

Atlanta Business Chronicle - November 7, 2005
<http://atlanta.bizjournals.com/atlanta/stories/2005/11/07/newscolumn4.html>



INDUSTRY WRAPUPS
From the November 4, 2005 print edition

Restaurants & Hospitality

Sport and concert suites now available à la carte

[Rachel Tobin Ramos](#)

For corporations that want that "suite" experience at Atlanta's sports venues, but don't want to shell out the hundreds of thousands of dollars it takes to occupy season-long space at Philips Arena, the Georgia Dome or Turner Field, there's a new option in town.

Two young entrepreneurs, Matt Bowman and Todd Lindenbaum, both 28, have founded [One Suite Sports LLC](#), which can give companies a chance at sports and concert hospitality starting at \$25,000 a year.

At that minimum price, the two friends, who've known each since playing basketball in the eighth grade at The Lovett School, said their clients get 12 events over 12 months, from a suite at a Hawks game, a Braves game and a Falcons football game to concerts and a hospitality tent at the PGA TOUR Championship.

"What we've done is taken the fractional ownership model and applied it to stadium luxury suites," Lindenbaum said. "Our concept is you don't buy anything you don't need."

He said that he and Bowman look at each event strategically so they can help their clients woo new business, strengthen existing relationships, or thank employees and clients.

"Luxury suites are designed with those business applications in mind," Bowman said. "We consult with clients in terms of the best way to deliver that message."

The two business partners both have sports marketing and business backgrounds: Lindenbaum was a special events manager and account executive for the San Francisco Giants, and Bowman has done corporate hospitality at events including the Salt Lake City Olympics and the Augusta Masters.

So far, the startup is doing well, with 10 clients ranging from JP Morgan Mortgage Capital to Atlanta law firm Powell Goldstein LLP.

There are other ways for companies to get individual events at Atlanta's stadiums. For example, Philips Arena offers suites for single concerts or games.

But Bowman and Lindenbaum say a lot of what they offer is concierge services and freedom of choice between venues: They outfit suites with signage and branding, order all the food, distribute tickets and even set up shuttle services if needed, and allow companies to choose venues and events.

Hilton Garden a go

There's a new Hilton Garden in Kennesaw, with 3,500 square feet of event space that can host a 200-person seated banquet. And it could be a harbinger of things to come for metro Atlanta.

Developed, owned and operated by Chattanooga, Tenn.-based [Vision Hospitality Group Inc.](#), President and

Chief Operating Officer Mitch Patel says the company will be looking to open more midrange hotel products here, including in Buckhead and Midtown.

The \$10 million, 114-room Hilton Garden Inn at Towncenter opened Sept. 7 and is Vision Hospitality's second Georgia hotel. It owns the Hampton Inn in Woodstock in addition to seven hotels in Tennessee.

"Our plans are to grow in the Atlanta area because it makes sense regionally for us, being based out of Chattanooga," Patel said. "We like clustering because if we have numerous hotels in one area, it's easier to develop and manage them."

The new Hilton Garden Inn has corporate rates from \$99 to suites for \$169.

Atlanta's A-List

Who's your favorite Atlanta athlete? Is it little Johnny who plays high school baseball? Or is it the Falcons' Michael Vick?

From amateur to pro, high school to college, starting Nov. 7, Atlantans can nominate their favorite local athletes for new sports awards to debut in 2006.

On Feb. 27, the Atlanta Sports Council and [Applebee's Neighborhood Grill & Bar](#) will present the inaugural Atlanta Sports Awards at The Fox Theatre. Eleven trophies will honor the most accomplished Atlanta athletes and teams.

Anyone in the region's 29 counties -- including players from all the professional teams, 14 universities, 12 junior colleges and 250 public and private high schools -- is eligible for the awards.

Categories include athlete of the year, best male and female scholar athletes, sports person of the year, coach of the year and team of the year.

Nominations -- which are open to the public -- will be taken exclusively at the 37 metro Atlanta Applebee's restaurants from Nov. 7 to Dec. 31.

For more information, contact the Atlanta Sports Council at (404) 586-8510.

A beignet "hot spot." Huey's on Peachtree Road has brought back lunch and started offering breakfast, but is ditching dinner. The New Orleans-inspired eatery offers beignets, café au lait and a full breakfast menu through 2 p.m. Monday through Friday, plus weekend brunch. It's also got free wireless Internet service.

Scott Rittenbaum, Huey's managing partner, said the restaurant was always known for beignets and brunch, so it's discontinuing dinner to "concentrate on what we do best."

If you have news for Restaurants & Hospitality, contact Rachel Tobin Ramos at (404) 249-1044; fax, (404) 249-1058; or e-mail (rramos@bizjournals.com).

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