

Ground Breakers

The Marriott Lancaster at Penn Square and the Lancaster County Convention Center, in Lancaster, Pa., opening in the spring of 2009,

is a world-class integrated facility where the nineteenth and twenty-first centuries meet. A responsible approach to the development process ensures that the site's rich history is preserved and incorporated into the new facility.

- One of the City of Lancaster's signature landmarks and a prime example of its diverse architectural heritage, the building's Beaux Arts-style façade has been preserved, rehabilitated, and incorporated into the Marriott Lancaster at Penn Square. It was designed by C. Emlen Urban, Lancaster's first native architect, in 1898.
- A nineteenth-century cistern, believed to have been used as a hiding place on the Underground Railroad, was uncovered and will be carefully incorporated into the convention center's arrival area as an interpretive display. The Historic Preservation Trust of Lancaster County, through its Stevens & Smith Historic Site project, is leading this and other efforts to preserve the historic treasures at this site, including the restoration of the Thaddeus Stevens and Lydia Hamilton Smith properties. This issue's article, "Bringing History to Life," provides more information.
- The Montgomery House on South Queen Street, built in 1804, is considered one of the finest surviving examples of Federal-style architecture and is being preserved and restored by Penn Square Partners. Three sides of the mansion's brick wall will be incorporated and featured as an impressive design element, visible from inside the new hotel and convention center facility. The home was built for William Montgomery, a prominent attorney.

A Triumph for Lancaster

Marriott Lancaster at Penn Square and Lancaster County Convention Center Opening Spring 2009

As project advocates spoke one by one at a recent topping-off ceremony at the site of the Marriott Lancaster at Penn Square and Lancaster County Convention Center, there was something quite powerful in that chorus of voices. Their words represented the many groups and individuals involved in the creation of the project — a hometown, community effort to bring a world-class facility to Lancaster.

The diverse group had assembled at the foot of the Beaux Arts façade of the former Watt & Shand Building on Penn Square — an architectural gem that had stood quiet for more than a decade as a gorgeous relic of previous chapters of the community's history. Now it represents a brand new chapter as the face of a \$170-million force in the momentous revitalization of downtown Lancaster and the continued success of the entire region.

The Marriott Lancaster at Penn Square and Lancaster County Convention Center, a fully integrated facility, will begin welcoming guests this spring. Rising up behind the iconic façade, the Marriott tower rivals the height of the historic Greist Building, adding a new dimension to Lancaster's skyline.

An unprecedented effort

The Herculean effort to see this project to fruition brought together local corporations, community groups, regional leaders and lawmakers, historical groups, volunteers, and most importantly, the people of Lancaster who have so much



A rendering of the hotel and convention center from Penn Square.

"The hotel and convention center facility serves as a distinctive centerpiece in promoting Lancaster County and the City of Lancaster as a destination."

pride in their county — one that is steeped in unique tradition. The creation of this facility builds upon Lancaster's

legacy of hospitality which already attracts 8.3 million people to the region each year.

Support for the project among many of the groups who contribute to Lancaster's success has been exhilarating. As one would expect, the project, in similar fashion to the vibrant arts community, unique local businesses, and hard-working civic groups, is making its mark on the local economy. Lancaster offers an extraordinary array of eclectic dining venues, and now more than ever local restaurants are gearing up to cater to additional business. Downtown real estate, despite current market conditions, is enjoying increased sale values in part due to the city's inherently appealing features and the anticipation of the facility's completion.

A unique, convenient, high-value destination facility

Josh Nowak, director of sales and marketing for Interstate Hotels, the company

continued on following page



A rendering of the facility from Vine Street.

Let's Build On Our Accomplishment

We watched together recently as a steel beam was ceremonially signed and hoisted into place to officially mark the topping off of the Marriott Lancaster at Penn Square and Lancaster County Convention Center. An exciting day, this particular milestone among many was like reaching the crest of a mountain — for the first time in the journey, we figuratively could see an unobstructed view of what lays beyond.

As a community, we've invested our strengths, talents, hard work, and tenacity into this unprecedented project. This spring, Lancaster will open the doors to a new chapter in our community's long history of hospitality. Together we built new and strong relationships as we worked to create a distinctively integrated head-quarter hotel and state-of-the-art convention center facility — one that will highlight the treasures of this region, old and new, and elegantly welcome visitors to Lancaster.

We look forward to visitors and Lancastrians alike enjoying this achievement. We invite you to help showcase this Lancaster landmark by bringing your meetings, events, and social celebrations here and graciously suggesting it to your friends and colleagues. Your support will help to continue to build upon Lancaster's exciting revitalization.

From the crest of the mountain we see that great vistas indeed are in our collective future.



pictured left:
Mark C. Fitzgerald, CCIM, CPM
President & COO
High Associates Ltd.

pictured center:
Thomas D. Smithgall
Sr. V.P. Development
High Associates Ltd.

pictured right:
Nevin D. Cooley, CPM
President & CEO
High Real Estate Group LLC

A Triumph for Lancaster

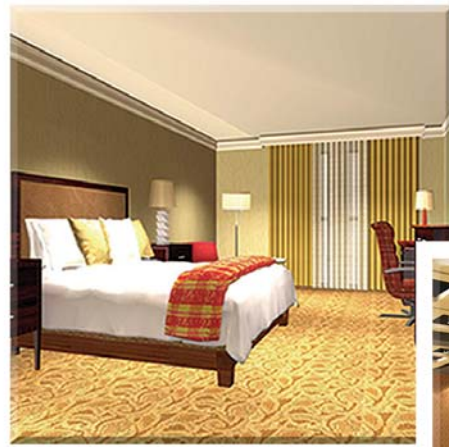
Marriott Lancaster at Penn Square and Lancaster County Convention Center Opening Spring 2009 continued

managing the hotel and convention center, says that the facility already is catching the attention of meeting planners throughout the region looking for a new, state-of-the-art venue offering the latest technology for conventions, conferences, events, and trade shows.

"What sets Lancaster apart from traditional Northeast meeting locations is the all-important convenience of being centrally located to the metropolitan cities of

each year. The facility caters to groups from 5 to 5,000 people. "Guests will find themselves in the heart of a beautiful, walkable city rich with attractions, restaurants, history, architecture, and a remarkable diversity of culture," says Nowak.

And it's important to realize that meeting participants are also part-time tourists, and they are likely to return with their friends and families when they enjoy their experience. "This facility offers a new



Clockwise from upper left: luxurious Marriott guestroom; the convention center's Freedom Hall exhibit level; the elegant Heritage Ballroom; the hotel lobby.

Philadelphia, Pittsburgh, Baltimore, New York, and Washington, D.C.," notes Nowak. The fact that Lancaster's location is so accessible is not a newly realized factor in its success. During the 1800s, the city became an industrial powerhouse set amid accessible railroad transportation. It was widely known as the second-largest tobacco seed leaf market in the United States. Plugged into east-west travel routes, the City of Lancaster served as Pennsylvania's capital from 1799-1812.

"The location is especially important right now as the hospitality industry, like any, meets the challenges of uncertain economic times and our value-priced offering enhances our appeal," says general manager Mark Moosic of Interstate Hotels. "Lancaster most certainly is on the radar screen for fiscally responsible meeting planners, providing tremendous merit compared to the larger and more expensive urban areas. We have an upscale option right here in Lancaster that incorporates the esteemed Marriott name, one of the most recognizable, national hotel brands," Moosic explains.

Offering 300 rooms and suites and 90,000 square feet of luxuriously appointed meeting and event space, including a grand exhibit hall, two elegant ballrooms, and several finely appointed meeting and board rooms, the facility will draw more than 150,000 new guests to Lancaster

introduction to all that Lancaster has to offer," says Moosic.

A special place for visitors... and those fortunate to call Lancaster their home

Lancaster, as its own brand, generates plenty of interest. It offers the chance to observe the second largest community of Old Order Amish and enjoy a wide range of family activities, from bustling farmers' markets to scenic rural adventures. There's a flip side as well, with an urban center offering dozens of art galleries, exquisite fine dining, sophisticated shopping, and hundreds of historical landmarks — Lancaster is, after all, the largest National Historic Register District in the country.

"When you explore Lancaster, you realize you are somewhere with a unique sense of place, unlike any other in the nation," says Nowak. The landscape, both natural and manmade, along with its history and culture, equate to a sense of significance similar in caliber to cities such as Annapolis and Charleston. "The hotel and convention center facility serves as a distinctive centerpiece in promoting Lancaster County and the City of Lancaster as a destination," he says.

To learn more, visit www.marriott.com and www.lancasterconventioncenter.com. To inquire about reserving the facility, call Josh Nowak at (717) 239-1601.



Facility Offerings

- 300 luxurious Marriott guestrooms, including hospitality and presidential suites
- Signature restaurant, valet and concierge services, indoor pool, fitness center, and spa treatment services
- A total of 90,000 square feet of flexible meeting space
- Spacious 46,000-square-foot convention and exhibition hall
- Two elegant grand ballrooms

Local Economic Impact

- Up to 150,000 new guests per year to downtown Lancaster significantly increasing revenues for the city's 200+ restaurants, retailers, and attractions
- 300-400 full-time jobs — at the facility and elsewhere — generating \$11 million in annual wages
- \$31 million infusion into the community annually through the purchase of goods and services
- Additional business for existing hotels in Lancaster County

Interstate Hotels & Resorts

Interstate Hotels & Resorts is managing the Marriott Lancaster at Penn Square and Lancaster County Convention Center. Interstate and its affiliates manage a total of 227 hospitality properties with approximately 46,500 rooms in 37 states, the District of Columbia, Russia, Mexico, Belgium, Canada, and Ireland. For more information about Interstate, visit the company's web site: www.ihrco.com.

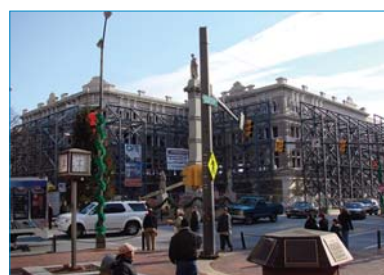
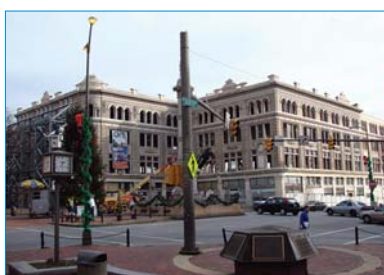
Mark Moosic (pictured below left)

Mark Moosic serves as general manager of the hotel and convention center. He is responsible for overseeing the pre-opening ramp up and the day-to-day operation of the integrated facility after its opening. A 28-year veteran with Interstate, Moosic has more than 24 years of management experience in three- and four-diamond Marriott hotels. In addition, he has an extensive back-ground in food & beverage, restaurant, banquet, and conference center operations.



Josh Nowak (pictured above right)

Director of sales and marketing for the Marriott Lancaster at Penn Square and the Lancaster County Convention Center, Josh Nowak is a 12-year veteran of the hospitality industry, having worked in sales and management at properties in the Washington, D.C., and Philadelphia areas. His previous position was with the Renaissance Philadelphia Hotel, where he oversaw sales and marketing for the 349-room, four-diamond property.



Bringing History to Life

Unique nineteenth-century attractions blend with new hotel and convention center facility

The revitalization of downtown Lancaster comes with a significant degree of responsibility to preserve the architecture, artifacts, and narratives of its historically rich past. Lancaster was home to Thaddeus Stevens and Lydia Hamilton Smith, two courageous citizens who established the groundwork for important freedoms that help create the quality of life we enjoy today as Americans.

The historic properties related to Stevens' and Smith's legacies have been physically integrated within and around the Marriott Lancaster at Penn Square and Lancaster County Convention Center facility thanks to an effective master plan developed by the Historic Preservation Trust (HPT) of Lancaster County. With HPT's leadership and the support of a coalition of community members and stakeholders, this important history is not only being preserved, but also will be brought to life and raised up to its rightful place of prominence as an important chapter in our nation's history.

The Stevens & Smith Historic Site will be a multi-million dollar educational and interpretive complex that will honor the accomplishments of Stevens and Smith and explore the larger themes of civil rights, equality, slavery, and freedom that were reflected in and influenced by their lives. The project's \$12 million, volunteer-driven capital campaign, currently underway in the City of Lancaster, has topped \$4 million in private contributions. State and national support for the project includes \$3 million from Pennsylvania's Redevelopment Assistance Capital Program and a recently announced National Endowment for the Humanities *We the People* grant of \$375,000.

Gail Tomlinson is executive director of the Stevens & Smith Historic Site. "The history here related to the Underground Railroad and the lives of Thaddeus Stevens and Lydia Hamilton Smith represents a unique opportunity to convey something profoundly meaningful about Lancaster and its development," explains

The Stevens & Smith Historic Site project will:

- Restore the facades and selected interiors of the Stevens residence and his law office and create modern exhibit spaces to showcase a series of interpretive and interactive educational displays related to his life and accomplishments.
- Chronicle the history of slavery, the Civil War, the rise of public education, development and passage of the 13th, 14th and 15th amendments, and their link to civil rights in America.
- Restore the facades of Lydia Hamilton Smith's properties and present Smith's remarkable life story as a springboard for portraying the challenges faced by women and people of color, both locally and nationally, as they won increasing freedom and equality in the nineteenth and twentieth centuries.
- Convert several upper floor areas into leased space for local businesses or service organizations.
- Support the introduction of several new dining venues including restoration of the Swan Hotel into a period-style pub, for the enjoyment of both local residents and visitors to Lancaster.
- Conduct comprehensive local and national marketing outreach that will revive interest in and raise awareness of the Thaddeus Stevens and Lydia Hamilton Smith narratives, attracting both local residents and heritage visitors to the new, unique educational complex.

www.stevensandsmith.org

Tomlinson. "It's a legacy that calls on us to see Lancaster as a template for what happened all over this country just prior to the Civil War, a legacy that people born and raised here can be proud of."

Bringing this story to light, Tomlinson believes, will offer extraordinary resources to the county's residents and draw visitors from around the world to learn about the role Stevens played in laying the foundation for the modern Civil Rights Movement, free public education, and freedom and equality for all Americans.

The museum project will offer an historical attraction similar in scope and quality to those found in larger urban areas. It will incorporate the historic fabric of early Lancaster and will be a key landmark of the regional *Quest for Freedom* trail under development by the Commonwealth.

Among a variety of themed exhibits, this

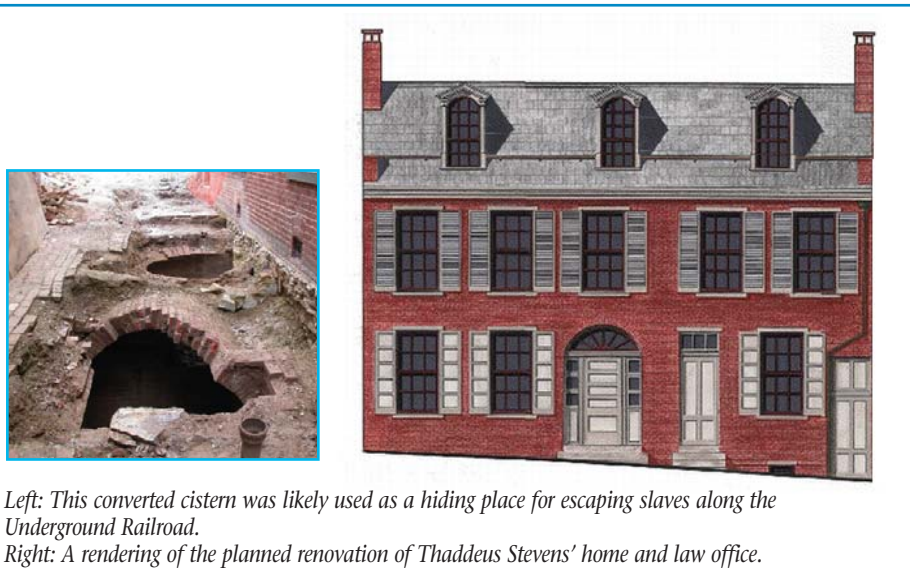


Gail Tomlinson, director of the Stevens & Smith Historic Site, a project of the Historic Preservation Trust of Lancaster County.

multi-level, 20,000-square-foot site highlights the Underground Railroad and features a converted water cistern — unearthed and preserved while awaiting construction of the hotel and convention center — that scholars strongly believe functioned as a hiding place for Americans escaping slavery. The cistern is integrated into and visible from within the main entrance area of the convention center.

"Because of the point in time and the manner in which the cistern was modified," says Tomlinson, "we believe it to be a premier example of a hiding place along the Underground Railroad — and just as importantly a supporting illustration of Stevens as a man shaping and writing the law and at the same time breaking the law because of his moral beliefs."

One of the missions of the center will be to talk about the promise of equality in this country, to ask modern day visitors what they will do to ensure that all citizens of this country are equal. "We live in a democracy, and it's not a spectator sport," says Tomlinson. "We will challenge people to think about their roles as citizens, and we are fortunate to consider these issues while looking through the lens of these extraordinary lives — the story of visionary and innovative people who called Lancaster home."



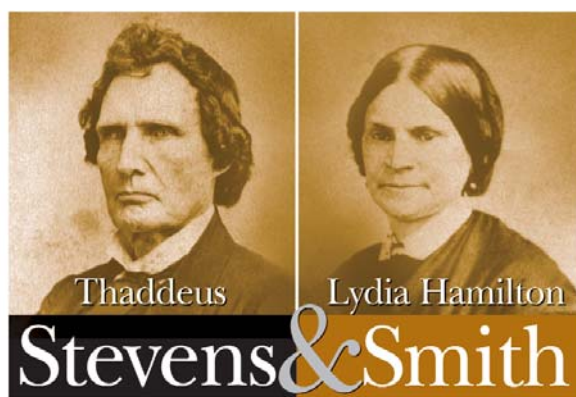
Left: This converted cistern was likely used as a hiding place for escaping slaves along the Underground Railroad.
Right: A rendering of the planned renovation of Thaddeus Stevens' home and law office.

Who was Thaddeus Stevens?

Throughout his life (1792 – 1868), Thaddeus Stevens was an innovator who had an unyielding commitment to freedom and equal opportunity for all. A powerful political leader who served in the U.S. House of Representatives in Pennsylvania's 8th and 9th Districts from 1849-1853 and from 1859-1868, he is considered the father of the 13th, 14th, and 15th amendments to the U.S. Constitution. These amendments ended slavery, extended equal protection to all citizens, and granted all male citizens the right to vote. Historians have recognized him as one of the most powerful parliamentarians ever to serve in Congress, and as a man who had more influence on his time than many presidents had on theirs. Stevens was an early advocate for the Emancipation Proclamation. Later, he served as chairman of the powerful Ways and Means Committee, and hence played a crucial role in Congressional funding for the Civil War. Following the war's end, he was chief architect of Reconstruction.

Who was Lydia Hamilton Smith?

As Thaddeus Stevens' supporter and confidante, Lydia Hamilton Smith (1813 – 1884) played a major role in his life, and he in hers. A widow with two young sons when she became Stevens' housekeeper in 1847, for 25 years she managed his home and businesses in Lancaster and also accompanied him to Washington, D.C., to run his household and to serve as hostess. Their partnership afforded her the opportunity to gain the skills and social contacts that helped her later become a successful businesswoman. She eventually owned and managed a number of properties in Lancaster, Philadelphia and Washington, D.C. — an extraordinary accomplishment for a woman of that era, particularly a woman of color. Her boarding house in Washington drew some of the most powerful people



of the time, including members of Congress and foreign dignitaries. Stevens and Smith courageously continued their remarkable partnership in an era of strict segregation. He consistently treated her as an equal and with great deference at a time when most whites considered blacks inferior. In turn, she expertly managed his household and businesses, freeing him to pursue the landmark legislation that transformed American society.



Moving Lancaster Forward

A Roundtable Discussion with Community Leaders

Real Estate Matters initiated a roundtable discussion with several community leaders whose organizations play key roles in the continued economic and cultural health of Lancaster County and the City of Lancaster, Pa. They are a representative selection of the many business and civic leaders and stakeholders who contributed to the realization of the Marriott Lancaster at Penn Square and Lancaster County Convention Center — and to whom our community is grateful for their positive energy, collaboration, and drive.

Roundtable guests are Christopher S. Barrett, president & CEO of the PA Dutch Convention and Visitors Bureau; Lisa Riggs, president of the James Street Improvement District; and Thomas T. Baldrige, president of The Lancaster Chamber of Commerce & Industry.

Here's what they had to say looking ahead to the opening of the hotel and convention center in spring 2009:

Real Estate Matters:

At a recent topping-off ceremony, High Real Estate Group president Nevin Cooley spoke of arriving at the crest of a mountain, a place in the journey where, for the first time, you can see entirely new vistas on the horizon. Now that construction of the hotel and convention center is almost complete, what do you see from this new vantage point?

Barrett:

The Marriott and convention center facility represents a tipping point, where the momentum of the last few years in the city really moves to a whole new level in terms of product and the resultant buzz it creates. By further galvanizing and heightening all that downtown Lancaster has to offer, the project will help put both our city and county "on the map" for visitors like never before.

Riggs:

Those of us who live or work in the City of Lancaster know the breadth of what it offers — great historic architecture, a burgeoning arts scene, eclectic retail and restaurants, and a strong business and resident base. The pending completion of the Marriott Lancaster at Penn Square and the Lancaster County Convention Center will introduce downtown Lancaster to a tremendously



Christopher S. Barrett, president & CEO of the PA Dutch Convention and Visitors Bureau



Lisa Riggs, president of the James Street Improvement District



Thomas T. Baldrige, president of The Lancaster Chamber of Commerce & Industry

broad range of visitors, from those on a weekend getaway to attendees at trade shows and regional special events.

Baldrige:

Beyond the beautiful bricks and mortar of the hotel and convention center project, the building has a significant symbolic role in our community. With its location in the heart of our downtown, at "Main and Main" for Lancaster County, the project showcases a belief in our community's future — in the downtown, in the tourism industry, and in the draw of our county as a place to work, visit, and play.

Real Estate Matters:

How do you see this project's role in helping to redefine, reinvent, and bolster the success of the downtown, or otherwise change the community?

Barrett:

The project will positively impact Lancaster County by helping to drive initial and repeat visitation in two distinct ways. First, the hotel and convention center facility will provide close proximity to all the city's offerings for the free time of event attendees. This positive experience should translate into subsequent leisure visits by those same attendees and their families to enjoy all there is to see and do in our city and countryside. Second, the dual purpose and central location of the facility will be a boon to every visitor who may need to organize their own meeting or group trip sometime. After seeing and experi-

encing the facility's capabilities up close, they may find it's just what they're looking for on their next such trip.

Riggs:

While in the hospitality industry the goal is 'heads in beds,' for cities and downtowns the equivalent is 'feet on street.' This project will generate a terrific level of foot and vehicular traffic, as people come into the community for a special event and then explore all the great things the city and county already have in place. And then these visitors end up being the best spokespeople highlighting Lancaster as a visitor destination — both the city and the county.

Real Estate Matters:

What regional benefits do you foresee in the coming years?

Barrett:

Unique from traditional Northeast meeting locations, Lancaster is centrally located to the metropolitan cities of Philadelphia; Pittsburgh; Baltimore; Washington, D.C.; and New York; yet offers a wonderful and affordable blend of urban style and rural splendor. With "value" and "something different" always important to meeting and convention attendees, the facility will place Lancaster solidly among the list of second-tier destinations that planners need to check out and consider. This reputation, and the business that comes with it, should only continue to build over the next half-decade.

Riggs:

With each meeting planner that's come through the facility to date, we've had a chance to experience what a newcomer sees in our community, particularly highlighting what makes Lancaster so special. And for many businesses in the county and the Central Pennsylvania region, we're now able to offer a compelling location to host meetings and special events. As we've heard extraordinary enthusiasm from those just getting a preview, we can only imagine the response we'll receive when the doors are officially opened.

Baldrige:

From the start, it had always been hoped that this project would be a catalyst for a host of positive activity in our community and now, as completion nears, those hopes are being realized. The project has aided investor confidence in our downtown's future; the project has purposely sought to provide employment opportunities to those neighborhoods more proximate to the site; and the project has provided Lancaster County with convention and conference space that will enhance our entire tourism market opportunity.

Real Estate Matters:

Thank you all for sharing your insights and for your valuable contributions to the betterment of Lancaster County and the City of Lancaster.



The Marriott Lancaster at Penn Square is owned by the Redevelopment Authority of the City of Lancaster and leased to Penn Square Partners, a privately held company that holds the Marriott franchise.

Penn Square Partners includes Penn Square General Corporation, an affiliate of the High® companies; and Penn Square Ltd., an affiliate of Lancaster Newspapers, Inc.

The Lancaster County Convention Center is publicly owned and under the direction of the Lancaster County Convention Center Authority.

Interstate Hotels & Resorts manages the hotel and convention center facility.

The Historic Preservation Trust of Lancaster County exists to preserve and protect historically significant buildings and places in Lancaster County so as to insure that the county's rich heritage and unique character are passed on to future generations.



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