

CATALYST



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Hospitality Management

Operations – Product & Brand Development – Marketing – Events

WHY CATALYST?



It starts with our team.

Angela Harrington, Catalyst President/CEO has extensive experience in product development, strategic marketing, complex operations management and the direction of extraordinary service teams specifically related to tourism, hospitality and events. She holds Master Certificates from Cornell University (Ithaca, NY) in Hospitality Operations, Marketing & Revenue Management as well as a BA in Behavioral Science from Metropolitan State University of Denver. Contagious enthusiasm, tenacity and courage combined with outstanding operations and team leadership skills to achieve extraordinary results.

The executive team, consisting of specialized hospitality industry experts with more than 100 cumulative years of experience, make Catalyst a leader in hospitality management. Our experts have backgrounds in **Food and Beverage, Hotel Operations, Public Relations, Reputation Management, Marketing and Publicity, Event and Group Sales, Revenue Management and Booking Systems, Brand Development and Delivery, Facility and Equipment Management, and Accounting.** Together, they have built a reputation of creating top-notch guest experiences and profitable returns for hoteliers.

WHAT MAKES US DIFFERENT?

We do the work. We're not consultants. We're partners and executors. From day one, we work with your team in assessing opportunities for growth, developing short-term and long-term goals, and hit the ground running. Whether you're developing a new hotel, recently acquired a new property or have owned the property for 20 years, we can help. We're selective in finding the right partners in the right markets. We are exclusive to independently-owned properties within the state of Iowa. We'll only manage one property in each market; the one that has the most interesting story – the one with the potential to be the city's best, most iconic hotel.

OUR SERVICES



“From the outside, Hotel Grinnell still looks like a school — a solid, no-nonsense, three-story building, built to endure. Inside, it feels primarily like an upscale hotel, with well-chosen contemporary art and furnishings, including Iowa-made iron furniture, and little luxuries, from fancy linens to on-call masseuse service.”

“Hotel Grinnell, Iowa’s Smart New Hotel” — Minnesota Star Tribune

“Hotel Grinnell is a boutique hotel experience that’s a destination in itself and a boon to a community that already has a lot to offer an overnight visitor. The hotel lives up to its claim of being “Upscale in style. Laid back in spirit.” The schoolhouse theme is ever-so-subtle, starting with a “Hall Pass” keycard holder, blackboard and red apple in every room. Live succulents, organic soaps and white linens contribute to the eco-friendly aesthetic.”

“Hotel Grinnell: Who Knew an Old Schoolhouse Could be This Cool?” — Omaha World Herlad

Catalyst provides comprehensive asset management to deliver superior financial returns, operational efficiency, brand execution and extraordinary service.

Operations

- Coaching & Staff Development
- Cross-Training & Productivity
- Scheduling & Staffing Efficiency
- Variable Cost Control

Revenue Management

- Rate Yield Optimization
- Occupancy Growth
- STR Reporting
- Forecasting

Systems

- OTA Connectivity
- PMS Management
- Guest Connection
- Operations Technology

Front Desk

- Extraordinary Service Training
- Service Recovery
- Call Center
- Technology Support

Facilities

- Service Contract Review
- Capital Improvement Plans
- Maintenance Oversight
- Variable Cost Control

Marketing

- Social Media
- Influencer Engagement
- Graphic Design
- Brand Delivery

Events

- Development, Production & Delivery
- Client Relationships
- Guest Satisfaction
- Profitability Reports & Costing

Reputation

- Real-Time Review Response
- Strategic Rank Improvement
- Corrective Action Accountability
- Conflict Resolution

Accounting

- Daily Transaction Entry
- Accounts Payable & Receivable
- Financial Statements
- Benchmarking CPOR

Design

- Guest Experience Driven Aesthetics
- FF&E
- Story Telling through Brand Collateral Development

AWARDS & ACCOLADES



"Best Branding Execution 2019"
BLLA Boutique Lifestyle Lodging Association

"Outstanding Lodging
Property 2019"
Travel Iowa and the Travel Federation of Iowa

"Best Large Commercial
Historic Preservation 2018"
Iowa Preservation

"Iowa Impact Award 2018"
Iowa Rural Development Council

"Finalist Gold Key: Best Eco
Conscious/ Socially Conscious
Hotel 2018"
Boutique Design

"Best Hospitality Design 2018"
International Interior Design Association

"Economic Impact Award 2017"
Grinnell Convention & Visitors Bureau

"Outstanding Social Media
Execution 2014"
Iowa Tourism

"Best Event 2014"
Iowa Tourism

"Uber cool hotel"
Food and Wine Magazine

"The most Unique
Hotel in Iowa"
Orbitz

"Iowa's Smart New Hotel"
Minneapolis Star Tribune

"A Boutique Hotel
Experience Destination."
Omaha World Herald

"50 Amazing
Staycations by State"
MSN.com

"A Lesson in School Spirit.
Case Study: Hotel Design"
Snap Magazine

"Harrington named
Entrepreneur of the Year"
*Grinnell Chamber of Commerce:
February 2016*

"Since its opening, Hotel Grinnell has been a tremendous asset to the college and the town. By providing a high end offering, the hotel has helped Grinnell put its best foot forward for visitors who are seeking a more boutique experience. Guests to the college, including speakers, prospective students and families, and trustees, now have an upscale boutique option that is walking distance to campus. Located just a block from campus and in the heart of downtown, the hotel also provides a new draw for visitors who might otherwise miss what Grinnell's revitalized downtown has to offer. Most notably, in warmer weather, the Periodic Table's outdoor patio has provided a new mingling spot for people from all walks of life to gather and relax. With sparkling lights, and crowds of people, the hotel has awakened excitement and vitality in a previously sleepy downtown."

Monica Chavez-Silva
AVP for Community Enhancement
*Grinnell College Office of Community
Enhancement & Engagement*