



Oakland is the New CIM City

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CIM Group has acquired two hotels located in Oakland's bustling downtown city center, giving the company a significant interest in this important Bay Area market. The LA-based firm is purchasing the 484-room Oakland City Center Marriott and the 162-room Courtyard Oakland Downtown, both of which offer attractive amenities for the business or leisure traveler as well as abundant meeting space in a premier downtown location.

"We see considerable room for growth in market capture, rates and occupancy," said John Given, principal, CIM Group. "There is a strong commitment to the renaissance of downtown Oakland and we believe that these two well-located hotels will be an important factor in that initiative. CIM will continue to seek investment opportunities in Oakland and the East Bay."

Built in 1983, the Oakland City Center Marriot is a 21-story, full-service hotel located at 1001 Broadway, adjacent to the Oakland Convention Center and a BART station. The hotel offers a variety of amenities including casual and fine dining options, a fitness center and swimming pool as well as 89k sf of meeting space.

CIM Group plans a comprehensive renovation that will include a completely new look and feel for the guest rooms and common areas. Also, CIM will evaluate enhancements to complement the convention and meeting business and develop the retail and restaurants particularly along the street to create new pedestrian energy and activity.

"We envision the street-level space at the Oakland City Center Marriott as a destination in the hub of downtown with an array of restaurants and retail that will engage locals as well as visitors," noted Given.

Across the street at 988 Broadway, the five-story Courtyard Oakland Downtown is designed with a residential feel and abundant, comfortable work spaces, well suited to the business or leisure traveler. Built in 2002, the hotel features a swimming pool, whirlpool and exercise room. Both properties are steps away from some of the city's most vibrant and attractive neighborhoods including Old Oakland and Chinatown.

CIM Group has engaged Interstate Hotels and Resorts to manage both hotels.

And in other Oakland-area hotel news, the Park Plaza Hotel, a 189-room hotel situated at the entrance to the Oakland International Airport, has been put on the market. The listing price of \$19.4 mil works out to a cost of \$102.6k/room. Located at 150 Hegenberger Rd, Park Plaza is just one mile from the Oracle Arena and McAfee Coliseum.

The Park Plaza Hotel consists of one six-story tower and two two-story courtyard buildings on a 2.64-acre lot. The six-story tower has recently undergone a \$2 mil renovation, including a new lobby, carpeting throughout the property, new bathrooms, furniture, flat-screen televisions and bedding packages in all guest rooms.

The hotel offers guests dining at Park Plaza Grille, an outdoor swimming pool with whirlpool, fitness center and six meeting rooms. Park Plaza Hotel also provides courtesy vans that transport guests to and from the Oakland International Airport, and other surrounding landmarks.

Richard Ehmer, a Senior Director in the San Francisco office of Marcus & Millichap's National Hospitality Group; Greg Harris, Vice President of Investments in the firm's Encino office; and Andrew Hodac, a Senior Sssociate, also in the firm's Encino office, are representing the seller, a partnership based in Los Angeles.

"This property provides an opportunity to acquire a high-quality asset in the dynamic San Francisco Bay Area market," says Ehmer. "The hotel is currently being run as an independent property and presents a new buyer a re-flagging opportunity to a franchised brand."