-4392 or visit www.thestanthonyhotel.com. #TheStAnthony, #TexasJewelReborn

About The Luxury Collection Hotels & Resorts

The Luxury Collection® brand is comprised of world-renowned hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Magnificent decor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience. Originated in 1906 under the CIGA® brand as a collection of Europe's most celebrated and iconic properties, today The Luxury Collection brand is a glittering ensemble of nearly 100 of the world's finest hotels and resorts in more than 30 countries in bustling cities and spectacular destinations around the world. The Luxury Collection includes award-winning properties that continuously exceed guest expectations by offering unparalleled service, style and class while celebrating each hotel's distinctive heritage and unique character. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information, please visit www.luxurycollection.com. #theluxurycollection