

CONTACT: Jane Coloccia, JC Communications, LLC
PHONE: 609-737-2587 or 917-930-0062
EMAIL: Jane@JCCommunicationsllc.com

RENAISSANCE DALLAS HOTEL BREAKS GROUND ON STATE-OF-THE-ART MEETING FACILITY
Event Space Projected to Add New Jobs and Produce Nearly \$10 Million in Revenue in Year One

DALLAS, TX – A groundbreaking ceremony was held March 7 at the [Renaissance Dallas Hotel](#) for a new 30,000-square-foot meeting facility. The 14-month, multi-million dollar construction project will create jobs for nearly 200 workers and is scheduled for completion in June 2014. Renaissance Hotels is a lifestyle brand within the Marriott International Inc. global portfolio of 18 brands.

Keynote speakers at the event were John Marriott, president and chief executive officer of JWM Family Enterprises, L.P.; Mayor Pro Tem Pauline Medrano; and Cynthia D’Aoust, chief operating officer of Meeting Professionals International.

The new facility will give the hotel a total of 50,000 square feet of [meeting and event space](#) in Dallas. The centerpiece of the new space will be a 16,000-square-foot Grand Ballroom (able to accommodate up to 1,500 people for a seated dinner) with plentiful natural light throughout. Directly above the new ballroom will be the City View Ballroom and City View Rooftop Terrace including an additional 10,900 square feet of indoor and outdoor space for truly unique large-scale events. The City View Ballroom will offer floor-to-ceiling windows and breathtaking views of the Dallas skyline. The architect and contractor for this project is [The Beck Group](#).

The new structure is designed to qualify for the LEED Standard Silver status rating, signaling the hotel’s focus on sustainability and environmental responsibility throughout the renovation process. Key design elements include contemporary décor, vaulted ceilings, and state-of-the-art sound and lighting. The facility will offer a private entrance with valet parking options and motor coach access, as well as catering services focused on modern-American cuisine with a local twist. The hotel’s current meeting and event space will remain open throughout the expansion.

Mark Woelffer, general manager of the hotel, noted that the new facility gives the hotel the ability to house larger conferences and social galas which they were previously unable to accommodate due to lack of space. It is projected to produce approximately \$10 million in revenue in its first year of operation, translating to nearly \$500,000 in additional tax income for the city — and will create many new jobs at the property.

The Renaissance Dallas Hotel offers luxurious accommodations and remarkable architecture in an excellent location near the American Airlines Center, Dallas Convention Center, and Love Field Airport. Consistently ranked among the top hotels in the city, the property includes 514 guest rooms and suites, Celebrity Chef Dean Max's celebrated Asador Restaurant, rooftop pool, and fitness center. Marriott International, Inc. (NYSE: MAR) currently offers a portfolio of nearly 90 hotels across nine lodging brands in the DFW Metroplex.

Renaissance Hotels, which was acquired by Marriott International in 1997, has quickly become one of the most popular brands within the company's portfolio. In 2008, the brand began an intense journey to firmly establish itself in the lifestyle hospitality space and differentiate itself from other Marriott International brands by introducing game changing programs including the Navigator program and RLife LIVE, one of the industry's most well recognized entertainment platforms showcasing emerging musical artists through live performances in Renaissance Hotels around the world. A natural continuation of the brand's extraordinary journey, the recently launched **Live Life to Discover** campaign represents the culmination of the global repositioning of the brand.

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ABOUT RENAISSANCE

Renaissance Hotels represents a diverse collection of 155 hotels in 35 countries worldwide. Each property is unique, offering passionate travelers a one-of-kind experience and memories they will be sure to take with them long after they depart. Within every hotel, guests are greeted by an exceptional array of amenities and an inspiring world of local discoveries. For travelers looking to experience something new, innovative and locally driven programs including the industry leading entertainment platform RLife LIVE as well R Navigator, ensure that every trip is transformed into an eye-opening, unforgettable journey. Renaissance Hotels. Live Life To Discover. To discover more visit www.renhotels.com.

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