



# Success starts at street level.

Ideas for building a lively local scene at your hotel through neighborhood events.



Dear Hotel Indigo Team Member,

Every day, in dozens of ways, Hotel Indigo local events are making our neighborhoods livelier and more interesting — with fashion shows in Chicago, live music performances in Nashville, and canine cocktail hours in Atlanta.

Events like these are part of the reason why Hotel Indigo has been ranked “Highest in Guest Satisfaction Among Upscale Hotel Chains” in the J.D. Power and Associates 2011 North America Hotel Guest Satisfaction Index Study<sup>SM</sup>. We created this guide to help you establish your own neighborhood events that reflect the unique character of your locale and the special personality of your hotel.

**These ideas and strategies will help your hotel host lively and successful neighborhood events that:**

- Generate positive press that enhances your hotel’s image
- Build community, brand awareness and guest support
- Create a buzz — and preference for local Hotel Indigo locations everywhere
- Make your hotel a neighborhood destination for dining and entertainment, as well as lodging

Read on to discover how neighborhood events help us to create a vibrant and inviting guest experience.



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# Pets.

Dogs are natural conversation starters — so dog owners have lots of conversations with neighborhood residents and visitors alike. Here's how to get them talking about your Hotel Indigo.



San Diego, CA

# Canine Cocktails

Ask the dog lovers on your team to help get your own Canine Cocktails event organized. See if neighborhood organizations, like your local Humane Society, or businesses, like pet stores, would be interested in sponsorships.

## San Diego, CA

At Hotel Indigo San Diego Gaslamp Quarter, Canine Cocktail events helped us acquire new corporate accounts and connect with local meeting planners.

We host “Yappy Hour” once a month on our enclosed, ninth-floor patio overlooking Petco Park and downtown. Dogs and their people enjoy drinks and live music. Team members circulate with dog treats. A wading pool and plenty of water bowls help dogs feel welcome.



## Atlanta, GA

At Hotel Indigo Atlanta Midtown, we get the word out by creating flyers to place at area vet clinics, the Humane Society, and pet stores. We also promote on Facebook. Canine Cocktail events are held on the front patio. Attendees are photographed with their dogs and the photos are displayed on a picture board.

# Animal Causes

The hospitality we extend to our four-legged guests is one of the things that make Hotel Indigo special— so we get involved in causes that benefit animals. Giving our time and resources to rescue groups in our neighborhoods is a genuine expression of who we are and what we care about.

## Chicago, IL

At the Hotel Indigo Chicago Gold Coast, team members volunteer at PAWS Chicago. PAWS, which stands for Pets Are Worth Saving, is the city's largest No Kill humane organization. Each month, team members visit the facility to clean kennels, change litter boxes, walk the dogs, play with the cats, provide food and water, and help with administrative work.



**PAWS**<sup>®</sup>  
C H I C A G O  
PETS ARE WORTH SAVING



## Columbus, IN

Hotel Indigo Columbus Architectural Center partners with the Columbus Dog Park Association for its “Canines and Cocktails” events. The Association helps to promote via email blasts and public service announcements on local radio stations. We simply run an ad in the local paper a few days before each event. Ten percent of the event's food and beverage revenues are donated to the Association.

**CIDPA**<sup>inc.</sup>  
columbus indiana  
dog park association

# Music.

Live music is a natural gathering point in our neighborhoods and local musicians help to give our communities their unique personality and energy. Tap into your vibrant local music scene and create appealing events for up-and-coming music artists and their fans.



**Natasha Bedingfield**  
2010 Locals Know Best Spokesperson

# On Site Music Events

Providing a showcase for local musicians gives us a chance to share the local music scene with our guests and help emerging artists in our neighborhoods. Featured musicians welcome this opportunity to connect with their local fans.

## Live After Five, San Diego

Neighborhood indie-music fans know that the Phi Bar at Hotel Indigo has a reputation in the East Village as a great live music venue. Every Thursday night, the Live After Five music series features an ever-changing roster of emerging acts.



## Meet Julie Gribble

Country and American Traditional recording artist Julie Gribble has performed at Hotel Indigo events in Buffalo, Dallas, and Nashville, as well as in her hometown of Atlanta. Audiences relate to her — and so do we — because she loves what she does.

# Food & Beverage Partnerships.

At Hotel Indigo, neighbors and hotel guests enjoy homemade, locally inspired dishes and traditional favorites. Gourmet events give neighborhood residents an opportunity to gather with friends and enjoy something delicious as they support local growers and producers. These gatherings also give food artisans a chance to showcase the fruits of their labors.



San Diego, CA



# Local winery events

Winemakers are passionate about what they do and they're eager to share their passion with our guests and neighbors. Winery events give our restaurant team members a chance to step outside the regular menu and create unique dishes that complement featured wines.

## Wine Tastings in San Diego

Hotel Indigo San Diego Gaslamp Quarter partners with California wineries like Stepping Stone Winery from Napa Valley. Guests get to sample featured wines, learn more about the wines from the winemakers, and purchase featured bottles at discounted rates. Table 509 Bar & Kitchen provides special food pairings for each wine.



# Local Food & Beverage events

We seek out opportunities to showcase local purveyors and enthusiasts who make our neighborhoods unique and delicious. You can check out the food and beverage microsite on Merlin for more information on how to partner with these local businesses.

## Jittery Joe's in Athens, GA

Local roaster Jittery Joe's supplies the coffee we provide in our guest rooms at Hotel Indigo-Athens. So when Joe's wanted to host a launch party for their espresso blend, Tour de Force, we invited them to hold the celebration here. The evening featured a special menu of coffee-inspired beverages, cocktails, and desserts, plus live music and goodie bags.



## Chef Curtis Stone

For the launch of our “Locals Know Best – Dish on the Dish” campaign, celebrity chef Curtis Stone visited Hotel Indigo locations in New York, Nashville, and San Antonio to ask local residents about their favorite neighborhood foodie finds.

We invited the public to enter our Locals Know Best sweepstakes by attending a Dish on the Dish event or by visiting our Facebook page. People shared their favorite local dish for the chance to win a VIP trip for two to New York City to experience some of the most exciting food destinations in the country.

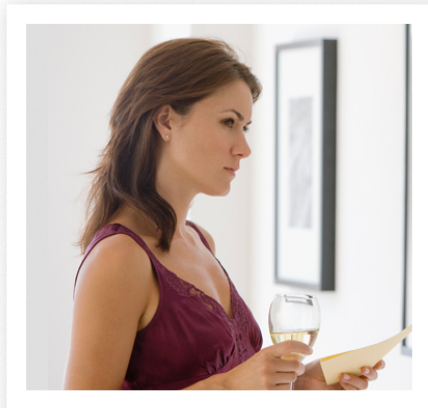
# Art.

Art draws a crowd. Visual artists give our neighborhoods a style all their own. And Hotel Indigo provides neighborhood artists and art lovers a place to get acquainted with each other.



# On Site Gallery

Your Hotel Indigo art gallery offers neighborhood residents a chance to see an array of new work from local painters, photographers, and other artists. Each new exhibition provides you with the chance to create and promote an event where art lovers can meet the artists featured.



## Colorful Evening of Art & Music, Asheville, NC

When Hotel Indigo Asheville Downtown featured the work of a popular local painter in our lobby, we seized the opportunity to create a special event. Local art lovers and our Facebook followers were invited to meet the artist at a special reception. Attendees enjoyed complimentary wine and appetizers from our culinary team, along with live music by our favorite flamenco guitarist.

## Artist Receptions, Columbus, IN

Every eight weeks, Hotel Indigo Columbus Architectural Center partners with the Columbus Arts Council Association to promote a new artist featured in the gallery. The Council organizes the event; we donate appetizers and provide a cash bar. Promotions on the Council website draw a crowd. And many gallery visitors have never heard of Hotel Indigo before attending an artist reception.



