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FOR IMMEDIATE RELEASE

Garfield Public/Private Announces Project Win in Capital City of Missouri

*Jefferson City seeks to add a conference center, hotel, and parking structure
to drive economic impact downtown*

(Jefferson City, MO) February 22, 2024 [Garfield Public/Private](#), a national public/private commercial real estate developer, announced it has been awarded the City of Jefferson conference center, hotel and parking garage in Jefferson City, Missouri.

The capital city of Missouri, located halfway between St. Louis and Kansas City, Jefferson City's metropolitan statistical area has an estimated population of more than 150,000. Both the State government and the City desire to host constituents, conferences, award ceremonies and fundraising events in the proposed facilities.

This upcoming vibrant, mixed-use development is envisioned as the anchor for the capital city's downtown and will include a conference center; a first-class, full-service hotel with restaurant, fitness center, courtyard, and pool; and a parking garage. The City also foresees the option for future retail, restaurant, or office space at street level.

"We're eager to work with Jefferson City to create a first-class facility worthy of the capital city," says Ray Garfield, Co-Founder and Chairman of Garfield Public/Private. "Hotel and conference center projects are part of our DNA, and our leadership in this field will ensure the greatest likelihood of success."

The first phase of work will be a market study for both the hotel and parking garage, with an analysis of local supply and demand as well as recommendations for prospective hotel brands and operators. The market study will also include program recommendations such as recommended guestroom/suite mix, ballroom and meeting space, and other facilities and amenities.

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"We're thrilled for Garfield Public Private to be the selected developer for this transformative project," says Luke Holtschneider, President and CEO of the Jefferson City Regional Economic Partnership. "Their proven track record in successfully executing similar developments demonstrates the expertise and capability we believe are essential for the success of our project."

Informed by the market study, Garfield and its team will produce a detailed building program and design concept, a development budget, development schedule, and business plan. The plan will include a financing strategy informed by state-of-the-art methods Garfield has employed to deliver many other similar developments nationwide. Local voters approved a lodging tax to support construction of the conference center project.

"Garfield Public/Private brings experience and craft to each of their projects and we're extremely excited to have them lead this landmark development in our city," said Ron Fitzwater, mayor of Jefferson City. "They presented us a proposal that will be a major piece in revitalizing our downtown and our entire city. This project fills a need for Jefferson City and has a significant opportunity to help us continue to implement our vision for the city - We are Open for Business."

Garfield's partners on the Jefferson City project include Architect DLR Group, Architect Facet Architectural Design, McCownGordon (Design/Build), CMPS Engineering, and Fishbeck and SP+ for parking operations.

Garfield is known for enabling its clients to fund and deliver their projects utilizing creative finance techniques, building seasoned and stellar project teams, and handling developments from initial planning to completion. The firm's extensive public/private hotel/convention center experience includes the [Westin® Irving Convention Center](#), the [Sheraton® San Juan at the Puerto Rico Convention Center](#), the [DoubleTree by Hilton® Abilene Downtown Convention Center](#), and the [Hyatt Regency® Baytown-Houston and Convention Center](#), among many others.

About Garfield Public/Private

Garfield Public/Private LLC is a national developer, project manager/owner representative, and asset manager focusing exclusively on public and public/private developments. The company uses innovative and cost-effective financing and fundraising solutions tailored to the needs of its clients. For more than four decades, Garfield and its executives have developed more than 30 million square feet of all property types nationally and abroad and have financed more than \$11 billion in debt and equity. Since its founding in 1997, Garfield has completed more than \$2 billion of public/private developments with an additional \$3.5 billion in public/private consulting and planning experience.

For more information, visit <https://garfieldpublicprivate.com/>

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