

THE NEXT GREAT BUILDING CAMPAIGN

The Hotel Hershey: *The Grand Expansion*





The Hotel Hershey

Cocoa Kids Club
& Playground

Artificial Ice Rink

Adult Pool w/
Infinity Edge

Bar / Restaurant

Spa

Pool Center

Spray Pool

Water Slide

Sports Complex

4 & 6 Bedroom Units

Meeting Cottage

The Cottages

The Cottages

Cost: Estimated at \$13 to \$15 million

Timeline: Construction from 2007 through 2009

Project Description:

- Build 6 four-bedroom and 4 six-bedroom cottages in the woods behind the Hotel, creating the property's premium guest rooms
- Create a meeting cottage
- Have the potential to expand this development in the future
- Utilize design features that reflect historical ties to design elements found in the Hotel's original cottages



The Arrival Experience

Cost: Estimated at \$7 to \$8 million

Timeline: Construction from 2008 through 2009

Project Description:

- Create a grand arrival boulevard that leads from Hotel Road directly to the Hotel's front entrance
- Enlarge the porte cochere
- Expand parking
- Provide new landscaping



Recreational Campus/Sports Complex

Cost: Estimated at \$1 to \$3 million

Timeline: Construction from 2007 through 2009

Activities will include the following:

- New Cocoa Kid's Clubhouse
- Basketball
- Bocce Ball
- Croquet
- Volleyball
- Aquatic Facility (featuring a lap pool for adults, family pool, slide complex, cabanas and snack bar)
- Hiking Trails
- Ice Skating (year-round)
- Shuffleboard
- Tennis



New Restaurant

Cost: \$9 million

Timeline: To be completed by Summer 2009

The facility is being designed to fulfill the following criteria:

- Remain open year-round
- Include meeting space
- Serve three meals per day

