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FOR IMMEDIATE RELEASE

Contact: Stacie Schmidt
sschmidt@starkenterprises.com

The Beacon Celebrates Grand Opening

Partners Stark Enterprises and Reuven Dessler Commemorate \$95+ Million Investment in Cleveland with a Ribbon Cutting Ceremony

Cleveland, Ohio: Cleveland based real estate developer, Stark Enterprises, and joint partner Reuven Dessler celebrated the grand opening of the first residential high-rise development in the Central Business District since 1974, The Beacon. Blurring the lines of luxury hotel and high-rise living, The Beacon has changed the Cleveland skyline, helping propel the current resurgence in the downtown Cleveland area.

To commemorate this exciting project, Stark Enterprises hosted a ribbon cutting ceremony yesterday with several local community partners to debut the completed project and give guests the opportunity to experience firsthand being a resident at The Beacon. A ceremonial ribbon cutting and welcome speech from CEO of Stark Enterprises, Bob Stark and Cuyahoga County Executive Armond Budish, tours in several model suites, fitness demonstrations in the Wellness Studio, and a sunset toast in the Sky Lounge were all a part of the special evening, overlooking the one of a kind views of the city.

“We want residents of The Beacon to feel as though they can live their best life, with the concept of luxury living and having everything you need right at your fingertips,” said Ezra Stark, Chief Operating Officer of Stark Enterprises. “With the ease of walking to work, going for a nightly stroll through Public Square, joining a Happy Hour on East 4th Street, and catching a game in your backyard, we are the new style of downtown living.”

The development was designed in conjunction with Stark Enterprises, DLR, NADAA and Vocon on both architecture and design. It was built by the company’s construction arm, Arbor Construction, and sits atop three restaurant establishments, Heck’s Express, Balance Grille, and Potbelly’s, and a parking garage with 19 floors of residential development and 187 units.

“As Cleveland continues to grow and flourish, we are thrilled to be a major pillar in this exciting renaissance helping achieve Downtown Cleveland Alliance’s goal of 20,000 downtown residents.” said Stark.

The Beacon is a joint venture project between Stark Enterprises and partner, Reuven Dessler. The building is operated by Comet Management, the residential arm of Stark Enterprises who currently manage residential properties across the country. Be Comforted, Be Captivated, Be Connected, Be Guided Home. For more information, visit www.thebeaconcleveland.com or call (216)820-9400. For a complete media guide of the project, contact Stacie Schmidt at sschmidt@starkenterprises.com.

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More about Stark Enterprises:

Stark Enterprises, headquartered in Cleveland, Ohio is a full-service real estate development company with the highest level of expertise in acquisition, development, leasing, property management, construction, architectural design, landscape architecture, marketing and security. Currently, Stark Enterprises owns over 30 properties spanning ten states, including Crocker Park in Westlake, Ohio, Solstice in Los Angeles, California, and Smith & Fifth in Downtown Pittsburgh, Pennsylvania and continually growing. For more information visit www.starkenterprises.com.

