



THE WESTIN
BOOK CADILLAC
DETROIT

On the Boulevard Spring 2016

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Welcome to Derrick Williams



Derrick Williams, Director of Human Resources at The Westin Book Cadillac Detroit, is a recent addition to the hotel's team and the city of Detroit. Derrick was born and raised in Chicago, Illinois. He began his career with Starwood as a human resources intern at the Sheraton Chicago Hotel and Towers. Upon graduating from Western Illinois University with a degree in Human Resources Management, he was hired in to a HR coordinator position at the Sheraton Chicago, and worked in various HR roles

before joining the Book team. Derrick is responsible for all human resources functions and he is especially passionate about training and associate engagement.

Great News

Detroit dubbed a "food mecca" If you missed the January 5, 2016, Washington Post article that lauded Detroit as the new food mecca, [click here](#) to read all about it.

The
Washington
Post

VIP All The Way

When you meet Pauline Duynslager, the Book VIP coordinator, you know you will be in good hands. Pauline joined the Book family in 2009. She hails from Jamaica where she received her initial hospitality training. She knows Detroit well and can help guests find what they need, or get them where they have to go. Married on a beautiful Jamaican beach, she and her husband have two daughters. As busy as she is, she finds time to participate with other associates for the annual Breast Cancer Walk. Pauline is a valued Book associate and we are thrilled to have her as part of our team.



Updated Bath Amenities

Westin has introduced an enhanced set of bathroom amenities which are all dye, paraben and paba free and come in a new squeeze tube design to reduce wasted product.



The Westin Sleep Well Menu

Whether you're adjusting to a new time zone or recovering from your travels, restful sleep is the key to rejuvenation. Eating the right foods can have a dramatic effect on the quality of your sleep, easing you into a night of sound sleep and ultimately boosting your well-being. Recommended by the experts at SuperFoodsRx™, the items on the Westin Sleep Well Menu are packed with amino acids, vitamins and minerals that promote rest and recovery. Eat smart and sleep well with our curated selection of sleep-enhancing superfoods, available for in-room dining

What's New and Coming Soon

COBO SQUARE

Downtown visitors can soon enjoy [Cobo Square](#), a 45,000-square-foot outdoor flex space which includes a large terrace overlooking the Detroit River. Cobo Square will be used for art exhibits, exercise and biergartens, among other elements. The terrace is designed to connect Cobo Center to the downtown Detroit culture. Cobo Square is considered the “capstone” of the \$279 million renovation of Cobo Center.

CHANGES AT THE CORNER

The [Detroit Police Athletic League](#), a nonprofit organization dedicated to helping children through athletic, academic, and leadership development programs announced it raised \$12 million, and will break ground in April on its new youth sports complex and headquarters at the site of the old Tiger Stadium in Detroit's Corktown neighborhood. The iconic landmark known as “The Corner”, was the home of the Detroit Tigers from 1901 to 1999.

ELEMENT BY WESTIN COMING TO THE D

In 1924, the Metropolitan Building opened at 33 John R at Grand Circus Park in downtown Detroit. According to [HistoricDetroit.org](#), the building looks like a medieval castle and was once the home of the city's jewelers and watchmakers. The Metropolitan Building has been empty for 30 years and will soon enjoy a rebirth as an extended stay hotel developed by the Roxbury Group. The new hotel, [Element](#), is a Starwood Hotels and Resorts brand. The building will receive a historic restoration and make room for 100 to 135 rooms. Upper floors may be reserved for apartment rentals. Roxbury plans to budget \$32 million for the project.

NEW MULTI-USE DEVELOPMENT

Gateway Center will be the new building directly across the street from the Book Cadillac. The building at the corner of Washington Boulevard and Michigan Avenue will be torn down to make way for a mixed-use development with a multifamily component. The property is owned by Karp & Associates; the Lansing-based company owns several properties in metro Detroit including seven buildings in Capitol Park nearby the Book. Currently there is no information about the construction schedule.

MORE RESIDENTIAL UNITS COME ONLINE

The Lofts of Merchant Row, a luxury apartment complex in downtown Detroit on Woodward Avenue, is working on a \$10 million renovation of an adjoining historic structure scheduled to open in June 2016. When complete the building will offer studio apartments, and one- and two-bedroom units. The 54,000-square-foot apartment building will offer a fitness center, a covered valet parking garage, and first floor retail space.

SCORE!

Construction began last year on the new Detroit Red Wings arena and entertainment district. The \$450 million arena and accompanying \$200 million entertainment district will occupy about 45 blocks between downtown Detroit and Midtown. Olympia Development of Michigan, the development arm of Ilitch Holdings, stated that the entertainment district will include four- and five-story mixed-use development properties. The project is due for completion in time for the 2017 National Hockey League season.





Beautiful Beginnings Weddings at The Book

This year the Book will be hosting 40 weddings and welcome brides, grooms, family and friends for the festivities. Celebrations range from ceremonies, receptions and even a three-day wedding event. There is a great deal of diversity among our wedding couples including Jewish, Indian, Christian and non-denominational, and each requires a great deal of planning to meet the traditions of the faith and services.

Wedding Trends

In February, the Book was proud to host the 2016 Detroit National Association for Catering and Events (NACE) annual Wedding Trend Show. The event was attended by 155 metro Detroit wedding professionals. Attendees learned about new trends in floral design, linens, food and beverages. The “Naked Cake” is one of new and popular cake presentations. The Pantone colors of the year, rose quartz and serenity, were used as part of the décor for the show.



Restaurants and Retail

Capitol Park will be the site of a modern steakhouse restaurant owned by Jeremy Sasson, the restaurateur behind the popular Townhouse restaurants in Birmingham and downtown Detroit. The 11,000-square-foot eatery will be located at the corner of Griswold and State Streets in the 11-story Capitol Park Lofts building. The building will also be converted to offer 63 market-rate apartments. There is no information on the construction schedule or name of the new restaurant at this time.

A Detroit favorite, **Avalon International Breads**, will expand with the opening of a café on Woodward Avenue in downtown Detroit this summer. Look for it just north of Campus Martius Park. The 2,000-square-foot space café will offer breads, pastries, sandwiches, and coffee in addition to seasonal breakfast, lunch, and dinner options.



Broderick Grille, a new 150-seat restaurant, is now open the ground floor of the David Broderick Tower at 1570 Woodward Avenue at Witherell Street, just across from Grand Circus Park. The restaurant is just an easy walk from Comerica Park for Detroit Tiger games. The menu includes five different burgers, risotto with chicken or salmon, salads, appetizers, and other selections. The eatery is open daily from 7 a.m. to 9 p.m. for food service; bar service will be available later in the evening. The Broderick Tap room is scheduled to open in June featuring craft beers and food from a simple American menu. Fall should see the opening of the La Cave wine bar on the lower level that will also offer premium liquor and a small plates menu. The Broderick Tower and the Book Cadillac share the same architect, Louis Kamper.

A **Filson** store will open in Detroit's Midtown district in late spring. Filson is a manufacturer of outdoor wear, watches, leather goods, and other consumer products

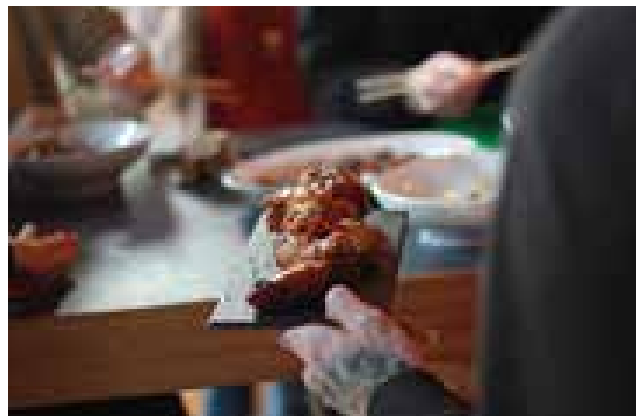
Granite City Food & Brewery, a Minneapolis-based restaurant chain offering signature beers and upscale casual food, is now open in General Motors Renaissance Center.

Gray Ghost, a new meat-centered restaurant and cocktail bar, plans to open in Detroit's Midtown at Woodward and E. Watson. The 2,500-square-foot restaurant will open summer 2016.



Calexico, an award-winning restaurant chain offering burritos, tacos, and craft cocktails, will open its first restaurant outside of New York in the One Campus Martius building along Woodward Avenue in downtown Detroit this summer. Only a short walk from the Book Cadillac, the 2,400-square-foot eatery will seat 130 guests and offer lunch, dinner, and brunch on weekends.

If you are a wine lover, you will love the new **Royce Detroit** wine bar that opens in June in the Kales Building on Grand Circus Park at 76 W. Adams – just a short walk from the Book. Look for affordably-priced wines and small plates, plus a selection of home goods including cheeseboards, candles and cutting board.



The Peterboro, a 2,400-square-foot space that will include a banquet space and a 30-seat patio opened in March on Peterboro Street, just west of Cass Avenue, in the heart of Detroit's Midtown district. The 72-seat eatery and bar will offer Chinese food including classic items and food with a modern vibe.

Rusted Crow, a popular Dearborn Heights distillery and tasting room, is opening a bar and restaurant near Grand Circus Park in the Kales Building at 76 W. Adams Avenue. The new eatery scheduled to open in April, will seat up to 150 customers, and feature a 50-foot-long bar along with a stage for live music, and a menu that will include burgers, sandwiches, salads, and soup.

Savannah Blue is located upstairs at 1431 Times Square in downtown Detroit overlooking the People Mover. Enjoy contemporary Northern soul food and cocktails with an authentic Detroit style. The eatery seats up to 120 plus 60 in the Living Room lounge area.

Vault of Midnight, based in Ann Arbor, will open in the Z retail space this spring at 1226 Library Street between Gratiot and Grand River avenues. The store will offer comic books, graphic novels, toys, games, and action figures.



Upcoming Events

- 1 **May 28-30**
[Movement Electronic Music Festival at Hart Plaza](#)
- 2 **June 3-5**
[Chevrolet Detroit Belle Isle Grand Prix](#)
- 3 **June 11-12**
[Motor City Pride Festival & Parade at Hart Plaza](#)
- 4 **June 24-26**
[GM River Days at the Detroit waterfront](#)
- 5 **June 27**
[Detroit Fireworks on the Detroit River](#)
- 6 **July 1-3**
[Corktown Strut in Corktown](#)