



## **Project of the Month: TAYLOR nears completion for new 91,717 s/f Courtyard by Marriott East-End Hotel in Rochester**

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Rochester, NY TAYLOR–The Builders, a leading regional commercial general contractor, with offices in Rochester, Buffalo and Ithaca, New York, is nearing completion of construction of the new Courtyard by Marriott East-End Hotel. TAYLOR joined a partnership with local developers and Rochester-based hotel management company, Essex Hotel Management, for development and management of the new 91,717 s/f, 126 room hotel located at 390 East Ave. adjacent and behind City Grill, which replaced the East Avenue Inn & Suites. Construction work is winding down, with completion and grand opening expected in June.

“We are proud to partner with many prominent developers and Essex Hotel Management to construct this modern and industry-leading brand to the City of Rochester,” said TAYLOR President, Karl Schuler. “We were excited to serve as contractors for such a key project.”

“On behalf of the entire 360 East CBM, LLC team we are extremely excited about the Marriott Courtyard project,” said Essex Hotel Management president and director, Barbara Purvis. “With the assistance from Imagine Monroe, we were able to redevelop the current location with a full-service hotel which will not only be more energy efficient, it allows us to add more employees, which will nearly double our current workforce. Led by one of the most powerful portfolios and reservation systems in the industry, this brand will give people more ways to connect, experience and expand within our Rochester community. The hotel represents a transformation of a critical corner in Rochester’s Neighborhood of the Arts district (NOTA) and provides renewed enthusiasm for

downtown Rochester. The Courtyard immediately puts the focus of NOTA at East and Alexander. The Courtyard's presence boosts the district's status as an entertainment destination and will be the cornerstone of continued growth in downtown Rochester."

The Courtyard by Marriott at East Ave. and Alexander St., features a 91,717 s/f, 126-room hotel with 35 below grade parking spaces and 141 surface parking spaces. Designed by Silvestri Architects, the new hotel in the heart of the city of Rochester, is modern in both design and its amenities, replacing the aging East Avenue Inn & Suites. It features a business center, 24-hour fitness center, artisan bistro-style restaurant, and everything else you need to be productive, unwind, and move forward.

The seeds for the new Courtyard by Marriott Rochester Downtown were planted over 8 years ago when Essex managed the East Avenue Inn & Suites, the small independent hotel originally on the site. Essex explored value-enhancing options with the owner before opting for an exciting redevelopment of the site and brought in principals of TAYLOR – The Builders to spearhead the project and approached Marriott to brand the hotel, the first Marriott in the city's downtown. Essex has been providing technical management services for the project, including planning, construction oversight, equipping the hotel and opening services, and will operate the hotel upon opening.

Headquartered in Rochester, Essex Hotel Management, LLC has developed, owned and managed hotels and multifamily properties since the mid-1980s. For nearly three decades, Essex's "solution driven" approach has resulted in a high level of satisfaction-for our partners, owners and guests alike.

TAYLOR is a second-generation general contractor with over 35 years of experience in the design and construction of commercial, hospitality, industrial, multifamily, and institutional buildings. Having successfully completed literally hundreds of projects, TAYLOR has the resources to deliver superior execution on all phases of every project from the ground up.

Courtyard is the hotel brand of choice for ambitious and enterprising guests who see business travel as a driver of personal fulfillment and professional growth. Courtyard provides opportunities for guests to pursue both their personal and professional passions on the road. With more than 1,100 locations in over 50 countries and territories, Courtyard is proud to participate in the industry's award-winning loyalty program, Marriott Rewards which includes The Ritz-Carlton Rewards.

Courtyard by Marriott East-End Hotel project team:

TAYLOR – The Builders: General Contractor  
Essex Hotel Management: Management  
North Ridge Glass: Glass/Glazing  
Finger Lakes Service Group: Commercial Roofing  
Colonial Fire Protection Systems, Inc.: Fire Protection  
F.G. Rayburn Mason Contractors, Inc.: Masonry  
Hauck Construction LLC: Interior Trim & Finish / Millwork  
Rochester Colonial: Doors, Frames & Hardware  
VRD: Paint / Wall Coverings  
Silvestri Architects: Architect  
Frederico Demolition: Demolition Services

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