



**Contact** Heather Neeley  
**Telephone** 832-381-3227  
**Cell** 214-704-2586  
**Email** [hneeley@oakridgenorth.com](mailto:hneeley@oakridgenorth.com)  
**Website** [www.oakridgenorth.com](http://www.oakridgenorth.com)

FOR IMMEDIATE RELEASE

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**CROWNE PLAZA HOTEL & OAK RIDGE NORTH CONFERENCE CENTER COMING SOON**  
Facility to Open Fall 2017

Oak Ridge North, TX (July 28, 2016) - On July 27, 2015 the Oak Ridge North City Council approved a Chapter 380 Economic Development & Reimbursement Agreement with MH 2A L.L.C d/b/a Avalon Hotel Group to construct The Crowne Plaza Hotel & Oak Ridge North Conference Center in the City's B-2 Secondary and Highway Business District located off Interstate-45 North. On Thursday, July 28, 2016, at 10:00 AM CDT, City officials will join the developer, Avalon Hotel Group, in officially breaking ground on this public/private partnership.

The Crowne Plaza Hotel will feature a restaurant, lounge, roof terrace, video conference room, business center, endless swimming pool, fitness center and high speed internet. This will be the first Crowne Plaza hotel in the IHG system, a new build hotel, to have all the 'Worklife' guest rooms to serve the modern business traveler. The hotel is designed to give the guest flexibility to work, connect, restore and re-energize while being in control of their experience. The seven floor hotel development will have 154 guest rooms.

Oak Ridge North Conference Center will connect to the hotel tower and encompass 10,500 square feet. This public/private partnership will create about 75 new jobs for the city. The hotel and conference center are part of a continuing revitalization effort along the Interstate 45 corridor in Oak Ridge North. Two complementary economic development ventures in the corridor, the iFLY Indoor Skydiving and the rebranding of the Bowlero bowling center, will provide hotel guests and conventioners two interactive entertainment venues nearby.

"The City of Oak Ridge North is thrilled about the opportunity the partnership with Avalon Hotel Group brings to our community," said Jim Kuykendall, Mayor of Oak Ridge North. "This is an exciting step for the City. This project will benefit both our residents and resident businesses. The hotel will deliver quality full-service amenities, while the conference center will provide a local option for conferences, conventions and business meetings." The Avalon Hotel Group is a privately-owned real estate company that owns and operates hotels in Louisiana and Texas. Its founding member, Aaron Patel, has over 28 years of experience in hotel development and management. "We would like to thank the Mayor and City Council, the Oak Ridge North Economic Development Corporation Board, and City staff for their support and the opportunity to partner with them on this significant new development to benefit the community and the greater Houston area."

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If you would like more information about this business endeavor, please contact Heather Neeley at 832-381-3227 or email [hneeley@oakridgenorth.com](mailto:hneeley@oakridgenorth.com)

**About Crowne Plaza Hotels & Resorts**

Crowne Plaza Hotels & Resorts is part of the Intercontinental Hotels Group (IHG), featuring 741,807 hotel rooms in 5,028 hotels in nearly 100 countries. With over 400 hotels in 65 countries, IHG's Crowne Plaza Hotels & Resorts brand is one of the largest upscale brands in the world.