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For Immediate Release

Crescent Communities Selects White Lodging for Hotel at Ally Charlotte Center
Premium-branded, full-service hotel to open in conjunction with office tower in 2021

CHARLOTTE, N.C. – On the heels of announcing plans for [Ally Charlotte Center](#), [Crescent Communities](#) has selected [White Lodging](#) to develop a premium-branded, full-service hotel adjacent to the 26-story office and mixed-use tower.

The upscale hotel brand will be revealed in the coming months, and the property will be an exciting addition to Ally Charlotte Center and Charlotte’s hospitality industry.

White Lodging, one of the fastest-growing and most-respected hotel development and management companies in the U.S., has a long standing and consistent track record of developing and operating award-winning properties under premium brands. Headquartered in Merrillville, Indiana, White Lodging has earned a reputation for attention to detail, innovative urban design and a cuisine-forward approach to food and beverage, which will complement the overall vision for Ally Charlotte Center as a pedestrian-friendly, work, play and now stay hub to create the most compelling address for Charlotte’s most talented companies and individuals.

“We spent two years traveling the country and met with a number of the best and most innovative hotel developers, owners and operators. We believe White Lodging represents the best in the business and we couldn’t be happier to have their team building a first-class hotel as part of our plans for the corner of Tryon and Stonewall Streets,” said Brian Leary, President of Commercial and Mixed Use at Crescent Communities. “Go visit any one of their hotels, whether it’s in Indianapolis, Denver, Austin or Chicago, and you’ll see the White Lodging difference. From wholly-owned and chef-driven food and beverage experiences to highly-amenitized meeting and conference space we know the hotel White Lodging will deliver will be extremely well-received in Charlotte. Together, we expect to redefine placemaking in Uptown Charlotte.”

The premium-branded, upscale hotel will feature approximately 350 oversized rooms and suites with a full slate of amenities, including over 20,000 square feet of meeting and event space, multiple food and beverage outlets and an open air roof top deck overlooking the active and vibrant 20,000 square foot public plaza. It will seamlessly connect to Ally Charlotte Center via the plaza. The hotel will be complete and open for business in early 2021.

White Lodging says it is selective in which markets they are developing in and is proud to be part of shaping Charlotte's skyline with their first Uptown hotel.

"We have been eyeing Uptown Charlotte for the right opportunity for several years and are thrilled to be working with Crescent to bring this exciting mixed-use development to life," said Deno Yiankes, President and CEO of Investments and Developments at White Lodging. "Charlotte has a young, well-educated work force and offers a great quality of life; everything we look for in a market that we believe will continue to experience strong, sustainable growth for years to come."

Ally Charlotte Center and the hotel will be located just a block from the light rail system and convenient to major transportation arteries, including I-277, and adjacent to the City's other major gathering spaces like sports venues, the Charlotte Convention Center and the Whole Foods Market at NOVEL Stonewall Station, which is also being developed by Crescent Communities.

The addition of the hotel at Ally Charlotte Center will be a meaningful increase in hotel space in Uptown Charlotte as the City looks to further attract conventions and other large events.

For Crescent Communities, this expands its growing portfolio of community-building commercial and mixed use efforts in the Queen City and beyond.

"We were deliberate in evolving our historic commercial business into a commercial and mixed use development platform to capitalize on the synergies between those places in which we live, work and play," said Todd Mansfield, President and CEO of Crescent Communities. "Through this mix of office, hotel, retail and dining uses we are catalyzing an elevated experience and return-on-investment greater than the sum of its parts, and you will continue to see mixed use development across our commercial and multifamily pipelines."

About Crescent Communities

Crescent Communities is a nationally recognized, market-leading real estate company specializing in the development and sale of single family, multifamily, commercial and mixed use communities. The company creates high-quality, differentiated communities in desirable locations in many of the fastest growing markets in the Southeast and Southwest. Since 1963, Crescent Communities has developed more than 60 single family master-planned communities, over 30 multifamily communities and more than 20 million square feet of commercial space. Its multifamily communities are branded NOVEL by Crescent Communities and its single family home business operates as Fielding Homes. For more information, visit www.crescentcommunities.com.

About White Lodging

White Lodging, established in 1985, is one of the fastest growing hotel ownership, development, and management companies in America. An innovative trendsetter, the organization's portfolio includes destination convention, urban lifestyle, and suburban hotels. White Lodging operates 87 premiere

hotels, 30 restaurants/bars and 26 brands — including Marriott International, Hilton Worldwide, Hyatt Global, and InterContinental Hotel Group and its own Collection of Luxury Ranches. White Lodging is one of the most active developers in the US with over 12 projects in active development. Success knows no boundaries at White Lodging, where associates and leadership have consistently earned industry leading guest satisfaction scores, market share and profit margins while recruiting and retaining the best, brightest, and most passionate professionals in every discipline for three decades. For more information about White Lodging, visit www.whitelodging.com, or connect on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

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Contacts:

Connie Bryant
Skyline, A Wilbert PR Company
404-786-5275
connie.bryant.breedlove@wilbertcompany.com