



ARCHERSM

AUSTIN

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ArcherSM Austin Breaks Ground & Unveils High-Profile Culinary Partner

La Corsha Hospitality Group to Bring Second Bar + Kitchen to Highly Anticipated Boutique Hotel Opening Summer 2016

Sprawling Indoor & Outdoor Event Space Marks First Venue of Its Size for Chef Bull & Team

Wichita, KS – January 5, 2015 – ArcherSM Austin, a luxury, boutique, new-build hotel that was announced as one of the Domain’s newest additions in May 2014, officially broke ground on December 1, 2014. With construction underway the excitement is palpable as the reality of this highly-anticipated property begins to take shape and additional details are unveiled. The most talked-about news is sure to be Archer Austin’s culinary partner, La Corsha Hospitality Group (LCHG) and its acclaimed Second Bar + Kitchen that will call the hotel home. LCHG has an extensive background in operating and developing new, independent restaurants and bars in Texas, with the renowned, five-star Congress restaurant and the downtown Second Bar + Kitchen within its impressive portfolio.

“La Corsha Hospitality Group has a passionate connection to the local market and the expertise to create bars and restaurants known nationally as culinary destinations,” explained Mike Daood, president of LodgeWorks, which developed, owns and operates the Archer hotel collection. “From ‘Top 10 New Restaurants in America’ to ‘Best New Restaurants’ this group has racked up an impressive list of accolades and a dedicated following that make this an ideal culinary partner for Archer Austin.”

The culinary talent of Chef David Bull will flow into the impressive event space, with dinner seating of up to 350 people, and throughout the hotel’s indoor and outdoor areas, which can accommodate 750 guests. The second-floor bar, with a stunning outdoor veranda overlooking the Domain, will certainly be a draw for guest, locals and private events.

“We are selective with the people and brands that we partner with, and the locations we choose to open restaurants,” said Jeff Trigger, CEO, LCHG. “LodgeWorks and its Archer collection is definitely a

well-matched extension of our portfolio. It also brings the first-time opportunity to operate a venue that can accommodate large functions and special events. Chef Bull is eagerly awaiting the opportunity to create a custom menu for the premier wedding or soiree for our first private gala here.” Archer Austin will boast a light-filled 35-foot atrium and almost 7,000 square feet of event space and pre-function areas that flow to a second floor patio with fire pits and outdoor bars.

This must-visit Texas hotel marks the second property in the growing boutique hotel collection that is known to keep company with A-list chef talent. LodgeWorks opened Archer New York in May 2014, which features the David Burke Group’s fabrick restaurant, serving up playful yet polished modern American small plates with an emphasis on sharing and seasonality, and Spyglass, a rooftop bar on the 22nd floor of the hotel with stunning Empire State Building views. Work has begun on Archer Napa, with groundbreaking set for Spring 2015.

Archer Austin will be a key component of the Domain’s latest phase, which is bringing a host of new best-in-class retailers and restaurants to the 300-acre upscale mixed-use development. Archer will be located directly across from the new Nordstrom store, and will be just steps away from the development’s vibrant dining and entertainment district. LodgeWorks Partners, L.P., a privately-held hotel development and management company with a rich history in noteworthy openings, has partnered with the Domain’s owner, Austin-based Endeavor Real Estate Group, to bring the luxury hotel to life.

Design fusion is the driver behind the eclectic vision of the 171-room, eight-story structure. LawKingdon Architecture has incorporated a number of themes into the plans of Archer Austin with one strong tie to bring it all together: Archer is an authentic Texan. From the musical influences that make Austin the live music capital of the world, to the Lady Bird Johnson Wildflower Center, Hill Country and the great state of Texas itself, touches of all of these will be thoughtfully reflected into the design and architecture.

Texas chic – think designer dress worn with the perfect cowboy boots – will make Archer Austin luxurious, yet casual. The rustic lux theme will carry through in a myriad of curated details, from the wall coverings born from old leather belts behind the headboards in a number of rooms to leather-clad trunks at the base of many beds.

One thing Archer Austin will not be is predictable. Each of the varying guestroom layouts is being designed to have a different feel, with as many as six design palettes currently being refined. Just as no two bedrooms in a home would be alike, the feel of Archer’s “residences” is meant to offer a variety of experiences across the accommodations. Canopy beds, varying headboards and footboards, large soaking tubs, and sliding glass doors creating indoor/outdoor spaces, are just some of the details that make Archer Austin unique from room to room.

Photos of local bands and Austin’s favorite musical venues, as well as the music itself, will be featured throughout the hotel, while pops of color reflective of wildflowers (and Lady Bird Johnson’s namesake center) will be incorporated into the color scheme. Native Texas limestone in both smooth and broken finishes will be both inside and out; making its way from the exterior design into the lobby.

The prospective guest demographic – 80% individual travelers and 50% female – have played into consideration for room layouts, from terraces complete with fireplaces overlooking the park to accommodations with two double king beds, perfect for girlfriend getaways and rare finds in the hospitality space. Archer Austin will have a youthful vibe; for more details visit <http://archerhotel.com/austin>.

As LodgeWorks SVP brands & marketing, Cheryl Gilliam has said of the collection, “Archer is not just a hotel; it’s a personality, an eclectic way of being, a welcoming residence, if you will. Guests are meant to feel as if they are entering a home in many ways, yet it is unlike any other. It’s a place that might have been here before, timeless in some ways, yet of today in many more; it’s a *new* American classic.”

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LODGEWORKS

LodgeWorks Partners, L.P., is a privately held hotel development and management company with a rich history as hospitality brand innovators, industry-leading guest satisfaction, sophisticated development acumen and an experienced team that has successfully collaborated for more than 28 years. The company has recently launched the Archer Hotel boutique collection with a May 2014 New York City debut, properties in Austin and Napa underway and plans for others to be announced in the coming months. LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels including Hampton Inn®, HYATT house®, Hyatt Place®, Aloft®, and Hilton Garden Inn®. For more information, please visit www.lodgeworks.com.

La Corsha Hospitality Group

The executive committee of LCHG includes Founder and CEO Jeff Trigger, Chef David Bull, VP of Operations Scott Walker, and CFO Jeff Rhein; LCHG employs approximately 350 people throughout Texas. Its other current Texas projects include the development of Boiler Nine Bar + Grill at the Seaholm Power Plant in downtown Austin, and its hotel/restaurant consulting projects on both the development of the Baker Hotel and Spa in Mineral Wells, and the Hotel Saint George in Marfa, Texas.

Endeavor Real Estate Group

Founded in 1999, Endeavor Real Estate Group, Ltd. is a full-service commercial real estate company headquartered in Austin, Texas. From developing Austin’s largest outdoor shopping center to owning and managing high-rise office buildings in downtown Austin, Endeavor creates value through the management, leasing, development, and acquisition of mixed-use, retail, office, and industrial properties. Since its inception in 1999, Endeavor has developed and/or acquired 12.6M square feet of commercial real estate. For more information, please visit www.endeavor-re.com.