



Media Contact:

DKC Public Relations

Dalmar@dkcnews.com

THE DALMAR – A ONE-OF-A-KIND LIFESTYLE HOTEL - OPENS IN DOWNTOWN FORT LAUDERDALE

FORT LAUDERDALE, FL. (March 21, 2019) – DoveHill Capital Management and Wurzak Hotel Group today announced the opening of The Dalmar, a first-of-its kind hotel property in the heart of Fort Lauderdale. This new build lifestyle hotel launches as part of the Tribute Portfolio, Marriott International’s newest collection brand and growing global family of characterful, independent hotels drawn together by their passion for captivating design and their drive to create vibrant social scenes for guests and locals alike. Standing 25 stories tall and conceptualized by the DoveHill team, The Dalmar features interior design and branding by acclaimed global design firm, DesignAgency; five distinctive food and beverage concepts, including the city’s highest rooftop bar; an infinity pool; fitness center; 14,000 square feet of flexible indoor and outdoor meeting and event space; and Yoga Joint, South Florida’s premier yoga studio.

Inspired by the vibrant culture of South Florida, blended with a distinctively California mid-century vibe, The Dalmar offers guests a uniquely relaxed and tropical environment in an exciting downtown location. The hotel's public areas express a fresh and playful character through their layering of textures and finishes, vibrant jewel tone colors and dynamic contemporary art. Capitalizing on the natural beauty of Fort Lauderdale, the hotel’s indoor-outdoor design offers visitors an authentic downtown experience with ocean views.

Beginning at the arrival level, Rose’s Coffee Bar offers guests a first taste of the culinary outlets, featuring premier coffee from La COLOMBE and delicious fresh baked goods. Upon arrival on the sixth-floor, visitors are treated to a wrap-around lushly landscaped sky deck with ocean and downtown views. The Lobby Lounge and Bar offers a relaxed atmosphere with live music on weekends and a specialty cocktail menu. The pool area features cabanas fitted with custom furnishings, a state-of-the-art sound system and Sip N’ Dip a high energy pool bar. The centerpiece of the action, the Lobby Bar, mixes an array of tropical style references including terrazzo floors an array of comfortable lounge seating options, and a luminous pink onyx bar with a custom-designed stained-glass mural.

“The Dalmar is a property unlike anything Fort Lauderdale has seen, and we are delivering an experience rooted in service, design and culture,” said Jake Wurzak, president of Wurzak Hotel Group. “Each venue is a curated standalone destination with a unique vibe but all connected through the vibrancy of The Dalmar. We can’t wait for locals and guests to experience the hotel and look forward to playing an integral role in defining the fabric of the city.”

The property features 209 stylish guest rooms, including 33 suites all featuring iPad technology, keyless room entry and in-room Amazon Alexa automation. The guest rooms and suites are outfitted in neutral tones, rich leathers, natural woods and marble bathrooms. Smart technology allows guests to order room service through iPad. Additional in-room amenities include curated artwork inspired by photographer Slim Aarons, exclusively scented bath amenities curated and designed by the hotel, rainfall showers, 55-inch HDTV flat screens and 65-inch TV’s in all suites, and luxurious Sferra bedding and linens.

The Dalmar comes to the neighborhood as both a culinary and entertainment hub within the city. Guests and locals can enjoy five social spaces, all including an indoor-outdoor component allowing guests to enjoy The Dalmar's landscape and the beautiful South Florida weather. The hotel's signature restaurant, The Terrace Grill, is a classic American grill, fused with hints of Italian flair. Opening in spring 2019 is Sparrow, the property's rooftop bar, which will boast the best views in the city from the 25th floor. Sparrow is created and operated in collaboration with Proprietors LLC, the lauded hospitality company and team behind cocktail institution, Death & Co.

The Dalmar boasts 9,000 square feet of stunning indoor event space located on the fourth and fifth floors for groups and events of 10 to 300 attendees. Celebrating the beautiful year-round weather in South Florida, the hotel also offers another 5,000 square feet of highly coveted outdoor venue space that features a unique area nicknamed The Garden, featuring a picturesque tropical setting for events and ceremonies up to 200 guests. The hotel's various outdoor spaces, including Sparrow and the pool deck, can also be utilized for private gatherings.

To celebrate the grand opening, The Dalmar Experience Package includes a \$50.00 food and beverage credit to be utilized in three venues; The Lobby Bar, Sip N' Dip Pool Bar and The Terrace Grill.

The Dalmar is located at 299 N Federal Highway, just minutes from Downtown Las Olas and Fort Lauderdale's best beaches. The property is conveniently centered between Florida's three international airports and Broward County business districts. Complimentary shuttles to and from the beach and city center will be available along with bikes to rent. Rates starting from the mid-\$200 range with rates climbing into the \$500's in season. For more information, visit www.thedalmar.com or call 954-945-9500.

###

About The Dalmar

Located in the heart of Downtown Fort Lauderdale, The Dalmar opens Winter 2019 as a culture hotspot for the city. Standing 25 stories tall, The Dalmar features 209 stylish guest rooms, including 33 suites, sixth-floor 100-foot saline infinity pool and five food and beverage concepts including the city's first skyline rooftop bar, Sparrow. Ideal for weddings, corporate events or social gatherings, The Dalmar also features 14,000 square feet of flexible indoor and outdoor meeting and event space with unbeatable views of downtown and Fort Lauderdale's beaches. For more information visit www.thedalmar.com or call 954-945-9500.

About Wurzak Hotel Group

Wurzak Hotel Group is a Philadelphia based, vertically integrated owner, developer and operator of premium branded full service, extended stay and select service hotels. WHG's core expertise is its unique ability to develop and operate hotels and food and beverage outlets in an entrepreneurial manner by maximizing returns on investment and developing long-term relationships with our customers.

Headed by Howard and Jake Wurzak, WHG has a proven track record of developing and managing hospitality Projects for over 30 years and continues to be recognized as one of the region's top hospitality companies. The Wurzak Hotel Group Executive Committee leads a team of over 600 associates. Entrepreneurship is the core element for the success of Wurzak Hotel Group. Its "hands on approach" manifests itself in all aspects of the business and enables WHG to gain competitive advantages resulting in enhanced value for owners, partners, investors and lenders. WHG has successfully managed properties through two real estate downturns and understands what it takes to be profitable through up and down business cycles.

DoveHill Capital Management

DoveHill is a real estate investment company founded in 2010 by Howard Wurzak and Jake Wurzak. Howard and Jake collectively have 50 years' experience and lead a team of sophisticated real estate professionals in underwriting, acquiring, redeveloping, developing and repositioning real estate projects. For the past 26 years, their focus has been the hospitality sector and they have demonstrated an ability to excel using a low-cost basis, value-enhancing, institutional-quality approach to the development of hotel projects.

DoveHill has an extensive infrastructure and network of professionals which allows them to create compelling investment opportunities in the hospitality sector by developing and repositioning deals at a cost basis below the competition. DoveHill benefits from the unique reputation enjoyed by its associated company, Wurzak Hotel Group, and uses the company to provide guidance in underwriting and strategy, and also to develop and manage the hotel projects.

About Tribute Portfolio

Tribute Portfolio is a growing global family of characterful, independent hotels drawn together by their passion for captivating design and their drive to create vibrant social scenes for guests and locals alike. With 32 hotels open and growing, Tribute Portfolio has struck a chord with those who seek out independent experiences and crave a connection with the community when traveling. From boutique resorts like Inn at Rancho Santa Fe in California and urban hotels such as The Vagabond Club in Singapore, to hotels in indie-spirited locales like Noelle in Nashville and The Slaak in Rotterdam, each Tribute Portfolio hotel celebrates its individuality offering travelers a fresh, often colorful, perspective. Stay with character and stay connected: Instagram, Facebook and twitter. Tribute Portfolio is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz- Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.

About DesignAgency

DesignAgency is an international studio that unites interior design, architectural concepting, strategic branding, and visual communication. With its lead studio in Toronto Canada and offices in Barcelona and Los Angeles, DesignAgency is known for reimagining the hospitality experience, and is one of the most distinguished and awarded design firms, sought after by clients in Canada, the US and around the world.

The firm's global success is based on its high level of design excellence, its creative business savvy and its ability to create special environments through narratives developed closely with clients. Working for leading companies, developers and hospitality groups, DesignAgency brings experience, passion and creativity to make places that immerse guests in a diverse range of styles and experiences. For more information please visit www.thedesignagency.ca.