



## **Orlando Sentinel Recognizes Doubletree Resort Orlando As A Top Employer for Central Florida Working Families**

*Largest property in Doubletree's portfolio working to put Central Florida family first*

**ORLANDO, Fla. (August 6, 2010)** – On the heels of a recent \$35 million-dollar makeover and prestigious recognition as Hilton Worldwide's 2009 Developer of the Year, the Doubletree Resort Orlando - International Drive has been selected as one of the *Orlando Sentinel's* Top 100 Companies for Working Families.

The newly rebranded Doubletree Resort Orlando (<http://www.doubletreeorlandoidrive.com>) added 100 hospitality jobs in 2009 following a complete renovation and expanded commitment to its more than 250 employees. Among the enhanced employee benefits are free health club memberships, discounted travel benefits for employees and extended family members, educational reimbursement, family activity days, free meals, ongoing employee recognition celebrations and employee assistance programs.

A group of Doubletree Resort Orlando employees were on hand for the *Orlando Sentinel's* luncheon, Fri., Aug. 6, to receive the award on behalf of the resort. The *Orlando Sentinel* selects the Top 100 Central Florida Companies for Working Families based on core benefits, family-related benefits, work environment, communication and training. Companies can apply for consideration through applications, which are judged by a panel of human resource experts and scored on a point basis.

"We're thrilled to be identified as one of the *Orlando Sentinel's* Top 100 Companies for Working Families," says Jim Dina, Chief Operating Officer and Partner of the Pyramid Hotel Group. "Doubletree Resort Orlando is passionate about hospitality, and we continually strive to make this hotel a great place to work. As part of being recognized as one of the best places to work, allows us to recruit and retain the best hospitality professionals in the business."

"Families are key to our business and key to this community", says Greg Gooding, the property's General Manager. "With outstanding training and benefits, friendly upbeat atmosphere and overall commitment to excellence, we welcome families, not only as guests, but also as valued members of the Doubletree Resort Orlando team."

The new Doubletree Resort Orlando is owned by New York-based UrbanAmerica, one of the nation's foremost minority-controlled, real estate private equity firms. Pyramid Hotel Group, LLC, a Boston-based full-service hotel management and advisory company, manages

the property. The T.R. ENGEL Group, a leading Boston-based full-service hospitality advisory and asset management firm serves as the asset manager for the property.

“UrbanAmerica, along with Pyramid Hotel Group, is devoted to community-driven investment,” says Richmond McCoy, president and CEO of UrbanAmerica. “We are proud of the many ways in which the Doubletree Resort Orlando has embraced Central Florida, not only by creating jobs and a positive work environment, but also by initiating many programs to enrich the communities in which the resort’s associates live and work.”

Among Doubletree Resort Orlando’s community outreach initiatives is an ongoing First Responders Campaign that includes recognition programs and travel discounts. In celebration of its branding to Doubletree last September, the property gave away staycations as a way of saying thank you to Central Florida’s law enforcement officers, firefighters, highway patrolmen, emergency medical technicians and active military personnel. The resort donates regularly to area nonprofit organizations, including United Way of Central Florida, Coalition for the Homeless, Toys for Tots, and the Central Florida Adopt a Teacher program to name a few.

Spanning 28 acres in the heart of Central Florida’s tourism corridor, the 1,094-room Doubletree Resort Orlando is the largest property in the Doubletree portfolio worldwide. Located at 10100 International Drive, the full-service property is two minutes from the Orange County Convention Center and within walking distance of SeaWorld and its *Aquatica* water park.

The landmark resort features a soothing Balinese-inspired design with contemporary, dark-wood furnishings and Indonesian accents set against a lush, tropical landscape. Each guestroom and suite is richly appointed with plush Doubletree Sweet Dreams® bedding and luxury linens as well as high-tech comforts that include flat-screen television, iPod®-ready clock radio and high-speed wireless Internet access. For Orlando’s bustling meetings industry, Doubletree Resort Orlando has 60,000 square feet of flexible event space, ranging from grand ballrooms to covered garden verandas; a casual upscale bar; and three dining options, including outdoor eateries and the full-service Bamboo Grille. Among the other onsite amenities: three palm-tree-lined swimming pools, a spa, state-of-the-art fitness center, miniature golf course, a high-tech children’s lounge with computers and Nintendo Wii game stations, a business center and more.

For more information, call **1-800-327-0363** or visit **[www.doubletreeorlandoidrive.com](http://www.doubletreeorlandoidrive.com)**.

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#### **About Doubletree Resort Orlando – International Drive**

Spanning 28 acres, the Doubletree Resort Orlando – International Drive is the largest property in Doubletree’s portfolio worldwide. The Balinese-inspired hotel is located in the heart of Central Florida’s thriving convention and tourism corridor. Showcasing a dramatic \$35 million dollar makeover, the hotel’s all-new 1,094 guestrooms feature contemporary dark-wood furnishings, flat-screen TVs, iPod-compatible radio, Wi-Fi access and plush Doubletree Sweet Dreams bedding. Guests enjoy three dining options, including the casual full-service Bamboo Grille, as well as a state-of-the-art fitness center, palm-tree-lined swimming pools, children’s game lounge, miniature golf course and 60,000

square feet of indoor/outdoor event space. Within walking distance to SeaWorld and across the street from its new *Aquatica* water park, Doubletree Resort Orlando – International Drive is minutes from the Orange County Convention Center, world-class attractions, shopping and dining. For more information call toll-free **1-800-327-0363** or visit **[www.doubletreeorlandoidrive.com](http://www.doubletreeorlandoidrive.com)**.

#### **About UrbanAmerica**

UrbanAmerica, a minority-controlled, real estate private equity firm founded in 1998, is among the first registered investment advisors to participate in the revitalization of urban centers through the investment of institutional capital in commercial real estate. UrbanAmerica has raised \$521 million in equity within its two funds and has acquired and developed more than 5 million square feet of building space with assets valued in excess of \$2 billion. In addition, UrbanAmerica is the only urban real estate investment fund to receive three allocations of New Markets Tax Credits totaling \$152 million for investments in its target markets. More information about UrbanAmerica is available at **[www.urbanamerica.com](http://www.urbanamerica.com)**.

#### **About Pyramid Hotel Group**

The Pyramid Hotel Group, founded in 1999, is a full-service hotel company that owns, manages and asset manages hotels and manages hotel construction/renovation projects. Pyramid Hotel Group currently has a portfolio of more than 50 hotels under management and asset management throughout the U.S. For more information about Pyramid Hotel Group, please visit the company's website, **[www.pyramidhotelgroup.com](http://www.pyramidhotelgroup.com)**.

#### **About TR ENGEL Group, LLC**

The T.R. ENGEL Group is a full-service hospitality, asset management firm that is one hundred percent hospitality focused. The T.R. ENGEL Group has extensive experience working with leading institutional clients offering services including investment analysis, acquisitions, development and other support services in a general advisory, single asset or portfolio asset management role. For more information about the T.R. ENGEL Group, please visit the company's website, **[www.trengelgroup.com](http://www.trengelgroup.com)**

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