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NEW AUTOGRAPH COLLECTION MARRIOTT HOTEL BREAKS GROUND IN TAMPA BAY CURRENT HOTEL SLATED TO OPEN FALL 2018 ON ROCKY POINT

TAMPA, Fla. (April 3, 2017) – Development company, [Lifsey Real Estate & Holdings Inc.](#), and [Pinnacle Hotel Management](#) announced today the groundbreaking of their joint venture, Current, a new [Autograph Collection Hotel by Marriott](#). The hotel, located at 2500 North Rocky Point Dr., is being co-developed by both companies and will be managed by Pinnacle.

The ten-story hotel will house 180 waterfront rooms as well as nine suites, and will include more than 5,000 square-feet of combined meeting and event space. Current will also feature a tenth floor rooftop terrace with panoramic views of Tampa Bay, as well as beach access, a pool, ballroom, retail space, fitness center, on-site paddle boarding, and more.

“Current is more forward-thinking and contemporary in design, which is really in-line with today’s hotel demand,” said President of Lifsey Real Estate & Holdings, Stan Lifsey. “It’s complimentary to the developments occurring in downtown Tampa and the Westshore district, and we are thrilled to be a part of that resurgence.”

The hotel will also feature a customizable wedding program, making it one of the premier destinations in Tampa Bay. Expert wedding coordinators will be available to clients in-house, dedicated to making each wedding a bespoke experience.

“On your special day, it will feel like your very own hotel,” said Pinnacle’s Vice President of Operations, John Marks, of Current’s wedding offerings. “Our operating philosophy revolves around creating a personalized and caring environment, where each guest feels appreciated and recognized.”

Current will also include an on-site restaurant specializing in contemporary American cuisine, with a focus on using fresh, local ingredients whenever possible. The goal is to use the very best from the Bay area and Florida to create an inventive menu of seasonal and core dishes.

Lifsey will source from the best in local businesses, too. The boutique hotel will house a curated retail space by [Oxford Exchange](#), a mixed-use retail, restaurant, and event venue in downtown Tampa. [Buddy Brew Coffee](#) will also be readily available in rooms and in the restaurant.

“We are bringing one of the best brands in America to one of the most exciting cities in America,” said Ron Franklin, president of Pinnacle Hotel Management. “To make this Marriott Autograph Collection hotel truly one-of-a-kind, we’ve pulled from the finest in Tampa Bay’s cuisine, art, and culture, ensuring Current is a wholly unique concept.”

American Momentum Bank is helping to fund the project in the form of a construction loan.

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"We're proud to be supporting this exciting project that we know will be enjoyed not just by business travelers and tourists, but by locals as well. This will be a landmark property for Tampa Bay," said American Momentum Bank's Tampa Bay Market President, Porter Smith.

Autograph Collection Hotels is a luxury hotel chain owned by Marriott International. Current will be the second Autograph Collection Hotel in Tampa Bay, after the Epicurean Hotel in South Tampa.

Lifsey Real Estate & Holdings: Tampa based Lifsey Real Estate & Holdings, Inc. is focused on acquiring, developing and brokering real estate assets. Additionally, the firm is committed to identifying unique opportunities and providing equity for new development projects throughout the Southeastern United States. For more information, call 813.865.5204 or visit www.lifseyreandholdings.com.

Pinnacle Hotel Management: Pinnacle Hotel Management was founded in 1997 by Ron Franklin and Dick Vilardo, to develop and manage Marriott and Hilton branded hotels. Pinnacle has completed 30 ground-up hotel development projects in markets such as Washington, D.C., Florida, New England and California. Pinnacle has also successfully completed several brand conversion projects including the Courtyard Alexandria, Virginia, the Fairfield Inn and Suites Palm Beach, Florida Courtyard Key West and the Boston Courtyard Billerica/Bedford, Massachusetts. For more information, call 561.242.9066, or visit www.pinnaclehotelmanagement.com.

Current Hotel: Current is a part of the Autograph Collection Hotels by Marriott International. It is located at 2500 North Rocky Point Dr., Tampa FL, 33607, and is currently under construction, slated for completion in fall of 2018. The hotel is being developed by Lifsey Real Estate & Holdings, Inc. and Pinnacle Hotel Management and will be managed by Pinnacle Hotel Management. For more information, contact visit www.thecurrenthotel.com, or contact Stan Lifsey at 813.865.5204.

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