



Hotel Project in West Palm Beach Celebrates Construction Milestone with “Topping Off” Ceremony

The Ben, Autograph Collection, is slated to open December 2019

WEST PALM BEACH, APRIL 20, 2019 - On Tuesday, March 19, Concord Hospitality, an award-winning hotel management and development company, hosted West Palm Beach city officials along with Autograph Collection executives and key development stakeholders for a topping off ceremony at the city's newest hotel development, The Ben.

Approximately 75 attendees gathered to celebrate the hotel reaching its structural completion, with remarks made during the event by Concord Hospitality CEO Mark Laport, City of West Palm Beach Mayor Jeri Muoio, Discover The Palm Beaches President Jorge Pesquera, Vice President and Global Brand Leader, Autograph Collection + Tribute Portfolio Jennifer Connell and The Ben General Manager Bernardo Neto.

The Ben – slated to open by year's end – takes inspiration from the Ben Trovato Estate, one of West Palm Beach's great homes owned by unsung pioneer of the city, Byrd (Birdie) Dewey and her husband, Fred S. Dewey. The couple put West Palm Beach on the map and the estate became known as a meeting place for socialization, conversation, enjoyment and enrichment – a sentinel point for the Palm Beach elite to gather and talk about culture and literature. The hotel will channel a similar spirit as a gathering spot for the modern traveler.

The Ben will combine beauty, thoughtfulness and purpose in its design. “I am looking forward to leading the team at the property that will channel the vision and spirit of the Dewey's iconic Ben Trovato estate,” said The Ben General Manager Bernardo Neto. “The Ben's identity will reflect authentic details combined with a local touch that will bring fresh, new energy to West Palm Beach.”

The Ben enters its new locale as Autograph Collection's first hotel in Palm Beach County and joins the Concord Hospitality portfolio as their 17th property in the state of Florida. Conveniently located steps away from buzzing downtown West Palm Beach, the 208-room property will stand out as the centerpiece of Flagler Banyan Square, a 435,000 square foot mixed-use lifestyle project developed by local commercial real estate firm Navarro Lowrey, Inc. The development will also include residential, dining, retail and other amenities, while The Ben will feature a full service restaurant, rooftop ballroom and a rooftop pool and amenity deck complete with spectacular views of the City Marina, Intracoastal Waterway and Palm Beach Island.

“The actual meaning of Ben Trovato is ‘even if it isn't true, it is very well invented.’ The Ben, too, will be well invented as a cultural epicenter of downtown West Palm Beach. We can't wait to introduce this unique, carefully curated concept to visitors and as a meeting place for local residents,” said Mark Laport, Concord Hospitality CEO. “We are grateful to local officials and the West Palm Beach community for their support as we celebrate this exciting milestone in its development.”

The topping off event marked the symbolic completion of the structural phase of the building, which remains on schedule to receive its first guests by December 2019.

About Concord Hospitality Enterprises Company

As an award-winning hotel development and management company, Concord Hospitality Enterprises Company has spent the last three decades building relationships with investors, partners, and third-party hotel owners on more than \$2.5 billion in premium-branded properties across the United States and Canada. As an operator, Concord Hospitality instills value from the ground up, developing and managing with a sustainable viewpoint, a focus on quality and hands-on involvement to ensure long-term profitability and success. Concord Hospitality believes that its people are its greatest strength. With the brightest talent, the most innovative processes and a commitment to giving back to the communities where associates live and work, Concord Hospitality is committed to be a great place to work for all. Visit concordhotels.com for more information.

Media Contact:

Daniela Pedroza

Diamond Public Relations

(305) 854-3544

daniela@diamondpr.com