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**Canopy by Hilton Says Breaks Ground in Grand Rapids**  
*Hilton's Lifestyle Brand to Open in Studio Park Development*

**GRAND RAPIDS and MCLEAN, Va.** – On Thursday, May 31, [Canopy by Hilton, Hilton's \(NYSE: HLT\) lifestyle hotel brand](#), along with Michigan-based Lodgco Hospitality and Olsen Loeks Development, proudly celebrated the groundbreaking of Canopy by Hilton Grand Rapids Downtown. Slated to open in summer 2020, the property will provide a comfortable stay for guests in search of thoughtfully-local experiences in the energetic Downtown Grand Rapids neighborhood.

Attendance at the groundbreaking including Ann Kelly, President, Lodgco Hospitality; Mike Postle, Vice President of Development & Construction, Lodgco Hospitality; Gary Steffen, Global Head, Canopy by Hilton; JD Loeks, President, Jackson Entertainment LLC & Celebration! Cinemas; and Tim Kelly, President and CEO, Downtown Grand Rapids Inc.

The 155-room hotel, which includes 2,400 square feet of meeting space as well as a transfer lounge where guests can relax, change their clothes or store luggage in lieu of an extended check out, is located at 131 Ionia Ave., SW, at the corner of Ionia Avenue and Cherry Street in Downtown Grand Rapids. The rapidly expanding area is set to be popular destination with an exterior piazza, a nine-screen Studio C! movie theater, apartments, retail and office space as well as a parking ramp in the first phase. Canopy by Hilton Grand Rapids Downtown, which will employ up to 90 local residents, will sit as the southwest anchor of the larger development of Studio Park, which is being developed by Jackson Entertainment, an offshoot of Celebration! Cinema Group.

“Grand Rapids Downtown is an ideal neighborhood for our Canopy by Hilton brand,” said Gary Steffen, global head, Canopy by Hilton. “The community is both a business hub and recreational destination with attractive shopping, dining and entertainment opportunities. We are confident that our hotel will reflect the best of the neighborhood through locally-inspired design, partnerships and food and drink.”

As with all Canopy by Hilton hotels, Canopy by Hilton Grand Rapids Downtown is inspired and influenced by its local surroundings. The hotel’s design will reflect the old warehouse buildings previously in the neighborhood with oversize aluminum windows in the guest rooms and use of exterior brick. A two-story glass façade along Ionia Street provides fantastic daylight to public areas. The interior design concept will have a touch of midcentury modern design which has deep roots in the Grand Rapids area.

The property will be home to a café, known as Canopy Central, featuring a casual menu offering, as well as a bar serving local breweries. The hotel will also include an upscale, intimate local biergarten themed rooftop bar with a view of the city, open air seating on balconies with a fire pit and will be open to the public. This bar will allow guests and patrons to experience the local neighborhood through locally themed food, craft beers, as well as locally-themed aesthetics. Canopy by Hilton properties also offer Wi-Fi and a local artisanal breakfast included in the room rate.

“We wanted to be able to share this ground-breaking ceremony with the community, this is going to be a hub of activity for the neighborhood and travelers will be able to experience the local vibe of Grand Rapids,” said Ann Kelly, president of Lodgco Hospitality.

Canopy by Hilton Grand Rapids Downtown will participate in Hilton Honors<sup>®</sup>, the award-winning guest-loyalty program for Hilton’s 14 distinct brands. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount that can’t be found anywhere else and free standard Wi-Fi. Members also enjoy popular digital tools available exclusively through the industry-leading [Hilton Honors mobile app](#).

For more information about Canopy by Hilton, please visit [www.canopybyhilton.com](http://www.canopybyhilton.com) or [press.canopybyhilton.com](http://press.canopybyhilton.com) or follow us on [Facebook](#), [Instagram](#), [Pinterest](#) or [Twitter](#) using the hashtag #PositivelyYours to explore fresh-forward thinking in travel, design, and wellness.

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#### **About Lodgco Hospitality**

Lodgco Hospitality is a privately held hospitality ownership group headquartered in Mt. Pleasant, MI. Currently, Lodgco Hospitality has 19 properties in Michigan and Florida with additional properties under development. For more information visit [lodgco.net](http://lodgco.net).

#### **About Celebration! Cinema**

John D. Loeks owns and operates Celebration! Cinema movie theatres in Grand Rapids, Kentwood, Gaines Township, Grandville, Lansing, Muskegon/ Norton Shores, Okemos, Kalamazoo/ Portage, Benton Harbor/ St. Joseph, and Mt. Pleasant, Michigan. Celebration! Cinema is a state-of-the-art shared entertainment experience with first rate amenities at each location. All Celebration! Cinema locations exist to create space Where Story Happens.

#### **About Olsen Loeks**

Olsen Loeks is a real estate development and development services company based in Grand Rapids, MI. Founded by partners Jeffrey Olsen and J.D. Loeks, the firm focuses on transformative projects that have a meaningful positive impact on the surrounding community.

#### **About Canopy by Hilton**

[Canopy by Hilton](#) is the energizing, new hotel in the neighborhood offering simple guest-directed service, thoughtful local choices, and surprisingly comfortable spaces, so guests simply feel better going forward. Each property is designed as a natural extension of its neighborhood, with local design, food and drink, and delivers a fresh approach to hospitality and the guest experience. Canopy by Hilton is the lifestyle hotel brand of Hilton. Learn more at [www.canopybyhilton.com](http://www.canopybyhilton.com) or <http://press.canopybyhilton.com>, and connect with us on [Facebook](#), [Instagram](#), [Twitter](#), and [Pinterest](#).

#### **About Hilton**

Hilton (NYSE: HLT) is a leading global hospitality company, with a portfolio of 14 world-class brands comprising more than 4,900 properties with over 800,000 rooms in 104 countries and territories. Hilton is dedicated to fulfilling its mission to be the world's most hospitable company by delivering exceptional experiences – every hotel, every guest, every time. The company's portfolio includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Tapestry Collection by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton Honors. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose exactly how many Points to combine with money, an exclusive member discount that can't be found anywhere else and free standard Wi-Fi. Visit [newsroom.hilton.com](http://newsroom.hilton.com) for more information and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).