



Construction Begins on Downtown GR Hotel *Embassy Suites on Monroe to Be First by Brand in Grand Rapids*

For Immediate Release

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GRAND RAPIDS, Mich. February 27, 2017 —West Michigan hotel developer and operator Suburban Inns will start construction on the Embassy Suites by Hilton in the North Monroe District of downtown Grand Rapids tomorrow February 28th, 2017.

Work will start with the demolition of a building at 737 Bond Avenue, on the corner of Newberry, and will continue with site preparation. This will be followed up by installation of caissons on the property in order to begin construction of the hotel at 710 Monroe. Suburban Inns has teamed with Pioneer Construction as construction manager on the project.

The new hotel is the first Embassy Suites brand hotel in Grand Rapids, and the first upscale all-suites hotel option downtown.

The seven-story hotel will feature 246 suites featuring a view of the Grand River or the city, many with a balcony. Amenities will also include the Big E's Sports Bar and Grill popular at other Suburban Inns properties, as well as an indoor pool overlooking the river, and an indoor/outdoor spa and lobby bar on the second level. The hotel will also have a banquet facility and meeting rooms for events.

Embassy Suites is famous for its cook-to-order breakfast and a manager's happy hour daily. The brand has a loyal following of customers who seek high value but also upscale suite style accommodations.

"Embassy Suites is a very unique brand, and we're happy to work with Hilton on this project," said Peter D. Beukema, CHA, Suburban Inns Chief Executive Officer. "The value that this hotel offers makes it a destination sought out by not only corporate travelers but also weekend leisure and sport teams as well."

Beukema acknowledged that the project had a series of delays that pushed back the company's original groundbreaking date.

"There have been a number of roadblocks on this project, but we have been committed to the project from day one," Beukema said. "It is important to us to do this right to be a positive asset in the community."

“My father Peter and my brother Brian have tirelessly worked on this project for years and I’m honored to be able to push this project to the finish line,” Beukema added.

After several months spent working on the underground substructure, the hotel construction will take 18-24 months. The company tentatively plans an opening in the summer of 2019.

About Suburban Inns

Founded in 1979, Suburban Inns develops, owns and operates award-winning hotels and restaurants in Holland, Grand Rapids, and Midland. Its hotels consistently rank in the top tier of their franchises for customer service and quality, winning some of the top awards in North America. For more information, visit www.suburbaninns.com.