

# Dallas Business Journal

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## Courtyard by Marriott moves into Frisco Market Center

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Courtyard by **Marriott** has selected Frisco Market Center for its latest site and to debut a new mid-rise prototype, Go Marriott.

Marriott will occupy four acres within Frisco Market Center, along Main Street facing the Dallas north Tollway. The site is north of Main Event, a family entertainment chain that will open in late 2008.

The facility will feature 150 rooms, 5,000 square feet of meeting space, pool, exercise area and connection to the Frisco Market Center trail system. Marriott will employ 40 to 50 workers.

Marriott plans to break ground on the site later this year with the opening set for late 2009.

The Go Marriott concept includes sophisticated lobby design, such as a front desk in pods versus a long counter, a GoBoard with touch-screen technology offering the local time, weather and happenings, wireless technology, HDTV and three different food service choices.

"Courtyard by Marriott is an exceptional addition to the development of Frisco Market Center," said Kirk Hermansen, president of **Hermansen Land Development** and owner of Frisco Market Center. "As one of the most recognized brands in the hospitality industry, Courtyard by Marriott's presence will bring leisure and corporate travel to Frisco Market Center as well as provide valuable meeting space to the other establishments."

Frisco Market Center is Dallas-based Hermansen Land Development's second development in Frisco since opening The Shops at Starwood last year. Frisco Market Center is being developed in partnership with Chief Partners.

Web sites: [www.friscomarketcenter.com](http://www.friscomarketcenter.com), [www.marriott.com](http://www.marriott.com)