

# THE GODFREY

## HOTEL & CABANAS TAMPA

### OXFORD HOTELS & RESORTS, LLC ANNOUNCES REPOSITIONING OF TAMPA BAY WATERFRONT HOTEL INTO THE GODFREY HOTEL & CABANAS TAMPA

*Multi-million dollar renovation brings urban sophistication to storied waterfront hotel*



*Newly-unveiled guest room at The Godfrey Hotel & Cabanas Tampa*

(TAMPA BAY, FL; January 8, 2018)— [Oxford Hotels & Resorts, LLC](#), the Chicago-based hotel management and branding affiliate of Oxford Capital Group, LLC, announces the opening of The Godfrey Hotel & Cabanas Tampa. Formally known as The Bay Harbor Hotel & Conference Center, the hotel commenced a multi-million dollar transformation in October 2015. The hotel is the fourth Godfrey property announced in Oxford's rapidly growing national portfolio of lifestyle hospitality brands, which include the flagship Chicago location (2014), Boston (2016), and the Godfrey Hollywood, which is currently under construction and scheduled to open in 2019.

"We were initially drawn to the irreplaceable waterfront real estate with its beautiful views and sunsets," said John W. Rutledge, founder, president, and chief executive officer of Oxford Hotels & Resorts, LLC and its parent company Oxford Capital Group, LLC. "We consider Tampa Bay and the greater Tampa Bay area to be one of the most dynamically growing areas in the country, thus, we felt this was a perfect choice for our first southern Godfrey. The Oxford team is

excited to bring our vision to life with this distinctive lifestyle property, fully embracing the unique character of Tampa Bay.”

Oxford is actively negotiating on several additional Godfrey locations around the country and expects to continue to prudently grow the brand in key strategic markets throughout North America.

### **TRANSFORMATION OF BAY HARBOR**



*Rendering of The Godfrey Hotel & Cabanas Tampa South Beach-style pool opening in spring 2018*

With Bay Harbor’s stunning waterfront views and prime location on Tampa Bay, it’s no surprise that the hotel caught the attention of George M. Steinbrenner, renowned former owner and managing partner of the New York Yankees, who owned and utilized the hotel as a spring training base for the major league team for over thirty years. Although the hotel was sold to new ownership in 2005, under Steinbrenner’s management, the property was a well known hangout for the Yankees and Steinbrenner family, who hosted an annual Christmas party at the property. Now, thirteen years later, Oxford brings the lifestyle feel of Steinbrenner’s hotel legacy back to life with Bay Harbor’s repositioning to The Godfrey Hotel & Cabanas Tampa.

The comprehensive repositioning of Bay Harbor includes the addition of 15 new guest rooms and a complete renovation of the hotel’s existing guest rooms and suites, which were upgraded with hardwood flooring, marble countertops, plush mattresses, new double-sink vanities, frameless walk-in showers, backlit LED mirrors, contemporary furnishings, and nautical-inspired room accents, including drapery and artwork. The repositioning also features a vibrant lobby renovation, including the addition of a café and wine bar, reinvention of the resort’s waterside restaurant and bar, and exterior improvements. These design enhancements set the stage for Bay Harbor to join Oxford’s Godfrey brand as Tampa Bay’s newest lifestyle hotel. A complete reconstruction of the hotel’s iconic pier paves the way for a reenvisioned beachfront – the final phase of the property’s transformation culminating in the spring of 2018. This final phase

features the addition of a South Beach-style outdoor pool and cabanas lounge, the cornerstone of The Godfrey's transformation as Tampa Bay's premiere waterfront destination.

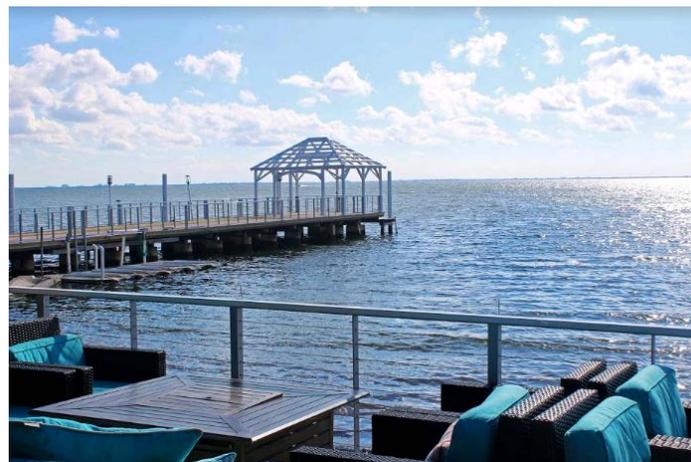
### **CHIC-COASTAL DESIGN**



*The Godfrey Hotel & Cabanas Tampa features 276 nautical-inspired guest rooms*

Oxford's Principals collaborated closely with Global design firm The Gettys Group to bring Oxford's vision to life for the Tampa Bay property, balancing tropical influences from the hotel's location off of Tampa Bay's coastline with the upscale Godfrey brand, to create a stylish, yet relaxed resort. Inspired by the sunset and bay, the Oxford-Gettys team used soft, neutral, and modern tones throughout the property's design. The Godfrey's lobby offers guests a luxurious lounge with relaxed furnishings, Italian tile, and nautical accents. New lounge seating, fireplaces, sumptuous cabanas, and a soft-blue façade enhance the waterfront-resort experience while creating a tranquil atmosphere for guests.

### **UPSCALE GUEST AMENITIES**



*The newly-renovated 3,200-square-foot pier at The Godfrey Hotel & Cabanas Tampa*

The Godfrey Hotel & Cabanas Tampa features 276 nautical-inspired, upscale guest rooms, including 14 suites, each offering guests breathtaking views of Tampa Bay from the rooms and newly-installed private balconies. The guest rooms also feature complimentary Wi-Fi, 42-inch flat screen televisions, Keurig coffeemakers, a mini-refrigerator, and more. Guests will be able to enjoy a state-of-the-art fitness center, two heated pools with the second to open in the spring, a miraculous beachfront, and a 3,200-square-foot pier overlooking the waterfront.

The lobby features a new social table that doubles as a communal workstation with electrical outlets and a lounge for guests to relax with Buddy Brew Coffee, a local craft roaster, or another beverage from The Godfrey's new lobby-level café and wine bar.

In addition to the breathtaking views, The Godfrey's prime waterfront location offers guests multiple water activities, including jet skiing, boating, paddle boarding, and kayaking. The hotel is also within walking distance of the beautiful Ben T. Davis Beach connecting Tampa with Clearwater.

### **ECLECTIC WATERSIDE DINING**



*Waterfront dining at Beach Bar | Restaurant located inside  
The Godfrey Hotel & Cabanas Tampa*

Led by Executive Chef Joe Garcia, The Godfrey offers waterfront dining at Beach Bar | Restaurant, a resort-style restaurant featuring casual beach fare influenced by Latin and Caribbean flavors. Breakfast on the beach and sunset dinners transport guests to island time at Beach Bar | Restaurant.

### **SEE AND BE SEEN: ENTERTAINMENT PROGRAMMING**

Along with The Godfrey's physical transformation, the hotel introduces new entertainment programming, including weekly live music performances in the hotel's lobby, that reinforce the hotel's position as a social hub for Tampa Bay. Additional nightlife programming will be announced later this year.

## MEETINGS WITH A VIEW

Located just a seven-minute drive from Tampa International Airport, The Godfrey Hotel & Cabanas Tampa offers an idyllic meetings and events space with minimal travel for out-of-town guests. The hotel features 7,000 square feet of flexible and newly renovated meeting space, in addition to meeting options on the breathtaking pier, a popular place for waterside weddings and corporate events following its renovation in December 2016.

### SPECIAL PACKAGE: PASSPORT TO GODFREY

To welcome The Godfrey Hotel & Cabanas Tampa to the family, all Godfrey properties are offering a special brand package, Godfrey Passport. The package allows guests to earn a one-night, complimentary stay at the Godfrey property of their choosing after completing stays at any of the four Godfrey properties in Chicago, Boston, Tampa, and the future Hollywood location.

"I'm honored to be a part of the hotel's transition from Bay Harbor to The Godfrey," says Crystal Rivera, General Manager of The Godfrey Hotel & Cabanas Tampa. "The resort brings the best of Tampa Bay's waterfront community to life, and the final phase of the comprehensive repositioning will enhance the Tampa experience with The Godfrey's iconic food and beverage, and entertainment programming."

To learn more about The Godfrey Hotel & Cabanas or to make a reservation, call 813.281.8900 or go to [www.godfreyhoteltampa.com](http://www.godfreyhoteltampa.com).

#### **About Oxford Hotels & Resorts, LLC**

Oxford Hotels & Resorts, LLC is a national hotel management company wholly owned by Oxford Capital Group, LLC, that specializes in operating, managing and branding distinctive, high design lifestyle hotels. Its growing portfolio of hospitality and real estate brands include Godfrey, LondonHouse, Julian, Felix, Essex, Cass, About Last Knife (ALK), Beach, I|O Supper Club, LH Rooftop, SX Skybar, Ruka and SpaBoutique. [www.ohrllc.com](http://www.ohrllc.com).

#### **About Oxford Capital Group, LLC**

Oxford Capital Group, LLC is a national real estate investment, asset management, property management and development firm headquartered in Chicago. Oxford's geographic focus include the nation's top 50 metropolitan areas, and other select markets with unique attributes. Oxford and its affiliates have been involved in excess of \$3 billion of real estate and private equity transactions, including approximately 13,000 hotel rooms. For information, visit [www.oxford-capital.com](http://www.oxford-capital.com).

#### **About The Godfrey**

The Godfrey is part of the award winning Oxford Collection of luxury lifestyle hospitality brands. Its awards include Most Anticipated Hotels Opening by Fodor's Travel, one of the Top 10 Hotels in Chicago by Travel + Leisure magazine, one of the Top Rooftops in the Country, HSMAl Adrian awards, a Conde Nast Reader's Choice Award and Event of the Year awards from Nightlife and Bar Awards. The Godfrey is focused on differentiated architecture and design, a high touch service culture, leading edge technology, and distinctive restaurant and nightlife venues with careful attention to creating organic and memorable experiences. The Godfrey name stems from a European word meaning "peace" and "welcome".

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