



Real Estate Journal

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Bay State Services renovating Holiday Inn for AAM 15 Middlesex

David Masse, of AAM 15 Middlesex, LLC formerly known as Hilltop 15 Middlesex, LLC has begun the Phase II of a master plan to renovate the Holiday Inn Select Boston/Woburn.

The focus is to modernize the hotel's lobby and function space to meet the current needs of the traveling business and leisure guests. The hotel lobby's improvements will transform the current entrance of the hotel into a spacious common area with a contemporary backdrop. The renovation centers around creating a welcoming lobby lounge with multiple seating areas that serves as a meeting spot for guests.

The Phase II plans also include a significant overhauling of the hotel's 9,000 s/f meeting and event function space.

Lynda Onthank, ASID serves as the interior designer for the scheduled renovations and Bay State Services, Inc., will be the general contractor for the project. The current renovation follows a capital investment in excess of \$1 million earlier this year to begin the property improvement process.

The new design of the ballroom and break out space will be completely outfitted with the latest technology, conference amenities and communications equipment. Every meeting space will have state-of-the-art sound, audio visual and teleconferencing capabilities. The function space, bathroom accommodations and expansive corridors will be updated with a contemporary palette of fabrics, dark woods and brushed chrome. The designs are driven by current trends with a focus on warmth, comfort and functionality to best serve the hotel guest experience. The new designs and material will create an exceptional ambiance for business meetings, weddings and other social events.

Phase I improvements included furnishing each of the 195 guest rooms with new luxury beddings & linens; installation of new heating & cooling systems; free WI-FI service throughout the hotel; pool area restoration and decorative improvements; remodeling of the fitness center including upgrade of exercise equipment; a new business center, and newly designed landscaping throughout the property.

"We are well underway to transform a property that was viewed in the marketplace as a tired and underperforming asset into a desirable destination for business and Boston tourists," said Masse. "Our goal since the July 2008 acquisition has been to provide first rate service and revamp the facility to create an environment that reflects our standard of guest services."

Holiday Inn Select Boston/Woburn was recently recognized by the Intercontinental Hotel Group at an annual Holiday Inn Franchisees' meeting as the most improved hotel in guest satisfaction. The full service hotel is quickly moving towards market leadership among the Route 128 corridor and North of Boston area hotels.

David Masse is the founder of Compass Realty Associates, LLC, a private equity real estate firm that oversees a 3.5 million s/f commercial portfolio throughout New England. Compass specializes in commercial real estate acquisition, development, financing, construction, and property management. Compass remains committed to its guiding principles: a disciplined approach to steady real estate growth with an understanding and respect for constantly changing markets.