

# on the boulevard

Fall 2007

## Renewal

The Westin Book Cadillac Detroit Pre-Opening office opened in June at the corner of State Street and Washington Boulevard. Washington Boulevard was called the "Fifth Avenue of the Midwest" when the Book Cadillac opened its



doors to become the tallest hotel in the world in 1924. Owned by the Book brothers, J.B. Jr., Herbert and Frank, and designed in the Italian Renaissance style by architect Louis Kamper, this grand dame of hospitality had 33 floors and 1136 guestrooms. The grand opening gala on December 8 welcomed more than 2000 guests and turned away nearly 1000 more. The Book exuded pure luxury with its grand ballrooms including the famed Italian Garden with

electronic lighting controls that changed the ceiling to look like a sunny day, a starry evening or a thunderstorm.

The Book Cadillac hotel enjoyed much success in its early years and again in the 50s and early 60s. Following many attempts to save and renovate the hotel, it finally closed its doors in 1984.

Following more than two years of planning Cleveland's Ferchill Group launched a \$180 redevelopment strategy to create a 455-room luxury hotel and 67 upscale residences on upper floors. A management contract was signed with Starwood Hotels & Resorts in 2006 to operate the Westin Book Cadillac Detroit.

The Westin Book Cadillac Detroit is scheduled to open its doors on October 1, 2008... its renewal will feature luxury guestrooms, refreshing amenities, fine dining and spectacular spaces for meetings and events.

## Refreshing Spaces

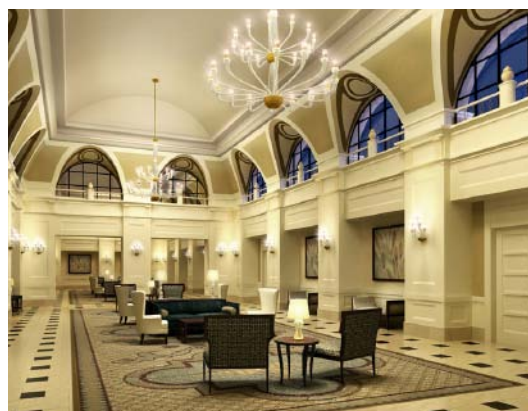


The Westin Book Cadillac Detroit is being restored to its original glamour and legendary style. Enter the hotel on Washington Boulevard and check in at the second floor lobby. The stunning lobby bar has a 20 foot ceiling.

The Heavenly Bed welcomes guests in oversized guestrooms with abundant natural light and includes the Heavenly Bath, high-speed wireless Internet access, a 42 inch flat screen plasma television, dual-line cordless telephones, laptop-size safe and stocked refreshment center. The



Westin Book Cadillac Detroit encompasses floors 2-23, with guestrooms on floors 7-23, including 35 suites. The hotel also features a private Westin executive club lounge on the 23rd floor. Guests will enjoy an indoor pool and have access to the WestinWORKOUT fitness facility 24/7.



Natural light fills this stunning 1,753 square foot Italian Garden - a perfect setting for one of a kind social gatherings. The hotel offers 39,000 square feet of flexible event and conference space including three executive board rooms.



The 4,756 square foot Venetian Ballroom captures the elegance of the original hotel with contemporary embellishments.

## Dining at the Book

Details for restaurant dining at The Westin Book Cadillac Detroit will be announced early next year. Two nationally known restaurants and one hotel operated restaurant will be added to Detroit's fine dining scene. Starbucks will be featured on the hotel's first level with a street side public entrance. Guest will be able to take advantage of 24-hour in-room dining, and the Lobby Bar will feature full cocktail service.

## Elegant Living

Above the hotel on floors 24-33, are Detroit's newest residences, The Westin Book Cadillac Residences. The 67 luxury condominiums with six penthouse units offer dramatic spaces and stellar views. Units range from 1,000 to more than 3,000 square feet.

Residents will have access to Westin signature service with amenities that include restaurants, the fitness center, laundry, housekeeping, and valet services. The residences also offer private elevators, 24/7 security and concierge services,

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room service, pet sitting service, business center, phone messaging system, attached parking garage with reserved owners parking, storage areas, and safe deposit boxes. For more information on residences, log on at [www.westinbookcadillacresidences.com](http://www.westinbookcadillacresidences.com).

## At Your Service

The Westin Book Cadillac Detroit sales staff is already working with clients to introduce them to the new hotel. Inquires for bookings are already being confirmed for January 2009 and beyond. Contact our sales team at 313-442-1600.

### Scott Stinebaugh

*Director of Sales & Marketing - 313-442-1620*  
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Scott oversees all sales, marketing, public relations and catering for the Westin Book Cadillac Detroit. He returns to downtown Detroit from the successful Westin Detroit Metropolitan Airport property that opened five years ago, and where he served as director of sales and marketing. He directed sales and marketing at The Westin Southfield Detroit, and the former Westin Hotel at the Renaissance Center from 1994 to 1998. He also served in sales and marketing positions for Ritz Carlton in St. Louis and Dearborn, Mich., and at Detroit's Hotel Pontchartrain and former River Place Inn.



### Brent Hill

*Senior Sales Manager - 313-442-1647*  
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Brent's hospitality career spans more than 15 years. He recently served in sales positions at Dearborn's Hyatt Regency including convention services. Brent also held food and beverage management



positions for the Hyatt. Prior to his hotel experience he was assistant club manager for Chenequa Country Club, Hartland, Wisconsin. He earned a Masters of Science degree in hospitality administration from the University of Wisconsin -Stout, Menomonie.

### Jennifer Neal-Miller

*Senior Sales Manager - 313-442-1641*  
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Jennifer has been involved in metro Detroit's hospitality market for several years. Prior to joining the Westin Book Cadillac Detroit she was a meeting and event planner for the Metro Detroit Convention &



Visitors Bureau for eight years. Prior to joining Detroit's bureau she held sales positions at Detroit's Atheneum, Omni, Doubletree and Ponchartrain hotels. She attended Michigan State University in Hotel, Restaurant and Institutional Management.





**Teresina Ross**

*Sales Reporting System Analyst - 313-442-1600  
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Teresina joined the Westin team in 2006 at the Detroit Metropolitan Airport property and brings 15 years of hospitality experience to the Westin Book Cadillac Detroit. She served as a sales manager at Novi's Hotel Baronette, catering manager for the Hotel Pontchartrain and was a sales assistant at the Omni. Teresina is currently providing administrative and reception support for the pre-opening office.



**The Ferchill Group**

"No developer had the guts to build a hotel in Detroit in a dozen years. It was great to have an out-of-town developer (Ferchill) come into a new city with an understanding of our history and the confidence in our future to make such a large investment."

*- George Jackson, former President,  
Detroit Economic Growth Corporation  
and current Interim Chief  
Development Officer, City of Detroit*

The Ferchill Group is a diversified real estate development and management firm headquartered in Cleveland recognized for successfully completing multi-faceted projects in older cities working to renew their image. With an emphasis on the reuse, restoration and expansion of existing buildings and properties, the company has a history of working closely with public sector partners to awaken older, neglected urban areas.

The company's presence in Detroit began with the building of the 198-room Hilton Garden Inn located in the historic Harmonie Park neighborhood nearby the city's entertainment district, Comerica Park and Ford Field. The Ferchill Group purchased the four acres of underutilized land just days before the tragic events of September 11, 2001 that decimated the nation's travel and tourism industry. Just six months after 9/11, The Ferchill Group was among the first developers to obtain financing and secure a hotel franchise. The hotel opened in 2003.



*John J. Ferchill, Chairman & CEO  
The Ferchill Group*

Committed to making the project a reality, The Ferchill Group worked closely with the City of Detroit and other public and private partners. They assembled an unprecedented 22-source, \$180 million financing package to transform the historic Book-Cadillac into a luxury hotel that will help anchor the City's downtown redevelopment strategy.

[www.ferchillgroup.com](http://www.ferchillgroup.com)

## Construction Team

The construction team of Marous Brothers Construction (Willoughby, Ohio) and Jenkins Construction Company (Detroit) began work in August 2006 on the 89,000 square foot hotel property. The design team includes Kaczmar Architect, Inc. (Cleveland) with interior design by ForrestPerkins, Dallas. More than 300 construction workers and trades are renovating



the hotel. In September workers began installation of dry wall in guestrooms; in October equipment arrived via helicopter on top of the hotel with heating and cooling equipment. Work has also begun on the hotel's elevator system.

Great care is being taken to conserve and restore many architectural elements including sculptures that adorn the face of the hotel. Blocked with bricks for several years, beautifully arched windows are being restored to their former grandeur.

## When the Book Cadillac Opened in 1924...



*The original Italian Garden\**

- It took 17 months to build at a cost of \$14 million.
- Building materials included: 17.4 million pounds of structural steel; over 1.4 million face bricks; 500,000 common bricks; 850,000 sand lime bricks; over two tons of stone and 725 tons of terra cotta.
- The lobby of the hotel included Italian, French and Belgium marble.
- All public rooms were "refrigerated" on warm days; the refrigeration plant cost \$60,000.
- 36 operators handled a switchboard to manage 1,500 phones.

### The Westin Book Cadillac Detroit

Pre-Opening Office

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[www.westin.com/bookcadillac](http://www.westin.com/bookcadillac)

*The Westin Book Cadillac Detroit will be a smoke-free hotel. Breathe Westin*