



Bedford Lodging Brings First Dual-Branded Hotel To Broomfield, Colorado



****Development Company Breaks Ground On Residence Inn and Fairfield Inn & Suites With Expected Opening of Summer 2017****

DALLAS, TX – July 12, 2016 – Dallas-based Bedford Lodging is bringing the first dual-branded hotel to Colorado. The company broke ground in June on a 4.6-acre site for what will be the Residence Inn and Fairfield Inn & Suites in the Broomfield 36 Corridor — part of the greater Denver metropolitan area — and it is expected to open in the summer of 2017. This is Bedford Lodging's first property outside of Texas. Upon opening, it will be managed by Aimbridge Hospitality.



"This dual-branded property represents a new trend in hotel development by the major brands including Marriott and Hilton," notes Mr. Blackman. "A dual-branded property helps a hotel to expand the guest profile in attracting both transient and extended stay travelers, while at the same time capitalize on efficiencies with shared common areas and staff."

The four-story, 212-room hotel will have one side comprising the Residence Inn and the other side the Fairfield Inn & Suites. The two brands are brought together by a centralized lobby bar, library lounge, state-of-the-art theater room, fitness center, and swimming pool. Guest suites on the Residence Inn side offer full kitchens, generous workspace areas and upscale bathrooms while guests staying on the Fairfield Inn & Suites side will enjoy the enhanced amenities the dual-branded hotel will provide.

The interior design for the hotel will offer a "mountain lodge" theme dictated by the area's stunning natural surroundings interpreted through use of natural wood, chiseled limestone and copper accents. Feature art walls will bring the outside in through abstract portrayals of the surrounding landscape, while soft modern furniture styles in a diverse color palette are inspired by the native grasses.

The Broomfield 36 Corridor is fast becoming the hottest tech creative market, home to Fortune 500 companies and international businesses including Oracle, Level 3 Communications, SCL Healthcare Systems, Ball Corporation, Hunter Douglas and Staples. In the last several years, Broomfield has experienced a significant increase in high-tech and R&D firms and is home to more than 20 corporate, national and regional headquarters.

About Bedford Lodging

Bedford Lodging is a Dallas-based hotel development company founded in 2013. Founder and President Jeff Blackman has over 20 years of expertise in every aspect of the hotel business having been affiliated with more than 150 properties. Blackman's proficiency touches all facets of the lodging business including development, management, asset management, acquisition, due diligence, and advisory services. Recent Bedford Lodging Marriott branded hotel projects include Fairfield Inn & Suites, El Paso, TX-Airport; Residence Inn Austin, TX- Airport; TownePlace Suites, Austin, TX- Tech Ridge and AC Hotel-Santa Rosa, CA. The company's portfolio of developments may be viewed at www.bedfordlodging.com.