



# News Release

## 6PM Launches Project for Manistee Beachfront Hotel *Old Lakeshore Motel Demolition Begun*

### FOR IMMEDIATE RELEASE

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MANISTEE, Mich. March 4, 2022— 6PM Hospitality held a project launch ceremony today for a new Hampton Inn and Suites hotel near the First Street beach at 101 Lakeshore Drive in Manistee. The ceremony included brief remarks and the beginning of demolition of the old Lakeshore Motel on the site.



*Officials from 6PM, Pioneer Construction and Manistee take a ceremonial first scoop as heavy equipment stands ready to demolish the old motel*

The ceremony included remarks from 6PM Hospitality CEO Peter Beukema, representatives of Pioneer Construction as well as officials from Manistee County, the City of Manistee, the Manistee Area Chamber of Commerce and the Michigan Economic Development Corporation. State Senator Curt Vanderwall (35<sup>th</sup> District) and State Representative Jack O'Malley (101<sup>st</sup> District) also spoke at the event.

"The investment and vision for the Hampton Inn and Suites project will be a catalyst for the area and for the business community," said Stacie Bytwork, President and CEO of the Manistee Area Chamber of Commerce. "This project will spur more investment and opportunity for new and current restaurants, retail, and recreation, and newcomers to discover our beautiful community on the shores of Lake Michigan."

The new hotel will feature 102 rooms, with balconies for rooms facing Lake Michigan. A patio on the ground level will include firepits and a beach bar. The fifth floor will include an event space and 50-seat restaurant.

“We estimate the new hotel when operating will generate an annual \$17 million in the Manistee market in terms of bookings, gas, shopping, dining and other activities in the area,” said Peter Beukema, CEO of 6PM, at the event.

Beukema said they anticipate occupying the hotel by April 1 of 2023 and opening to guests May 1, 2023

#### **About 6PM**

6PM Hospitality was founded in 2021 by Peter Beukema, CHA, when he stepped down as CEO of his family’s business, Suburban Inns, to start his own venture. 6PM develops quality hospitality venues in unique locations. The company’s current properties include CityFlatsHotel in Holland, which is part of the Hilton Tapestry family of hotels; a Hampton Inn and Suites under development in Manistee set to be completed spring of 2023; a downtown Manistee hotel and a DoubleTree by Hilton in Battle Creek are also in development. For more information: <https://6pmhospitality.com>