



August 19, 2022

Wendy Farley-Campbell  
Planning Director  
City of Florence, Oregon

Dear Wendy,

Wyndham Hotels & Resorts is excited about the opportunity to partner with Matt Braun, who will be developing the Microtel Inn & Suites by Wyndham brand in Florence, Oregon. As an experienced development professional with more than a billion dollars of project experience, Matt is the type of developer we look for when signing multi-unit deals. His outstanding professionalism, business ethic, and attention to detail are why he effectively delivers exceptional projects that positively impact the community.

Microtel by Wyndham attracts travelers looking for a simple and streamlined experience that still feels stylish and modern. Our value-engineered prototype and expanded support model have been transformative for the brand. Microtel has developed a portfolio of nearly 350 consistently high-quality properties with 120+ projects in the pipeline. The efficient design allows for short construction times, an attractive feature for developers, and an essential attribute for municipalities seeking new lodging options. The addition of this hotel project can positively impact the community with a business providing a high-quality work environment and product visitors will enjoy.

Please feel free to contact me directly if you would like to speak further.

Kindly,

A handwritten signature in black ink that reads "Keri Putera".

Keri Putera  
Brand Leader  
Microtel Inn & Suites by Wyndham  
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