PORTLAND, Maine

Why Portland?
Year after year, the city tops the list as one of the best places to live and work.

From its vibrant arts and cultural scene, to top-notch restaurants, great outdoors, and amazing quality of life, Portland offers what a big city can—without any of the hassle.

See why many of the nation’s leading creative entrepreneurs have chosen to call Portland home at liveworkportland.org

Contact the City’s Economic Development Division
1-800-874-8144
We’ll help your business grow and prosper in Portland.
portlandmaine.gov
Portland has hotel fever—big, beautiful showplaces are in the works, with restaurants and event spaces. If we build them, will they come?

By Patrick Venne

Uptown sophisticate—the stately Portland Press Herald headquarters at the top of Exchange Street is soon to be reincarnated as a lifestyle hotel.
How do you top the Top of the East?
You more than double its size.

Keenly aware of how their presence will transform Portland’s existing assets, a new renaissance of hotels is rising—quite literally—to meet an impressive demand for Portland’s unique quality of place.

In the heart of the Arts District, investors are steadily working toward upgrading the 12-story landmark formerly known as the Eastland Park Hotel into the Westin Portland Harborview. According to Jeffrey Cappellieri, Westin’s area director of sales and marketing, the developers hope the hotel will play a role in transforming the Arts District into “one of Portland’s most dynamic...
neighborhoods for creativity, food, music, and business.” While this evolution is well underway already, Westin’s contribution will include 16,000 square feet of top-of-the-line, versatile event and exhibition space. The 1927 Eastland Grand Ballroom, for instance, will be restored to its original breathtaking proportions, replete with ‘grand staircase’ and balcony as each originally existed. And talk about lofty aspirations. The Westin’s bid to recapture the top of the market is dramatized by more than doubling the size of the Top of the East to turn it into a venue
The Portland Harbor Group at Morgan Stanley

Providing Strategies designed to assist you with Wealth Creation, Preservation, and Distribution

• Corporate and Business retirement
• Wealth Advisory Service
• Executive Financial Service

• Estate Planning
• Retirement Planning
• Trusts

David M. Mitchell
Vice President
Financial Advisor
Financial Planning Specialist

Dana A. Ricker
Vice President
Financial Advisor
Financial Planning Specialist

Christopher G. Rogers
Senior Vice President
Financial Advisor

Steve Guthrie
Senior Vice President
Financial Advisor

Lauren Schaefer-Bove
Senior Registered Associate

Zara Machatine
Client Service Associate

100 Middle Street, 3rd Floor
Portland, ME 04101
theportlandharborgroup@mssb.com
http://fa.morganstanleyindividual.com/theportlandharborgroup/
800-442-6722  207-771-0800

MorganStanley

Morgan Stanley and its Financial Advisors do not provide tax or legal advice. Please consult your personal tax advisor regarding taxation and tax planning and your attorney for personal trusts. This material has been prepared for informational purposes only and is not an offer to buy or sell or a solicitation of any offer to buy or sell any security/instrument or to participate in any trading strategy.

©2012 Morgan Stanley LLC. Member SIPC.
performs its market significantly. They created an experience,” says Brady, “not just a hotel.” And central to that experience is the value added by the “adaptive reuse” of a historic building. Brady ventured The Liberty Hotel in Boston’s former Charles Street Jail as another example.

deep into the Old Port, on the corner of Fore and Union streets on what was until recently a gaping hole in the glittering Old Port street scene, a 123-room **Hyatt Place** of bespoke design by Portland’s Canal 5 Studio will soon rise on an empty lot fronting Pearl (on Fore Street) and Gingko Blue (Union Street). Not a bad way to toast the city. According to Tim Soley, whose company owns the portfolio of buildings and land surrounding the site known as Canal Plaza, this development is “one of the best uses of the block” and will contribute to Portland’s “rebirth” and its evolution “from a big town to a small city.”

**Hyatt Place** will energize the confluence of two important city streets and shoot for a starry new standard of exterior design. The

---

**Ellen Kornetsky, LCSW**

COUNSELING

Specializing In:
- Adoption
- Attachment
- Loss & Transition
- Relationships
- Family Issues

207-846-0400
ellenkornetskylcsw@gmail.com
10 Forest Falls Drive, #6-B, Yarmouth

---

**Conroy-Tully Crawford**

FUNERAL, HOMES & CREMATION SERVICES

Portland’s only independently owned and family operated funeral home.

172 State Street, Portland • 773-6511 • ctcrwford.com

---

**Sebago Lake Lodge & Cottages**

PO Box 480 • Windham ME 04062
207-892-2698 • www.sebagolakelodge.com

---

**G R A N D H O T E L S**

You’re already at the lake when you stay with us.

- Four-season lakeside accommodations (extended stay in winter)
- Rooms equipped with kitchenettes, screened-in porches
- Charming lakefront cottages with full kitchen and bathroom
- Complimentary Wi-Fi, canoes and kayaks, continental breakfast
- Fishing, fitness room, swim area, docking facilities
- 20-30 minutes from the airport and Portland
- Golf, restaurants, shopping, beaches and entertainment nearby
- Pet-friendly, family friendly, smoke-free

GPS/physical location: 661 White’s Bridge Road Standish ME 04084

---

**How Alive Are You?**

36 MONTH LEASE, $4,135 + TAX, TITLE AND FEES DUE AT SIGNING, 50 SECURITY DEPOSIT

For a limited time, enjoy a lease offer of $439 per month* on a 2013 Jaguar XF XVD.

* Price shown is $439. Includes destination/handling fee, tax, license fees and optional equipment. Retailer price, terms and vehicle availability may vary. See your local authorized Jaguar retailer for details. For well-qualified lessees as determined by approved lender. All amounts shown are estimates; retailer rate, term, amount due, residual value of $29,642 as of 1/15/2013. Lessee has option to purchase vehicle at lease end at price negotiated with retailer and approved lender at signing. Termination fee may apply. Features subject to change. For complete details, see your Jaguar Retailer. T ermination fee may apply. See participating Jaguar Retailer for complete details. Visit the JAGUAR USA (2013) 124-6078.

*Not a substitute for safe and attentive driving. Not one to overcome all extreme circumstances.
Prices range from $200,000 for a studio up to $795,000 for a spacious 3-bedroom unit.

Sandy Johnson & Gail Landry | 207-415-2128 & 207-650-8893

15 MIDDLE STREET

The Bay House is the first contemporary condominium residence to anchor Portland's waterfront district.

Architecturally designed to complement the spirit of this historic neighborhood, The Bay House pays tribute to Portland's past, but emphasizes today's modern lifestyle.

With ten different floor plans and 42 single-level units, residents at The Bay House enjoy a variety of sophisticated amenities and options. Open floor plans feature custom kitchens with granite, hardwood floors, luxurious baths, state-of-the-art systems, central air conditioning, gas fireplaces, underground parking and private outdoor space.
Portland’s Only All-Suite Waterfront Hotel

GRAND HOTELS

bold all-glass first floor will have a rhythm which, according to Soley, is meant to be a “playful counterpoint to the structures across the street,” connecting residents and visitors alike to “both current reality and past history.” The 24-hour activity generated by Hyatt Place will bring a big shot of new energy to the Old Port, and capitalize upon the “intangibles” that draw so many visitors to its one-of-a-kind establishments every year. We all know that downtown Portland has, as Soley describes it, “a bit of magic,” but the Hyatt Place will let a younger international set feel they’re rediscovering this for the first time.

The city’s enchantments are also being expanded by Vin Veroneau, president of Portland-based J.B. Brown & Sons, who cut his teeth on the Boston market.

At the western edge of the Old Port, at the corner of Commercial and Maple streets

(Continued on page 82)
Renaissance Revival (continued from page 31)
in the Gorham’s Corner district, Veroneau’s commercial and industrial real estate management and development firm (founded in 1828 by John Bundy Brown, the merchant prince and hotelier who helped invent and market Portland the first time around) is actively developing a shimmering $17.5-million, mixed-use palace encompassing 131 hotel rooms of a Courtyard by Marriott to open in June 2014. The sweeping project will also house first-floor retail or restaurant space and 14 high-end apartments on the sixth floor.

According to Veroneau, “This property extends the Old Port west” and will offer the “best of both worlds” by providing a relaxed atmosphere of relative quiet while affording patrons and guests a location easily walkable to the social activities of nearby blocks. The hotel may also, at some point, serve as the anchor to a larger block of residential and commercial developments on sites to its north and west. And if the success of this project is any indication of the likelihood of longer-term plans coming to fruition, a thriving neighborhood is sure to emerge here. “Interest has been robust,” Veroneau says, in future high-end “market-rate” apartments with considerable amenities and likely rental rates of $2,500 to $3,000 per month.

Why all the optimism and investment? Whatever the weather, our star is rising. Portland’s explosion of new development is being fueled in large part by its status as a destination city. Even during a global economic downturn, the city has successfully added rooms to its downtown sub-market and continues to see major hotels proposed even outside of the downtown core, including one at the heart of the multi-million dollar multi-venue attraction known as
Live • Work • Play
IN THE HEART OF SACO-BIDDEFORD

REDEFINING BUILDINGS THAT DEFINED OUR PAST

URBAN LIVING AT ITS BEST
• Loft-Style Apartments
• Class A & B Office Space
• River & City Views

• Art & Event Space
• Quality Restaurants
• Available Off-Street Parking

• Walk to Downtown Culture & Entertainment
• Upscale Hotel & Restaurant Opening 2014
• Amtrak to Boston & Portland

PEPPERELL MILL CAMPUS
2 Main St. Biddeford | (207) 282-5577 | pepperellmillcampus.com
Carriage House doors have always been the gold standard of custom garage doors. Since we built our first door, we have been the industry leader. And that is not a position that we are ever willing to relinquish. Carriage House doors are meticulously handcrafted to your specifications and made from the finest materials available. Exceptional workmanship, superior woods and professional hardware ensure long-lasting beauty, reliable performance, and low maintenance.

(207) 797-5696 • (800) 540-5696
31 Diamond Street, Portland • DSIdoors.com
the Forefront at Thompson’s Point. As proposed, the 30-acre site adjacent to the Downeaster train and Concord Trailways bus stations will house the Maine Red Claws basketball team, a hotel, a mixed-use event center, parking garage, restaurant, and office buildings. Success breeds success—of a year-round nature.

“But of course, a lot can go wrong,” says Charles Colgan, professor of public policy and management at USM’s Muskie School of Public Service. “I think the economy is poised to improve, and my forecasts show this. The hotel development reflects the increase in business travel to Portland” on top of its ever-increasing reputation as a tourist destination. But?

“Markets have a way of building things until they are over-supplied,” he continues. “If they do all build these hotels and they all do open within a year or so of each other, rooms will be cheap. And this will be a great for the consumer.

“Hotels are like vegetable sellers—they have a perishable commodity. A room unsold tonight can’t be sold tomorrow. They have to be competitive. An oversupply is not a bad thing for Portland.” The great thing is, “someone out there is making some big bets on Portland, and each of these builders has its own strategy. They’ve calculated expected, acceptable vacancy rate numbers, but they won’t share them.”

“I’ll be amazed if they’re all going to pull it off,” says Cape Elizabeth investment guru Evan Livada. “Obviously, interest rates are at the lowest in the history of the world, so it’s a great time to borrow, and Portland is getting a tremendous reputation as the best little city in the country, but who knows?”

“I wish them all the luck. In the summer they’ll do very well, but I don’t see how they won’t be fighting for market share in the winter…but they said we’d have too many high-end restaurants, too, didn’t they?” Livada laughs.

Additional demand for the city’s unique attributes is sure to be generated through the enormous supply of newcomers destined to explore our city streets in the very near future.

“It’s kind of a ‘back to the future’ trend in the way people travel,” says Charles Colgan. “The car vacation, where you just keep driving, is fading because of the cost of gas. People are going back to destination vacations. You go somewhere, stay a week, and you want a place with a lot going on. Which is why you go to Portland.”

And perhaps Great Diamond Island, too. A 44-room hotel in Diamond Cove, designed by busy Archetype Architects for Hart Hotels (whose in-town flagship is the Portland Har-

Research a Great Retirement

Former Washington DC area residents who own a summer farmhouse in Waldoboro, Carolyn Bryant and Don Sarles bought a cottage at Thornton Oaks in early 2010 as their winter home.

Carolyn says “Bowdoin College provides a fine library that I can use for musically related research (though officially retired, I’ve continued editing and writing for Oxford University Press). The local public library has also been extremely helpful in finding abstruse journals and scholarly books for me.” Don, a long-time choral singer, has joined an excellent choir.

“We especially appreciate the strong sense of community at Thornton Oaks. We have formed close friendships and feel very much at home.”
Pepperell Charms

The paradigm shift continues in Biddeford. Scott Joslin, chief operating officer of The Mills at Pepperell, is heading up an effort to transform Building 20 into an industrial-tech boutique hotel, with original windows and floors and exposed beams. The 6,000-square-foot, 180-seat restaurant, anchored by a well-known chef, will command the street level, along with an industrial-chic bar celebrating the textile mill’s work ethic and Franco-American roots.

The next three floors will be given over to 40 rooms. Building No. 20, vacant since the days of West Point Pepperell, will include 10,000 square feet of conference/event space. The venture will receive a reported $5 million from its owner, the Mills at Pepperell. Joslin’s target market is “UNE alums & clientele, SMMC clients, business and Amtrak travelers, and summer travelers looking for off-the-beaten-path attractions.”

The Pepperell Hotel (under construction) is under construction, with a projected opening in the spring of 2014.

Colgan, who studies coastal cities and their economies, suggests, “If you look at similar-sized East Coast cities, you’ll see more hotel development. Charleston, South Carolina is a good example.”

Charleston Area Convention and Visitors Bureau deputy director Perrin Lawson echoes Colgan’s conviction that when there is investment commitment from proven hotel groups, “you know there was a whole lot of study beforehand” of the local market to earn that commitment. “Plus, the classification of the tourism and hospitality industry has changed in recent years. It’s...
legitimate economic development that is intertwined with other industries. Demand is not nearly as cyclical as it used to be; there are not nearly the peaks and valleys. Tourism today is a quality-of-life issue. You want to live here because it’s the sort of place you’d want to visit if you didn’t.”

Portland’s appeal is no longer limited to warmer months. No longer are we a stopover for those venturing to summer destinations downeast or elsewhere, a drab cluster of motor hotels with lackluster twin-lobster specials à la Vallee’s at the former Exit 8. There’s something singular about the heart of Portland (consider the new, redefining energy, for example, at Boone’s restaurant on the waterfront), and it’s entirely unrelated to Maine’s status as a popular summertime getaway. Is it appropriate, then, to say Portland has “arrived?”

No. In light of its record of prosperity throughout the centuries, a more appropriate characterization is, “We’re back.”

For more, visit at portlandmonthly.com/portmag/2013/03/new-hotels-extras
Ogunquit Maine is the premier destination to satisfy all of your spring and summer wishes. Experience miles of beautiful sandy beaches, quaint seaport coves, fine dining, superior accommodations and a selection of unique shops and businesses in one convenient location.

Sign up for our E-Newsletter at
www.ogunquit.org

Amore Breakfast/Café Amore
207-646-6660/207-646-6660
www.amorebreakfast.com

The Barrel Stave, Retail Gift Shop
207-646-8298
www.barrelstave.com

The Beaches Motel & Cottages
207-216-4065
www.beachesofmaine.com

Bintliff’s Restaurant, Ogunquit
207-646-3111
www.bintliffsogunquit.com

Caffé Prego
207-646-7734
www.caffepregoogt.com

Carriage House Motel, Cottages and Suites
207-646-2159 or 888-213-4720
www.maine carriagehouse.com

Clay Hill Farm Restaurant
207-361-2272
www.clayhillfarm.com

Cornerstone Artisanal Pizza & Craft Beer
207-646-4118
www.cornerstoneogt.com

Dragonfly Guest House
207-216-4848
www.dragonflyguesthouse.com

The Dunes on the Waterfront
207-646-2612
www.dunesonthewaterfront.com

Feile Restaurant & Pub
207-251-4065
www.feilerestaurantandpub.com

Fisherman’s Catch
207-646-8780
www.fishermanscatchwells.com

Five-O Shore Road Restaurant
207-646-5001
www.five-oshoreroad.com

Gorges Grant Hotel
800-646-5001
www.ogunquit.com

The Inn On Shore Road
207-646-2181
www.theinnonshoreroad.com

Inn Season Resorts
The Falls at Ogunquit
866-469-8222
www.866myvacation.com/resorts/fao

Juniper Hill Inn
800-646-4544
www.ogunquit.com

Katie’s on Shore Road
207-641-2780
www.katiescafeonshoreroad.com

Knight’s Quilt Shop
207-361-2500
www.mainequiltshop.com

Mainely Quilts Gift Shop
207-985-4250
www.mainelyquilts.com

Meadowmere Resort
207-646-9661
www.meadowmere.com

The Milestone
800-646-6453
www.ogunquit.com

Moon Over Maine
207-646-6666
www.moonovermaine.com

The Neptune Inn On the Beach
207-646-2632
www.theneptuneinn.com

Ogunquit Rental Properties
207-646-1500
www.ogunquitrentalproperties.com

Photography by Katherine
207-451-3734
www.kathsimages.com

Raspberri’s Restaurant
800-646-5001
www.ogunquit.com

Rockmere Lodge
207-646-2985
www.rockmere.com

Seaside Vacation Rentals
866-681-8081
www.seasiderentals.com

Swamp John’s Fine Art Jewelry
207-646-9414
www.swampjohns.com

Tanger Outlet Centers
1-800-406-4490
www.tangeroutlet.com/kittery

Terrace by the Sea
207-646-3232
www.terracebythesea.com

Village Food Market
207-646-2122
www.villagefoodmarket.com

Wells-Ogunquit Resort Motel & Cottages
207-646-8588
www.wells-ogunquit.com

The Wild Blueberry Restaurant
207-646-0990
www.thewildblueberryrestaurant.com
2013 Calendar of Events

For more information on these events, go to www.visitogunquit.org.

April 12-14 ~ 23rd Annual Patriots Day Celebration
Join us as we go back to our roots, with historical characters walking the streets, mustering, and fife & drum concerts. Re-enactments, cookout, taste-tests, and craft fair round out the weekend.

May 11 ~ Aids Walk
May 25-27 ~ NAMES Project AIDS Memorial Quilt Display

June 7-8 ~ Annual Chamber Music Festival
June 29 ~ Ogunquit Lifeguard Dash - All are welcome. Benefits Ogunquit Lifeguard Rescue equipment. 5K beach run.

July ~ July 4th Fireworks
August 22 ~ 40th Annual Sidewalk Art Show & Sale

September ~ Capriccio - A two-week long celebration of the arts. September 7th Capriccio Festival of Kites-Sponsored by Ogunquit Rotary Club and Ogunquit Performing Arts. 207-646-2261. (Rain date: September 8th)

September 14 ~ Annual Lobster Dash - 5 mile beach run. FMI visit www.lobsterdash.com.

October 25-27 ~ 10th Annual OgunquitFest

November 10 ~ 5th Annual Celebrations by the Sea Wedding Expo brings together a variety of experienced local vendors and professionals who can help you plan your special day by the sea.

December 7-8 & 13-15 ~ 27th Annual Christmas by the Sea Celebration. Concerts, caroling, tastings, visit with Santa, parades, tree lightings, Santa’s Village, ornament making, storytelling, bonfire, hay rides, craft shows.

All Event dates and times are subject to change.