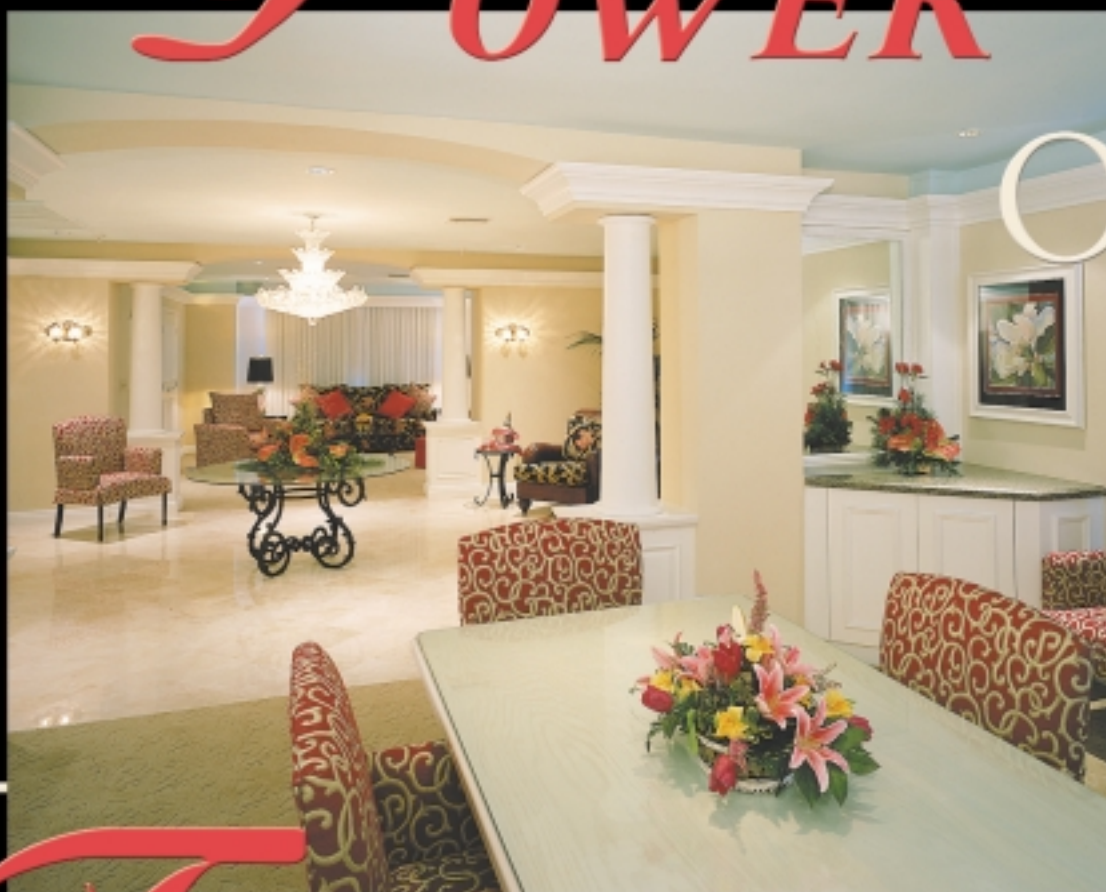


The Don CeSar

THE

POWER

OF



Teamwork

Beach Resort & Spa


INTERSTATE
HOTELS



CPS
Complete Property Services, Inc.



The Don CeSar Beach Resort & Spa

Saint Pete Beach, Florida, USA

Management Company - Interstate Hotels

Interior Designer - Newmark Diercks Design

General Contractor - Complete Property Services

Located on the Gulf of Mexico, this historic hotel has served many purposes since being built in 1928. From an opulent Roaring 20's hotel to a World War II hospital, The Don CeSar Resort & Spa has undergone several transformations before becoming the Four Diamond Resort & Spa it is today.

Originally built by Thomas Rowe, a Florida real estate millionaire, The Don CeSar became the hot spot for some of high society's most well known names including Lou Gerhig, Clarence Darrow, F. Scott Fitzgerald and notorious gangster Al Capone. Though Rowe built this impressive property to resemble the Royal Hawaiian Hotel on Waikiki Beach in Hawaii at a cost of 1.2 million dollars, the project proved to be more costly than originally anticipated, soaring over budget by some 300 percent. The result however, was an unmistakable landmark now etched in the Florida landscape and history books.

The reign lasted a short while though, and fell from grace in 1942 when the US Army bought the property for only \$450,000. It then served as an army military hospital until some time after World War II, when it was then converted into a regional Veterans Administration office. Continuing to fall into a dilapidated state and now unable to afford the necessary repairs, Veterans Administration moved out and the City slated the property for demolition in 1968.

Fortunately, a preservation group rescued this historic property from the wrecking ball by locating an investor who shared Rowe's once grand vision of this magnificent beach property. Finally, after some extensive repairs, the hotel reopened its doors in 1973 as a luxury beachfront hotel.



Interstate Hotels Corporation

Now managed by Interstate Hotels, The Don CeSar was once again due for extensive renovation services. This would encompass a full-scale commitment to upgrading all of its guest rooms, baths, suites and corridors. For this ambitious renovation, Interstate Hotels turned to Continental Design & Supply for procurement, Newmark Diercks Design for interior design services and Complete Property Services for general contracting services. Working together as a team the resort was completely transformed from the ground up providing a spectacular rebirth of this historic St. Pete Beach landmark. Without losing the warmth and charm of this early 1900's Florida hotel, guests and visitors can now enjoy this spectacular resort property for years to come.



In 1928 Thomas Rowe built this impressive property to resemble the Royal Hawaiian Hotel on Waikiki Beach in Hawaii.

INTERSTATE HOTELS COMPANY PROFILE

Founded in 1961, Interstate Hotels is one of the largest independent hotel management companies in the United States and operates approximately 160 hotels with 30,000 rooms in the U.S., as well as Canada, the Caribbean and Russia. With its headquarters located in Pittsburgh, PA, regional offices in Orlando, FL, Scottsdale, AZ and International offices in London, England, Interstate proves to be one of the largest independent hotel management companies in the world. Furthermore, offering a wide range of experience in operating full and limited-service hotels, Interstate operates more than 25 different franchise brands and multiple luxury independent hotels and resorts in every market segment. With a fully integrated, full-service management and development company in multiple resource disciplines, the company operates in all market types including downtown, suburban, airport and resort locations coast to coast and around the world. Below are some of the many brands owned or operated by Interstate Hotels.



BRAND DIVERSITY

- | | |
|--------------------|-----------------------|
| Marriott Hotels | Sheraton Hotels |
| Independent Hotels | Holiday Inn |
| Embassy Suites | Crowne Plaza |
| Hilton Hotels | Delta Hotels |
| Renaissance | Hilton Garden Inn |
| Radisson Hotels | Courtyard by Marriott |
| Westin Hotels | AmeriSuites |
| Colony | |

Newmark Diercks Design, Incorporated

NEWMARK DIERCKS DESIGN INCORPORATED

Newmark Diercks was founded in 1991, and since this time has developed a team of licensed architects and Interior designers dedicated to providing our clients with quality and reliability in design and documentation.

Our services include programming, schematic and design development, design budgeting and analysis, construction documentation and coordination to the end of the project.

Foremost to this continual collaboration and commitment to design excellence is our desire to listen, be responsive to a client's needs, and implement design solutions that maximize the return on an investment and the client's expectations.



In keeping with the European and Mediterranean influences Newmark Diercks chose to accentuate the character of this historic property. The result is a unique mixture of old world and new.



The image to the left shows a bar and lounge area adjacent to the main lobby entrance. The bar has been completely redesigned with dark, rich woods and a granite top. The dark wood tones blended together with vibrant fabrics and contrasting walls provide a comfortable ambience to relax in. Handcrafted to exceptional standards the bar has returned a warmth and charm to a previously ordinary commercial lounge space. This utilization of exceptional quality, and well planned design concepts have yielded a truly exceptional property for the owners and guests alike.

DESIGN STATEMENT

The Don CeSar, being a historical and prominent landmark, brought about various design challenges. The entire renovation consisted of upgrades to the guest rooms, suites, corridors and public spaces. Aside from the cosmetic renovation, extensive mechanical, plumbing and electrical upgrades were made to the properties infrastructure.

The design intent for the renovation was to accentuate the unique charm of the property by marrying European and Mediterranean influences with Floridian resort style.



Due to the historical nature of the hotel, the guest room footprint was small. By designing a "built-in" casegoods system in a white finish, an illusion of spaciousness was created. A new bedding program was developed to enhance the visual presentation of the room as well as an amenity of comfort and luxury for each guest. The public spaces are an extension of the pink facade and style of the building and each renovated space contributes to the unique charm and spirit of this extraordinary hotel.

COMPLETE PROPERTY SERVICES COMPANY PROFILE

Founded in 1981, Complete Property Services is one of the nations most experienced General Contractors specializing in the unique demands of commercial renovation. Our commitment to providing the highest levels of quality and customer satisfaction have long been regarded as second to none. This has provided us the reputation of being an industry leader continually striving to set the benchmark of both throughout the hospitality industry. To achieve this, CPS constantly reviews and maintains proactive punch lists during every phase of operation from start to finish, and continually interacts with the owners, architects and designers to achieve a higher quality finished product. Our commitment to the philosophy of "Excellence at Every Level" means you can expect the highest standards of work from the beginning stages of budget development to the rigorous demands associated with quality control. These standards are an integral part of every project, helping to ensure the job is completed on time and on budget. Rest assured, no project regardless of size, will pass the demanding CPS quality control standards until it has been checked and verified by experienced company employees.



As seen in the image below, the Hospitality Suite was completely transformed from one large meeting room into a room that is carefully broken into three distinct living areas. This provided the hotel a multi-function room that can host corporate gatherings or simply transform into one large guest suite. This suite opens into two adjoining guest rooms, and boasts a granite wet bar, two entertainment units, two balconies, a crystal chandelier and marble foyer.



"I've been renovating hotels for more than 25 years, so I know what makes a good hotel contractor. CPS knows the importance of the schedule, budgets and quality, as well as being sensitive to the needs of an operating hotel. They've done many successful projects for Interstate Hotels."

*David A. Smith
Architect
Senior Project Manager
Interstate Hotels*

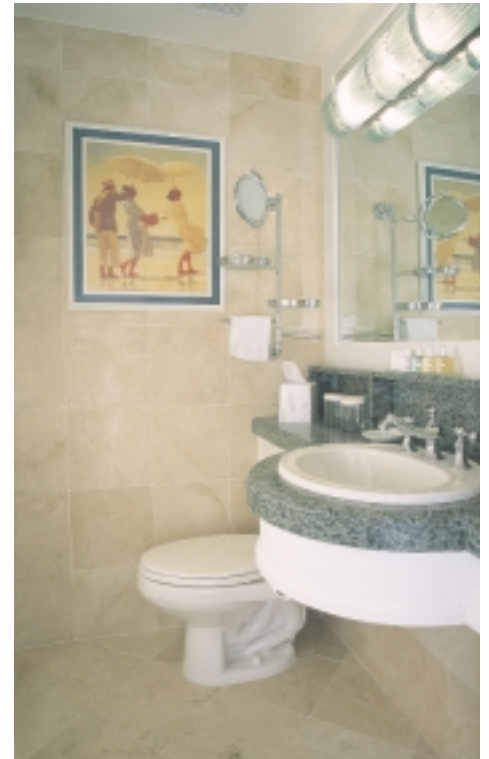


The scope of work also included the replacement and installation of 736 custom windows to eliminate water intrusion issues.

PROJECT PROFILE

Spending over \$65,000 per key for a standard guest room, the owners of this historic property spared no expense in the restoration of this premier hotel landmark. This extensive project began by completely stripping the interior of years worth of deterioration and patchwork renovations to expose the bare concrete skeleton originally constructed nearly 75 years ago. This provided the foundation needed to begin the rebirth of The Don CeSar.

Building on this foundation, CPS now needed to begin the challenging task of bringing the designer's vision to reality. This encompassed the complete replacement of mechanical, electrical and plumbing systems, as well as providing extensive space modifications to make better use of the hotel's design. Furthermore, all Life Safety Systems were upgraded to comply with current local, city and county codes. Compounding this complex renovation was the need to keep the project on a strict six month, fast track schedule to be prepared for the large influx of guests expected during the weekend of SuperBowl XXXV® held in Tampa.



Bathrooms received floor to ceiling marble walls, while the vanities received custom granite tops and fixtures.



SCOPE OF WORK:

Complete demolition & renovation services to all 277 guest rooms, corridors and suites. Extensive space modification. New fan coil units, controls and chilled water piping, as well as conditioned air to previously unconditioned spaces. Complete plumbing fixture replacements. Complete electrical service upgrades and rewire of guest rooms, baths and corridors. Life Safety Systems upgrades. Removal and replacement of 736 custom windows to correct water intrusion problems, as well as increased soundproofing and insulation qualities.

Some of the many finishes include marble bathrooms, granite vanities, extensive custom millwork package, custom fixtures and new FF&E packages.

The Power of Teamwork..



INTERSTATE
HOTELS

Interstate Hotels Corporation
Foster Plaza Ten
680 Andersen Drive
Pittsburgh, PA 15220
Phone: 412.937.0600 • Fax: 412.937.8051
WebSite: www.interstatehotels.com



Newmark Diercks Design, Inc.
7935 East Prentice Avenue, Suite 102
Greenwood Village, CO 80111
Phone: 303.740.7409 • Fax: 303.740.7240
WebSite: www.nddesign.com

CPS

Complete Property Services, Inc.

1803 Briar Creek Boulevard
Safety Harbor, FL 34695
Toll Free: 877.929.9777
Phone: 727.793.9777 • Fax: 727.793.0727
WebSite: www.completeproperty.com