



## **CARE-Lite Incentive Plan 2013**



**This plan supersedes the 2012 CARE-Lite plan**

## Director of Sales

The bonus potential of the Director of Sales is 50%, divided as follows:

- 1. Quarterly based on Team Consumed Revenues – up to 20%.**
  - a. The Team Goal for the Director of Sales is the sum of all direct reports, including their own production
- 2. Quarterly based on Hotel Budgeted Revenues (as defined below) – up to 20%.**
  - a. Hotel Budgeted Revenues for the Director of Sales includes Total Hotel Revenue.
- 3. Semi-annually based on Budgeted RevPar penetration – up to 10%**
  - a. As reported on the STR Rev Par Penetration statistic on Tab 4 of June and trailing 6 months on December's Monthly STR reports.
  - b. Budgeted RevPar penetration is as documented in the 2010 hotel marketing plan.

If goals are achieved, the following quarterly payouts will occur:

<b>Goal Achievement</b>	<b>Team Consumed Revenues</b> Quarterly Payout % of Quarterly Salary	<b>Budgeted Revenues</b> Quarterly Payout % of Quarterly Salary
100%	12%	12%
101% - 104.9%	14%	14% *
105% - 109.9%	16%	16% *
110% - 114.9%	18%	18% *
115% or greater	20%	20% *

If Budgeted RevPar Penetration is achieved on a YTD basis in June and 6-month rolling in December, the following semi-annual payout will occur:

<b>Goal Achievement</b>	<b>RevPar Penetration</b> Semi-annual Payout % of 6 month Salary
100%	4%
101% - 104.9%	6%
105% - 109.9%	8%
110% - 114.9%	10%

## **Sales Managers**

The bonus potential of the Group Sales Managers is 41%, divided as follows:

- 1. Quarterly based on individual Consumption Goals – up to 20%.**
- 2. Quarterly based on Budgeted Revenue Achievement – up to 16%.**
  - a. Hotel Budgeted Revenue for the Group Sales Managers includes Total Hotel Revenue.
  - b. \*Group Sales Managers must achieve 100%+ of their individual consumption goal in the quarter to receive a Budgeted Revenue Goal payout of greater than 4%.
- 3. Semi-annually based on Budgeted RevPar penetration – up to 5%**
  - a. As reported on the STR Rev Par Penetration statistic on Tab 4 of June and trailing 6 months on December's Monthly STR reports.
  - b. Budgeted RevPar penetration is as documented in the 2010 hotel marketing plan.

If Individual and/or Budget goals are achieved, the following quarterly payouts will occur:

<b>Goal Achievement</b>	<b>Consumption Goal Quarterly Payout % of Quarterly Salary</b>	<b>Budgeted Revenue Quarterly Payout % of Quarterly Salary</b>
100%	10%	4%
101% - 109.9%	12%	8% *
110% - 114.9%	15%	12% *
115% or greater	20%	16% *

If Budgeted RevPar Penetration is achieved on a YTD basis in June and 6-month rolling in December, the following semi-annual payout will occur:

<b>Goal Achievement</b>	<b>RevPar Penetration Semi-annual Payout % of 6 month Salary</b>
100%	2%
101% - 104.9%	3%
105% - 109.9%	4%
110% - 114.9%	5%

## **Director of Catering**

*If the Director of Catering does not have at least one Catering Sales Manager reporting to him/her, then the Catering Sales Manager plan will apply.*

The bonus potential of the Director of Catering is 40%, divided as follows:

- 1. Quarterly based on Team Consumption Goals – up to 14%.**
  - a. The Team Goal for the Director of Catering is the sum of all direct reports, excluding their own production
- 2. Quarterly based on Individual Consumption Goals – up to 14%.**
- 3. Quarterly based on Hotel Budgeted Revenues – up to 12%.**
  - a. Budgeted Revenues for the Director of Catering includes Total Hotel Revenue.
  - b. \*The DOC must achieve 100%+ of their individual consumption goals in the quarter in order to be eligible for Budget Revenues payouts greater than 6%.

If goals are achieved, the following quarterly payouts will occur:

<b>Goal Achievement</b>	<b>Team Consumption Goal</b> Quarterly Payout % of Quarterly Salary	<b>Individual Consumption Goal</b> Quarterly Payout % of Quarterly Salary	<b>Budgeted Revenues</b> Quarterly Payout % of Quarterly Salary
100%	8%	8%	6%
101% - 109.9%	10%	10%	8% *
110% - 114.9%	12%	12%	10% *
115% or greater	14%	14%	12% *

## **Catering Sales Managers**

The bonus potential of the Catering Sales Managers is 30%, divided as follows:

- 1. Quarterly based on Individual Consumption Goals – up to 18%.**
- 2. Quarterly based on Budgeted Revenue Achievement – up to 12%.**
  - a. Budgeted Revenues for the Catering Sales Managers includes Total Hotel Revenue.
  - b. Catering Sales Managers must achieve 100%+ of their individual consumption goal in the quarter to receive a Budgeted Revenue Goal payout of greater than 3%.

If Individual and/or budget goals are achieved, the following quarterly payouts will occur:

<b>Goal Achievement</b>	<b>Consumption Goal Quarterly Payout % of Quarterly Salary</b>	<b>Budgeted Revenue Quarterly Payout % of Quarterly Salary</b>
100%	10%	3%
101% - 109.9%	13%	6% *
110% - 114.9%	16%	9% *
115% or greater	18%	12% *

## **Convention Services Manager**

The bonus potential of the Convention Services Manager is 15%, divided as follows:

**1. Quarterly based on Budget Goals – up to 15%**

- a. Budgeted Revenue Goals for this position include Total Hotel Revenue.
- b. \*Convention Services Manager must achieve at or above the brand average, or a discretionary benchmark in their meeting planner survey score in the quarter to receive a Budgeted Revenue Goal payout of greater than 5% (if applicable).

If Budget goals are achieved, the following quarterly payouts will occur:

<b>Goal Achievement</b>	<b>Budgeted Revenue Goal - Manager Quarterly Payout % of Quarterly Salary</b>
100%	5%
101% - 109.9%	10% *
110% or greater	15% *

## **Director of Revenue/Revenue Manager**

The bonus potential of the Director of Revenue/Revenue Manager is 47%, divided as follows:

- 1. Quarterly based on Hotel Budgeted Transient Room Revenue – up to 25%.**
- 2. Quarterly based on Hotel Budgeted Revenue – up to 10%**
  - a. Hotel Budgeted Revenue for the Director of Revenue/Revenue Manager includes total hotel revenue.
- 4. Semi-annually based on Budgeted RevPar penetration – up to 12%**
  - a. As reported on the STR Rev Par Penetration statistic on Tab 4 of June and trailing 6 months on December's Monthly STR reports.
  - b. Budgeted RevPar penetration is as documented in the 2010 hotel marketing plan.

If goals are achieved, the following quarterly payouts will occur:

<b>Goal Achievement</b>	<b>Hotel Rooms Consumption Revenue</b> Quarterly Payout % of Quarterly Salary	<b>Hotel Budgeted Revenue</b> Quarterly Payout % of Quarterly Salary
100% - 104.9%	12%	4%
105% - 109.9%	16%	6%
110% - 114.9%	20%	8%
115% or greater	25%	10%

If Budgeted RevPar Penetration is achieved on a YTD basis in June and 6-month rolling in December, the following semi-annual payout will occur:

<b>Goal Achievement</b>	<b>RevPar Penetration</b> Semi-annual Payout % of 6 month Salary
100%	6%
101% - 104.9%	8%
105% - 109.9%	10%
110% - 114.9%	12%

Prism Hotels & Resorts, Inc. reserves the right to change, modify, alter or eliminate this incentive plan at any time in its sole discretion. This incentive plan is not an employment contract or agreement of any kind between Prism and the participants.

#### Plan Administration

- Quarterly goals will be set on an annual basis, subject to a re-evaluation prior to each quarter.
- Incentive payouts will be based on a percentage of the participant's actual base earnings during the incentive period. Compensation accrued but not paid is not considered compensation for the purposes of calculating the incentive amounts.
- Payments are to be made within 45 days of the close of the quarter.

#### Participant Eligibility

- Participants will be eligible for bonus awards beginning the first full incentive period (quarter) in which they are employed. A participant hired on June 15 will be bonus eligible effective July 1.
- Bonuses will not be prorated. Participants must be employed through the last day of the respective quarter or semi-annual period to qualify for that period's payout.
- Participants will be eligible for a prorated semi-annual payout for RevPar penetration in full quarter increments only, provided they are employed for at least one complete quarter during the semester. Ex. EE is hired on February 15<sup>th</sup>. Eligible for Bonus Plan on April 1<sup>st</sup>. Will be eligible for semi-annual payout for RevPar Penetration for 2<sup>nd</sup> quarter only (1/2 of full semester potential).
- Monthly call goals must be achieved in order to achieve full goal payout. Percentage of penalty will be dependent upon call goal achievement, up to penalty of 50%.
- Any Catering team member who is currently receiving compensation as part of a banquet gratuity pool is exempt from participating in the CARE sales incentive plan.
- To be eligible for the Budgeted Revenue award above the 100% - 104.9% minimum threshold, the participant must have achieved their individual booking or consumption goal for that quarter.

#### Business Eligibility

- Citywide groups and airline crew contracts are not eligible for booking credit for the individual or DOS/ADOS team, but will be included in hotel budgeted revenues.
- If a Sales Manager sells both BT and Group, a percentage of salary will be applied to each component during the set-up process. A sales manager may be awarded for achievement in one component without earning an achievement in the other. Payout will be based on the percentage of salary applied to the earned component.
- Uncollected or written-off accounts receivable amounts for any booking credited to a participant or team will be reviewed and adjusted as appropriate by the GM, DOS and Prism Corporate staff.
- Total Hotel and Total Room Revenue is defined to include no-show revenue for all eligible positions.

I have read and understand the administrative terms of the Prism CARE Sales Incentive Plan.

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Participant Signature

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Date