



4th Floor Lobby
Outside Elevators

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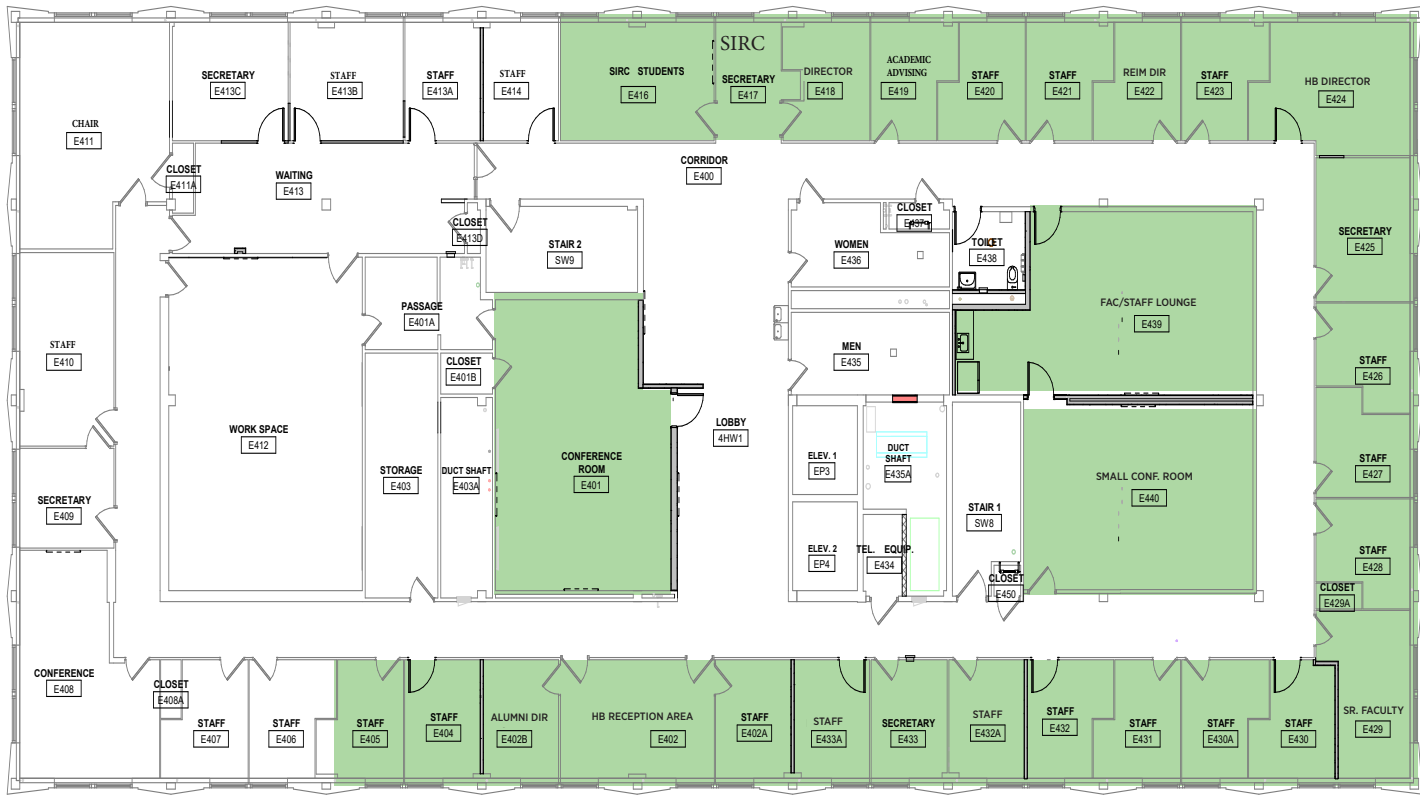
A Space to Gather and Grow

Fundraising Campaign for The School of Hospitality
Business Eppley Center Fourth Floor Renovation
With updated goals and fundraising information



The School of Hospitality Business
MICHIGAN STATE UNIVERSITY

4th Floor Eppley Center



■ = Hospitality Business Space



1st Floor Entryway from Shaw Lane

The School of Hospitality Business in The Eli Broad College of Business

Founded in 1927, The School of Hospitality Business at Michigan State University hails as the original hospitality business school and is ranked among the top hospitality programs in the nation. Faculty and students apply a remarkable work ethic and land-grant values to the best thinking in the world to make it practical and reap the rewards of outstanding higher education in the business of hospitality.

More than 10,000 strong, HB alumni lead in every segment of the hospitality industry. From hotels to restaurants, from private clubs to contract service companies, from theme parks to interval management companies, and as entrepreneurs and corporate executives-creating an incredibly influential network. Hospitality Business alumni who have shaped the hospitality industry have also helped shape this program with their time, talent and financial support.

The Opportunity

The School of Hospitality Business has the opportunity to grow as a leader in hospitality education and build a unique and exceptional space to be used for years to come. This renovation will bring the interior of Eppley Center in uniformity with the fresh, clean look of the Minskoff Pavilion. By renovating this space and returning The School of Hospitality Business offices to the 4th floor, it will be a reminder that this building was generously provided by Eugene C. Eppley to support students training to enter the hotel and hospitality industry.

HB is positioned to meet the growing demands for students trained to utilize a mindset and suite of skills that will be an asset in the world of hospitality. A new home to support the faculty, staff, and students is a key component to continued and greater success. Facilitating easier access to faculty, staff, recruiters, and other industry professionals through this new space will pay dividends for students, through deeper learning and future career applications.

A Partnership

In this proposal, we outline the ways in which you can be financially supportive of The School of Hospitality Business, not only in the named spaces within the renovated 4th floor, but with programmatic and educational needs. By making an investment in a named space, you put your mark on the program for a lifetime. Any monies above the construction costs will be directed to the areas of greatest need as determined by the Director. If all spaces are named, this will mean nearly \$1M in additional support.

Our Goal - \$1,000,000

Total Raised (as of 7/20/21): **\$450,000**

Amount Left to reach goal: **\$550,000**

As the School of Hospitality Business is approaching its 100th year and looks forward to the next generation of students, support for this project will help build an even more solid foundation for excellence. Once we reach our goal through your funding of the 4th floor renovation, Hospitality Business will be able to support the following programs at these levels:

Alumni Relations and Engagement Initiatives **\$100,000 of support upon reaching goal**

Support for alumni relations and engagement initiatives that promote The School and its alumni such as industry conferences, networking events, award programs, and other opportunities that strategically engage alumni and promote stewardship

Student and Industry Resource Center (SIRC) **\$100,000 of support upon reaching goal**

Support for career-based initiatives that engage students and employers. SIRC serves as the liaison between hospitality employers and our students; SIRC coordinates the annual CAREER EXPO, provides career counseling, assists with required internships and full time management roles upon graduation.

Real Estate Investment Management (REIM) Minor **\$100,000 of support upon reaching goal**

Support to grow this influential and unique minor to serve more students and have a more campus-wide reach. Position this program to lead real estate studies in cross-campus collaboration efforts.

School Director's Discretionary Fund **\$200,000 of support upon reaching goal**

Support for area of most need as determined by the Director of The School of Hospitality Business. This can include faculty support, classroom needs, student conference attendance, guest speakers, and scholarship support.



Conference Room



Director's Office



SIRC Program
Reception & Offices

Pricing for Named Spaces

Space	Number available	Price
Lobby	1	\$250,000
Conference Room	1	Named
SIRC Center with Offices	1	\$100,000
HB Director's Office	1	\$75,000
Small Conference Room	1	Named
HB Reception Area	1	\$75,000
Alumni Director's Office	1	Named
Academic Advising Office	1	\$50,000
Senior Faculty Office	1	\$50,000
SIRC Director's Office	1	Named
REIM Director's Office	1	Named
Faculty/Staff Lounge	1	Named
Faculty/Staff Office	18	\$25,000 16 remaining

A named space will include a plaque outside or adjacent to the specific room, and recognition on the donor wall on the 4th floor as well as on the main level of Eppley Center.

Available Named Spaces Descriptions

LOBBY

As you exit the elevators of Eppley's 4th floor, enter into a wide open and modern space, that is welcoming and inviting. A large conference room is easily visible, along with a wall identifying and thanking those who contributed to this project. This space is the first thing people will experience when they come to the 4th floor.

SIRC Offices

The Student and Industry Resource Center is located right across from the lobby, in a prime location on the 4th floor. Companies and students can meet here to discuss potential employment opportunities after graduation, as well as internships.

HB Director's Office

Corner suite. Many decisions about The School of Hospitality Business are made here. Conveniently located close to program offices, the faculty/staff lounge, and the small conference room, anyone would feel privileged to be affiliated with this room, in the heart of everything that is happening.

Academic Advising Office

After students meet with career counselors in SIRC, they can head next door to discuss their classes with trained advisors. A suite of first-class student services on Eppley's 4th floor that promote success.

Faculty/Staff Office - Best Value

For only \$5,000 per year for 5 years, you can leave a legacy for generations of HB students and alumni to see each time they pass through the halls on the 4th floor. Your name will be on this space for the life of the building, and will provide needed support for the programs and people of the school.

For information regarding naming a space on the 4th floor, please contact:

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