



**LOEWS ATLANTA HOTEL OPENS WITH FANFARE**  
*Officials Celebrate Grand Opening of New Midtown Hotel*

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By Lisa Schoolcraft

To the beat of a drum line, developers and hotel officials on Wednesday celebrated the opening of the Loews Atlanta Hotel in Midtown.

Developer Steve Selig, president of Atlanta-based Selig Enterprises Inc., one of the partners in the 12th & Midtown mixed-use project that includes the 414-room Loews hotel, said the opening “is the culmination of what we have been working for.”

Selig, who can trace his family's real estate development roots in Atlanta back 90 years, said he is proudest of the 12th & Midtown project.

New York-based Loews Hotels had been looking at the Atlanta market for 15 years, specifically in Midtown, said Jonathan Tisch, chairman and CEO of Loews Hotels.

But it wasn't until Selig and partner Daniel Corp. of Birmingham, Ala., showed Tisch the plans for 12th & Midtown project that he knew he had a place for his hotel, he said.

Loews Atlanta Hotel, at the corner of 12th and Peachtree streets, is the 12th Tisch has built and the 19th for the company.

“We saw the kind of people with focus and integrity, which we hope represents us at Loews,” Tisch said. “Everyone was focused on the same goal.”

The partnership was so beneficial, Tisch said he would “be thrilled” to do another project with Selig and Daniel.

Selig and Charlie Tickle, chairman and CEO of Daniel Corp., both realized they wanted a luxury hotel to anchor 12th & Midtown.

“One brand, of all the brands, to implement what we wanted to do, was Loews,” Tickle said.

Atlanta Mayor Kasim Reed thanked Tisch “for your willingness to partner with the city and bring new jobs. I'm grateful to you for sticking with Atlanta and believing in Atlanta.”



The hotel will play an important role in Atlanta's \$11 billion tourism industry and is “exactly what Atlanta needs right now.”

Loews added 220 jobs with the opening of the hotel, Tisch said. More than 17,000 applied for those positions, he added.

The entire \$1.2 billion 12th & Midtown project, which is expected to take up to about four city blocks and includes residential, office, retail and hotel space, was ambitious when it was announced in 2006 and Atlanta City Council President Ceasar Mitchell recalled thinking privately “that will never happen.”

Selig and Daniel's determination made the vision a reality, Mitchell said.

“We believe this project, and this hotel, will be transformative,” he said. “Not just for Midtown, but for Atlanta.”

The hotel is more than a building, Tisch said.

“It's about the future of Atlanta,” he said. “And to be able to create a couple hundred jobs in these times is about the future of our country.”