



CGI MERCHANT GROUP HOSPITALITY FUND PLANS TO INVEST IN ATLANTA HBCU MORRIS BROWN COLLEGE WITH A \$30 MILLION HOTEL DEVELOPMENT PROJECT

Agreement Includes Conversion of Existing Building into 150-Key Upscale Hotel and Hospitality Training Complex for Morris Brown Students

1. Who is CGI Merchant Group? How are they affiliated with Hilton Hotels?

CGI Merchant Group is a global investment firm based in Miami, FL with a focus on private equity and real estate. All hotels acquired by CGI's recently launched hospitality fund will be franchised by Hilton.

2. Why was Morris Brown College selected for this project? How will this positively affect Morris Brown College?

Morris Brown College, CGI and its partners are committed to increasing diversity within the hospitality industry and making Morris Brown the number one hospitality management program at an HBCU nationwide. In addition to creating revenue streams to support Morris Brown's academic programs, this hotel development will allow hospitality management students to gain practical experience and create post-graduation career opportunities.

3. Will this hotel affect the remaining historical campus including Fountain Hall? Will fraternity and sorority landmarks be affected?

Morris Brown administration is working closely with the contractors to ensure the preservation of the campus' remaining historical facilities and fraternity and sorority landmarks.

4. How will this project impact the academic component for the hospitality program? Will this create a leadership pipeline for MBC graduates for Hilton?

The hotel industry giant will serve in an advisory capacity for Morris Brown's hospitality management program, providing guidance on how the curriculum can best prepare Morris Brown students for any number of careers in the hotel business. Hilton also looks forward to contributing guest lecturers and facilitating job shadowing at local Hilton properties for Morris Brown students, creating pathways for internship and post-graduation career opportunities.

5. How does this hotel project affect Morris Brown College financially moving forward?

This hotel development will allow Morris Brown to generate economic value in the form of additional revenue streams that will help support its goals of obtaining accreditation,

ensuring financial stability, and growing student enrollment.

6. Will this hotel affect alumni and students congregating on the campus ie. Homecoming, Greek Picnic, etc.?

A significant component to the building of the hotel is to support HBCU Morris Brown College. We understand that the campus is historical in nature and important to current students, alumni, and guests. We do not wish to keep Morris Brown from hosting its traditional homecoming and other events, in fact, we want to support, and trust attendees will select the onsite hotel for their stay.

7. Will a parking deck be built?

A 150-space parking deck will be built for hotel patrons.

8. Will jobs be created? Will alumni and Vince City residents be able to apply or receive any kind of preferential consideration for employment?

Yes, the hotel will create numerous jobs across the hospitality sector.

9. When will the hotel construction begin? When will the hotel be completed?

Hotel construction is expected to start by the end of 2021 with a slated completion of summer 2023.

10. What is an upscale hotel? What does that mean?

Upscale is a common hospitality term used to describe full-service hotel facilities with luxury amenities, full-service accommodations, and on-site restaurants.

11. What are the amenities of the hotel? What restaurants will it have?

The 150-key hotel will be complete with a business center, fitness center, rooftop terrace and two food and beverage outlets, which are still underway.

12. Where will the hotel be located on the campus?

The Griffin Hightower Science building will be renovated as the hotel site.

13. How will the pandemic affect this hotel?

The hotel's completion will coincide with when experts project the sector to rebound.