

Waldorf=Astoria hotel to represent luxury cornerstone in Sarasota



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Press Release Summary: Waldorf=Astoria luxury 225 room hotel to be key component of The Proscenium, a mixed-use project in downtown Sarasota

Press Release Body: **Lion's Gate Development**, along with the **Hilton Hotels Corporation's Waldorf=Astoria Collection**, have unveiled plans to build a luxury 225 room **Waldorf=Astoria hotel** as a key component of **The Proscenium**, a mixed-use project in downtown Sarasota, Fla. The project is presently in the city review process and is expected to begin construction in the fourth quarter 2008 with an anticipated year-end 2010 completion. An affiliate of Hilton Hotels Corporation will manage the hotel.

*"We are thrilled to be able to make this announcement," remarked **Gary Moyer**, who is developing **The Proscenium** along with his wife **Karen Cook**, and partners **Zeb Portanova** and **Allen Ostroff**. "Having a world-renowned luxury brand like the [Waldorf=Astoria](#) will draw international attention, not only to **The Proscenium**, but to the Sarasota/Manatee area as well. Our association with a [high-end luxury hotel](#) was a critical part of our plan. The prestige and panache that a **Waldorf=Astoria hotel** brings surpasses our expectations."*

The Waldorf=Astoria Sarasota will be part of **The Waldorf=Astoria Collection**, launched by **Hilton Hotels Corporation** in January 2006. As one of America's grand hotels, **The**

Waldorf=Astoria name is synonymous with luxurious elegance and service. Creating The **Waldorf Collection** was a way to extend its cachet, which previously was only available at the exclusive [Waldorf=Astoria New York](#) City Park Avenue location.

*"We are simply delighted to share in the announcement with **Lion's Gate Development** that **The Proscenium** will include a **Waldorf=Astoria Sarasota**," said **Ted Ratcliff**, senior vice president – Americas Operations, East US, Canada, Caribbean and Central America, for **Hilton Hotels Corporation**. "We considered many prestigious locations, but the scope and quality of **The Proscenium** truly complemented the characteristics of a [Waldorf=Astoria Hotel](#) and vice versa. In addition, we have been watching the Sarasota market for years and the timing was right to consider a presence there. We look forward to being a part of this sophisticated, culturally rich city."*

The elements of discovery and unique experiences that characterize [The Waldorf=Astoria Collection](#) experience will be brought to life through the hotel's and The Proscenium's distinct offerings. In addition to the 225 luxury hotel rooms, the hotel will include 38,000 square feet of ballroom, meeting and exhibition space, the iconic Peacock Alley Lounge, signature restaurants, a roof-top pool overlooking downtown Sarasota and the bay front, and a 12,000 square foot spa. Within the 18-story hotel tower, there will be 67 **Waldorf=Astoria Residences**, complete with daily 24-hour concierge services and all hotel amenities. Direct access from the hotel's ballroom and meeting space floor will be provided via a bridge to the VIP lounge of the 800-seat Nederlander performing arts hall. **Nederlander Worldwide Entertainment** is a division of the Nederlander family of businesses known for over 100 years as a leading worldwide performing arts presenter.

Lion's Gate Development is also developing a 59-unit annex, on **Sarasota's Lido Beach**. Guests at **The Proscenium** will have use of its luxurious beach amenities. The hotel accommodations will be marketed by **Waldorf=Astoria**, adding a beachfront property to their offerings.

About The Waldorf=Astoria Collection:
The Waldorf=Astoria Collection includes some of the most extraordinary properties in spectacular destinations around the globe. Inspired by New York's legendary **Waldorf=Astoria**, each hotel in the growing Collection has its own distinct character, timeless architecture

and special history. Luxury spas, culinary excellence and world-class golf are featured at The Collection's current properties: the beautiful Arizona Biltmore Resort & Spa in Phoenix, tropical Grand Wailea Resort hotel & Spa on the Isle of Maui, Hawaii, the historic La Quinta Resort & Club in Southern California, New York's **Waldorf=Astoria** and the palace hotel Qasr Al Sharq in Jeddah, Saudi Arabia.

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