



City of Grover Beach

PRESS RELEASE
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Hilton Garden Inn Proposal Gains Planning Commission Approval

On February 26, 2007, the Planning Commission unanimously approved a proposal by American Properties Management to develop a “four star” Hilton hotel facility on property located at 950 El Camino Real. This action represented the culmination of a 10 month marketing effort by the City to promote Grover Beach as a tourist destination.

Consisting of 75,000 square ft. of building area, the facility will include 134 guest hotel rooms supported by guest dining, lounge facilities, two guest conference rooms, a central lobby, and outside recreational areas. The complex will be designed to carry out a distinctive Colonial Mediterranean architectural theme.

According to the developer, this complex represents a capital investment of over \$16 million in on-site improvements alone. Once completed and fully operational, it is estimated the facility will generate a minimum of \$350,000 in Transient Occupancy Tax revenues for the City on an annual basis. More importantly, the hotel is expected to create 43 full time jobs to local residents. This project is expected to play a major role in the economic vitality of the City and should help with the creation of and retention of other business opportunities.

The project will now enter the final plan design phase with actual construction expected to begin later in the year.

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