

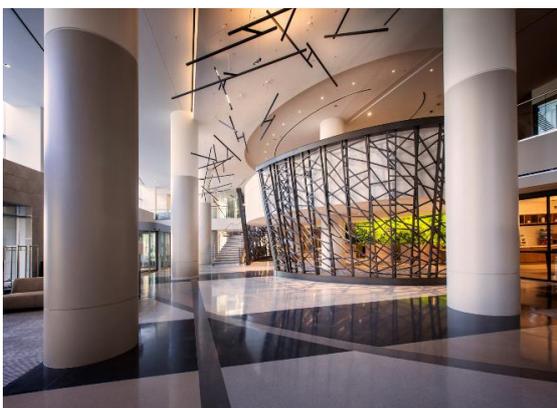
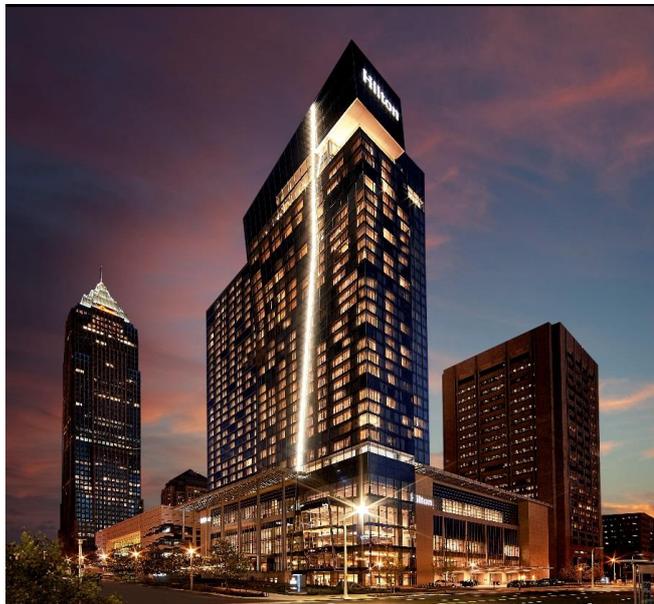


**2016 Development Award Winner**

**New Build/Adaptive Reuse of the Year: Jeff Appelbaum, Project Management Consultants**

Congratulations to Jeff Appelbaum, Ellis Katz and the team at Project Management Consultants on winning our New Build/Adaptive Reuse of the Year Award for the Hilton Cleveland Downtown in Cleveland, Ohio.

The city of Cleveland, Ohio and Cuyahoga County collaborated with Jeff and his team at Project Management Consultants to deliver the 600-room, 32 floor Hilton brand hotel. The hotel is connected to both the Center for Health Innovation and the Huntington Convention Center of Cleveland, and represents the crowning achievement of the rebirth of this great Midwest American city – redefining the Cleveland skyline. Works of art by local artists were curated for the hotel, and Bar 32 on the hotel’s rooftop offers stunning views of the city and Lake Erie.



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# Hilton

This convention-style property gained great community support through the team’s use of a “community design process” – harvesting ideas from the neighborhood that led to tremendous concepts which have been incorporated into the project. The property has a modern industrial design with reflective glass to ensure unobstructed views and natural light-filled rooms and common spaces. The silver LEED Certified building also incorporates sustainably-minded features such as smart thermometers and occupancy sensors. These added touches make it a noteworthy property in Cleveland and overall for the Hilton brand.



## Preparation, Communication, Collaboration

Every development project presents its own set of challenges, but the Hilton Cleveland Downtown had some extraordinary circumstances that made this construction stand out from the rest. First was the short timeline of the project. The property was envisioned in April of 2013 and completed in June of 2016, and Jeff recounted that they “had less than three years from the date the project was conceived in theory to opening.”

Furthermore, the site itself and related work proceeded on an extremely tight urban site, with initial activities that included demolition of an existing structure and placement of 200-foot deep caisson foundations – all on an extremely aggressive schedule requiring multiple layers of stakeholder approval.

Finally, the project involved the rehabilitation of ancillary parking facilities. In retrospect, Jeff explained that they “would have encouraged the County to start the parking facilities, together with the parking connector, at an earlier date so as to open at the same time” if they were to do it all over again.

These challenges were overcome through strong leadership, a dedicated team, exceptional planning and constant communication and collaboration among all project stakeholders. It was such a great experience that Jeff said “all members of the project team have a great desire to work together again.”

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Moreover, Jeff says “the Bridging-Design/Build delivery method and Facilitated Guaranteed Maximum Price process worked to perfection” for the project team, and enabled them to work efficiently and remain in constant communication.

### Starting out with a Bang

The first real event for the Hilton Cleveland Downtown project was hosting the Republican National Convention. As a result, Jeff and his team were focused on “all aspects of the project being perfect for a first impression on an international scale.”

Understanding that the first event would be the Republican National Convention, the Project Management Consultants team knew they had to be rock-solid at their opening. Jeff pointed out that “Hilton brought in its operational staff very early and was fully ‘dress-rehearsed’ and ready to go on day one.” This also meant bringing in a hotel team that was eager and ready to hit the ground running. Jeff commented that Hilton “exhibited tremendous creativity in creating employment opportunities and training for local residents, including the unemployed and underemployed.”

We applaud Jeff, Ellis and the team at Project Management Consultants on developing and opening a spectacular hotel that changed the very skyline of a notable U.S. city, and we commend them on winning the New Build/Adaptive Reuse Award for the Hilton brand.

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