



CONCEPT INTRODUCTION

The Hotel Mojo

*A roadtigue hotel where country music, storytelling and
the open road meet real hospitality.*

★ 1000 MILES FROM SOMEWHERE

Mark Horan

Mark Horan · Creator

A NOTE FROM MARK

EXPERIENCE MEETS IMAGINATION

Creativity has always been part of my approach to hospitality — whether developing a restaurant, improving a guest experience, creating a new product or simply finding a better way of doing something.

Today, I'm taking what I've learned over a lifetime in hospitality and looking at it through a different lens — sharing ideas, helping others, creating new concepts and exploring what's possible.

One of those ideas became **The Hotel Mojo**, my concept for a different kind of country music hotel.

Another unexpectedly brought me back to something I've always loved — **music**.

Experience gave me the knowledge.

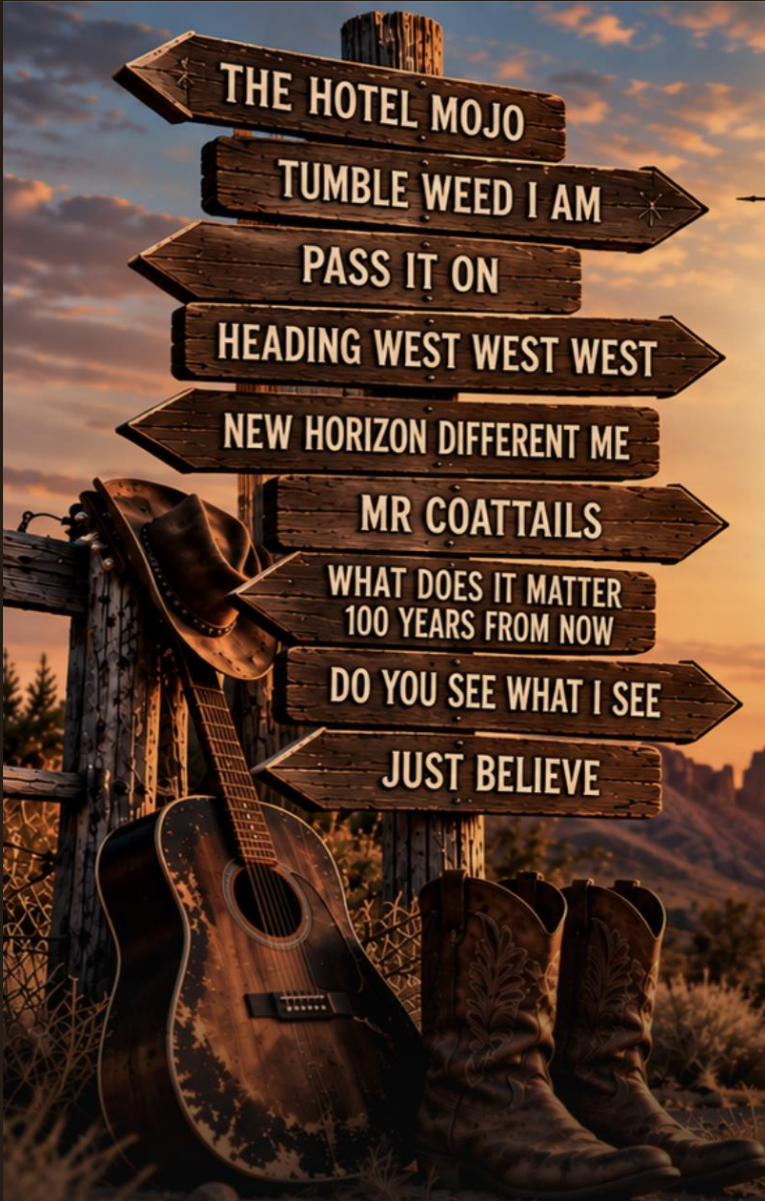
Curiosity keeps me moving.

Creativity keeps me creating.

And I still believe some of the best ideas begin with one simple question:

What if? Welcome to my world.





1,000 MILES ★ FROM SOMEWHERE ★

The journey came first. The soundtrack is catching up.

Songwriting wasn't part of the original plan.
Somewhere along the road, though, thoughts turned into words. Words started finding a rhythm.
And before long, a collection of songs began taking shape.

They're part of a growing collection of original songs drawn from the miles behind me —
people I've met, roads less traveled, lessons learned with a little dust on my boots,
no regrets, and a curiosity about whatever might be waiting around the next bend.

The songs aren't ready to leave the campfire just yet.
That's all right.
Some things deserve the time it takes to get them right.

★
Good swords are made in fire.
★

For now, think of this page as a marker along the highway —
a glimpse of another part of the journey that's still unfolding.

**When life throws you a bone,
it's never too late to learn new tricks.**

★
Stay tuned.
There's more road ahead... for sure.

1,000 MILES FROM SOMEWHERE — THE SOUNDTRACK IS CATCHING UP

"I'm not George Strait,
I'm not Johnny Cash,
or even Hank Williams — 1, 2, or 3...
I am who I am."

Mark Horan

Songs from the Roads I've Travelled

THE HOTEL MOJO
NOW PLAYING
0:00 / 4:26

THE ALBUM
1,000 MILES FROM SOMEWHERE

1. THE HOTEL MOJO
2. TUMBLE WEED I AM
3. PASS IT ON
4. HEADING WEST WEST WEST
5. NEW HORIZON DIFFERENT ME
6. MR COATTAILS
Some ride, some don't.
7. WHAT DOES IT MATTER
100 Years From Now
8. DO YOU SEE
WHAT I SEE
9. JUST BELIEVE

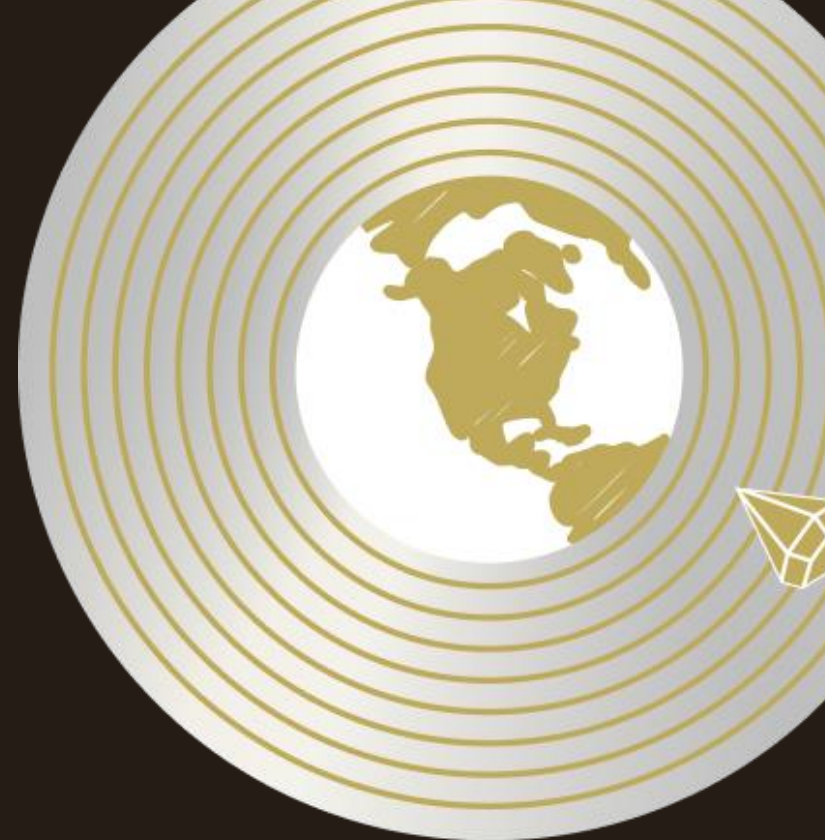
WRITTEN BY MARK HORAN

STAY TUNED... FOR THEM COYOTES HOLLERIN' — MORE MUSIC COMIN' DOWN THE ROAD

THE CONCEPT

The Hotel Mojo

More than a place to stay.





THE HOTEL MOJO — A COUNTRY MUSIC HOTEL

THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan · Creator

THE HOTEL MOJO

Lobby & Front Desk

The gold record sets the tone the moment you walk in — 1000 Miles from Somewhere.



THE WINNING FORMULA

Different roles. One rhythm. One guest experience.

THE HOTEL MOJO

★ STAFF UNIFORM COLLECTION ★

1000 Miles From Somewhere

FRONT DESK / GUEST SERVICES
Warm welcome in rich tones with subtle western charm.

FRONT DESK / GUEST SERVICES
Friendly, approachable and polished with a touch of country elegance.

RESTAURANT / BAR / CAFÉ / SHOP
Clean, casual and comfortable for all-day service with style.

HOUSEKEEPING / MAINTENANCE / SUPPORT STAFF
Durable, practical and easy to move in while staying on brand.

RESTAURANT / BAR / VALET / BELL STAFF
Sharp, dependable and ready to deliver true western hospitality.

MANAGEMENT / SUPERVISORS
Elevated western look that leads with confidence and pride.

BACK DETAIL

BELT BUCKLE

NAME TAG

BANDANA

HAT (OPTIONAL)

COLOR PALETTE

BARN RED

MIDNIGHT BLUE

SADDLE BROWN

TEAL PLAID

DENIM BLUE

CREAM

UNIFORM FEATURES

- ★ Premium fabrics for comfort and durability
- ★ Western styling with modern, flattering fits
- ★ Signature Hotel Mojo name tag
- ★ Consistent belts and buckles for all
- ★ Optional hats or bandanas for select roles

THE HOTEL MOJO PROMISE

Our team creates the experience. We dress the part and live the spirit of country music hospitality. Every guest. Every day.

THE HOTEL MOJO

Business Center — Make It Happen



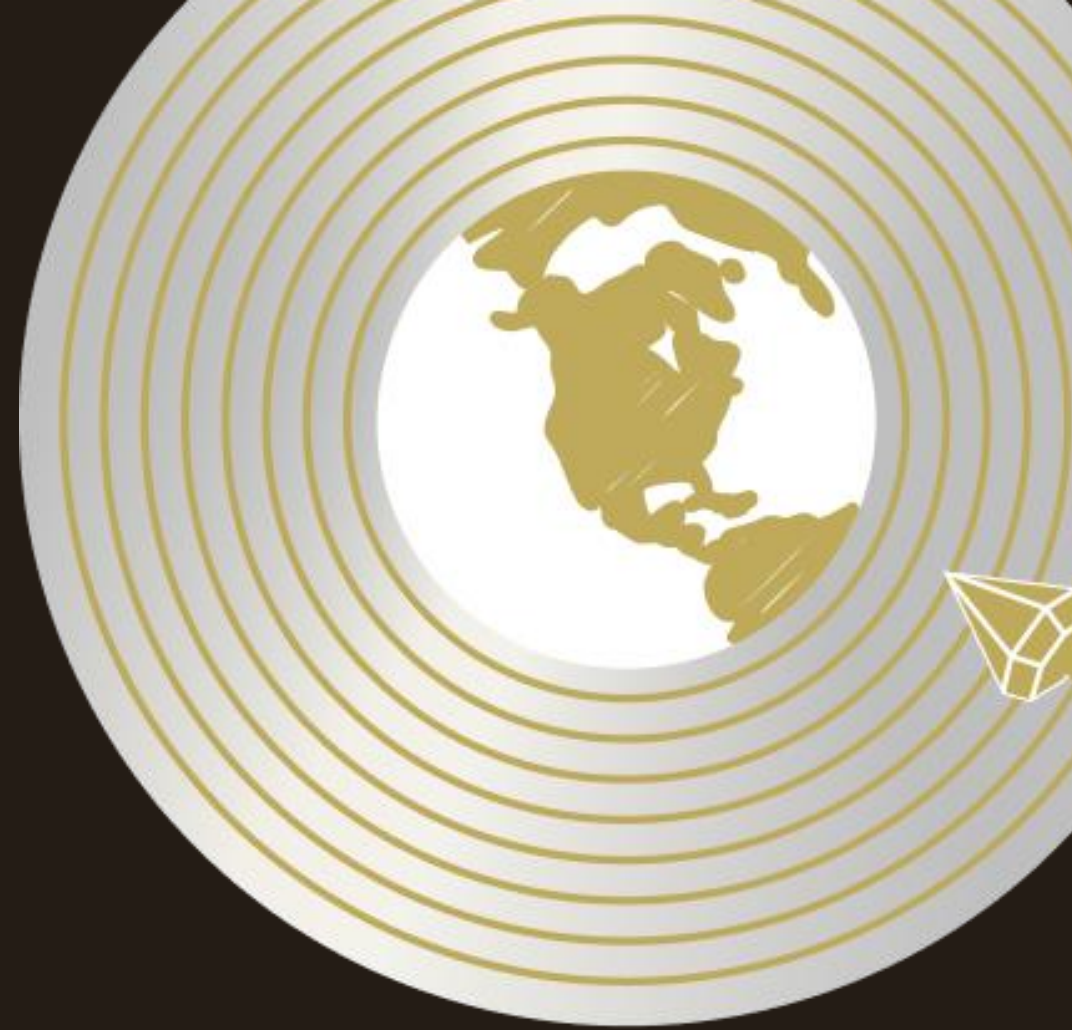
THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan · Creator

THE EXPERIENCE

**Good food. Cold drinks — or hot if
you like 'em. Country music.**

Come on in. Pull up a chair. Stay awhile.



THE HOTEL MOJO

Espresso, Coffee, Cappuccino Bar

Deja Brew



THE HOTEL MOJO

Fiddle & Griddle



THE HOTEL MOJO 1000 MILES FROM SOMEWHERE



Mark Horan · Creator

THE HOTEL MOJO

Mojo Saloon



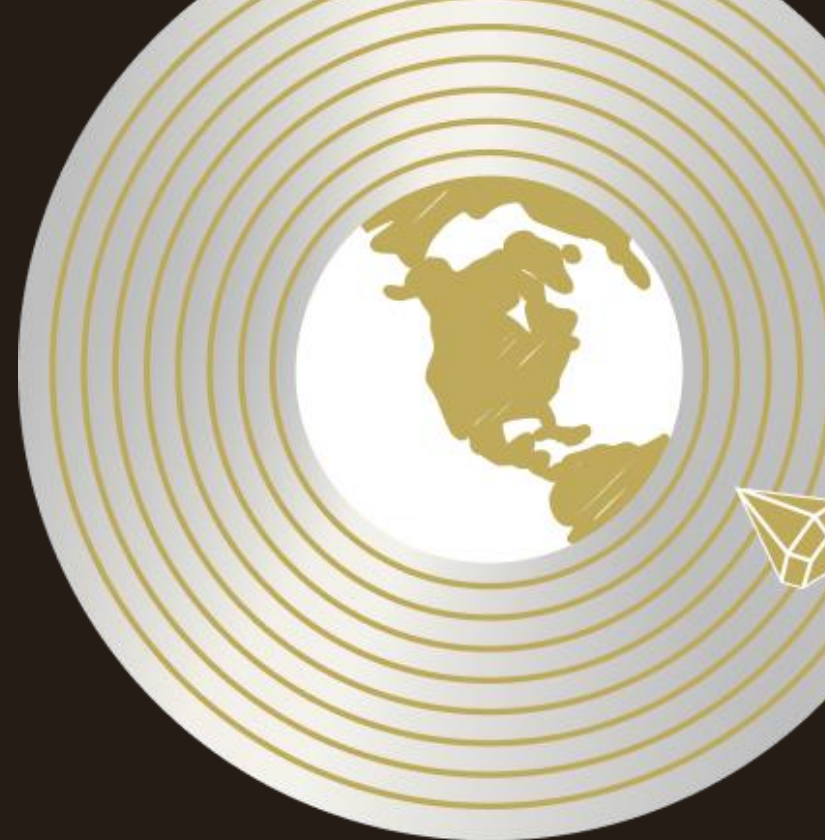
THE HOTEL MOJO • 1000 MILES FROM SOMEWHERE

Mark Horan • Creator

THE CONCEPT

More than a place to stay.

A little country. A little soul. A whole lot of Mojo.



THE HOTEL MOJO

Music Room



THE HOTEL MOJO

Recording Studio — Radio Station & Podcast



Mark Moran - Creator

THE HOTEL MOJO

Retail



THE HOTEL MOJO 1000 MILES FROM SOMEWHERE

Mark Horan Inc.

THE HOTEL MOJO

Coaches Corner



THE HOTEL MOJO 1000 MILES FROM SOMEWHERE

Mark Horan · Creator

THE HOTEL MOJO

Pool and Outdoor BBQ Deck



THE HOTEL MOJO • 1000 MILES FROM SOMEWHERE

Mark Horan • Creator

THE HOTEL MOJO

Up Your Mojo — Fitness

Stronger. Happier. Further.



THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan - Creator

THE HOTEL MOJO

Mojo Refill Station — Hydration

Fresh. Clean. Refill.



THE HOTEL MOJO — 1000 MILES FROM SOMEWHERE

Mark Horan · Creator

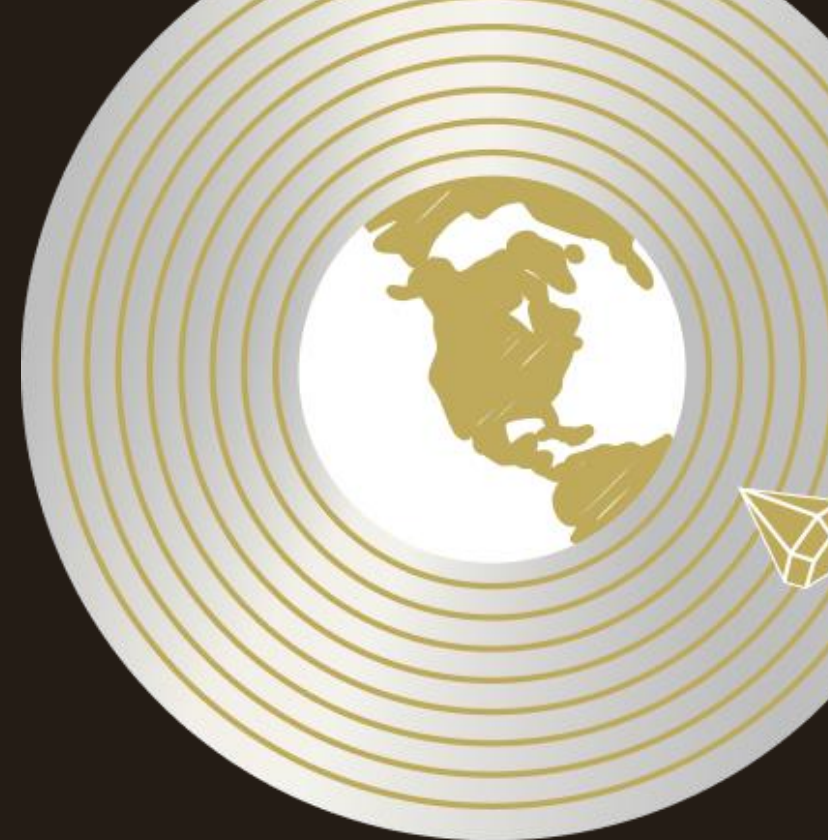
THE HOTEL MOJO

The Mojo Hotel Guest Signature Photo Prop



THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan · Creator



LIVE MUSIC & GOOD TIMES

**Some nights, you just won't want
to miss.**

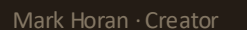
Be here when it happens.



COUNTRY MUSIC SINGER CONTEST

THE HOTEL MOJO • 1000 MILES FROM SOMEWHERE

Mark Horan • Creator





ANNUAL BEST BARTENDER CONTEST

THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan · Creator



ANNUAL BEST COUNTRY WESTERN DANCE COMPETITION

THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan · Creator



THE HOTEL MOJO 4TH OF JULY CELEBRATION

A tribute to all who serve.

THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan · Creator



WHAT COMES NEXT — PERFORMANCE HALL, PHASE 2

THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan · Creator



The HOTEL MOJO

PERFORMANCE HALL

LIVE
MUSIC
GOOD
PEOPLE
★

SONGS
STORIES
FRIENDS
FOREVER
★

THE HOTEL MOJO PERFORMANCE HALL — PHASE 2

THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan · Creator



DIFFERENT ROADS ★ SAME GOOD COMPANY



CIGAR & BOTTLE CLUB

— MEMBERS ONLY —

A private club for those who appreciate great cigars, exceptional drinks and even better conversation.



Private Cigar Humidor
Personal Bottle Lockers
Expanded Selection of Fine Spirits
Member Lounge & Outdoor Terrace
Tastings, Pairings & Special Events
Guest Privileges
Invitations to Private Dinners
and Performances



MORE THAN BOURBON

A curated selection for every taste.

Bourbon & American Whiskey
Single Malt Scotch
Japanese Whisky
Tequila (Añejo & Extra Añejo)
Rum (Aged & Rare)
Cognac & Armagnac
Fine Wines
Craft Cocktails
and More...



THE HOTEL MOJO CIGAR & BOTTLE CLUB — PHASE 2

THE HOTEL MOJO · 1000 MILES FROM SOMEWHERE

Mark Horan · Creator

Small moments. Big consequences.

Real experiences. Real lessons. The business of hospitality through a human lens.

01

**A ROOM IS A ROOM.
A SMILE MAKES THE DIFFERENCE.**

Human connection can recover an experience.

02

**WHEN “NO” COSTS
\$250,000**

Empathy and empowerment protect business.

03

**WHEN HONESTY BECOMES
AN INVESTMENT**

Trust creates future business.

04

**WHEN HITTING THE TARGET
MISSES THE POINT**

Leadership must know what the numbers are causing.

05

**TWO HOURS BECAME
TWENTY MINUTES**

Challenge weak management and solve the guest's problem.

A ROOM IS A ROOM. A Smile Makes the Difference.

A four-hour journey became an exhausting 12-hour ordeal. Delays, hunger, frustration—and finally arriving to find no one there to greet us.

Then two boatmen welcomed my mother and me with genuine smiles, warmth and humor.

Within minutes, the frustration began to disappear.

Nothing expensive had changed. The people changed the experience.



“A room is a room. A smile makes the difference.”

THE LESSON

The true value of a guest isn't one room night. It's return visits, referrals, reputation—and the people they influence.

WHEN “NO” COSTS \$250,000

Before ancillary revenue.

A senior decision-maker was considering the hotel for an executive meeting worth approximately \$250,000. At dinner, he requested the same whiskey he'd just enjoyed at the hotel bar across the hall.

The restaurant served only beer and sake. He politely asked if someone could bring one over. The answer remained a courteous “No.”

The employees weren't rude. They were polite—but the request fell outside the box, and no one felt empowered to find a solution.

THE LESSON

Skill training alone isn't enough. Empathy, judgment and empowerment must turn training into action.

POLITENESS WITHOUT A SOLUTION IS STILL A “NO.”

Staff-to-guest interaction should start with a smile—and end with both smiling.



“If you can't take care of me, what will happen when I bring my team here?”

The hotel lost the business.

WHEN HONESTY BECOMES AN INVESTMENT

1,500 GUESTS

One wedding. A relationship worth far more.

A prominent family approached us about a wedding for 1,500 guests. We prepared a fair proposal based on what it would genuinely take to deliver the experience.

Their representative told us: “We want to hold the wedding at your hotel. Your proposal was not only reasonable—it was honest.”

We didn't ask, “How much can we charge?” We asked, “What is the right price for what we're going to deliver?”



THE PHONES KEPT RINGING.

THE LESSON

There is a difference between maximizing the revenue from a transaction and maximizing the value of a relationship.

TRUST HAS A LIFETIME VALUE.

Sometimes the most profitable decision isn't how much you can make from a guest today. It's giving them a reason to call you tomorrow.

WHEN HITTING THE TARGET MISSES THE POINT QUOTA MET. Bookings stopped.

A catering manager had reached her monthly sales quota. Instead of continuing to pursue and accept appropriate business, she stopped taking additional bookings.

On paper, the target had been achieved. In reality, available revenue was being turned away.

The issue wasn't simply the quota. It was leadership understanding what was actually happening behind the number.



**NUMBERS TELL YOU WHAT HAPPENED.
BEING CLOSE TO THE BUSINESS TELLS YOU
WHY.**

THE LESSON

Targets should motivate performance—not become ceilings on performance. A leader needs a finger on the pulse, not just a monthly report.

A target is a tool—not permission to stop selling.

TWO HOURS BECAME TWENTY MINUTES

2 HOURS → 20 MINUTES

A banquet manager told a client that converting the ballroom from a classroom setup to a gala dinner would take two hours.

The client came to me, understandably perturbed: “What are we supposed to do—drink orange juice outside the ballroom for two hours waiting for dinner?”

This was not hotel procedure. It was poor management that I had inherited—and a problem the guest should never have had to absorb.

We reorganized the effort and completed the changeover in 20 minutes.

THE LESSON

A manager's limitation should never automatically become the guest's limitation. Good leadership questions the answer, organizes the team and finds a better way.

The manager was later let go.



**THE GUEST DIDN'T NEED AN EXPLANATION.
SHE NEEDED A SOLUTION.**



**SOME IDEAS ARE WORTH THE JOURNEY.
THE ROAD HAS BEEN LONG.
THE VISION IS CLEAR.
AND THE FIRE STILL BURNS.
THE HOTEL MOJO MAY BE WAITING
SOMEWHERE DOWN THE TRACKS.
MAYBE THE NEXT PART OF THE JOURNEY
ISN'T MEANT TO BE TRAVELED ALONE.**

CARE TO COME ALONG?

Mark Horan

Creator, The Hotel Mojo

LET'S TALK →

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