



FOR IMMEDIATE RELEASE:



HALL GROUP ANNOUNCES TOP LEADERSHIP AT NEW HOTEL AND RESIDENTIAL TOWER AT HALL PARK

Developer announces first hires for the upcoming HALL Park Hotel and The Monarch

FRISCO, TEXAS — May 18, 2023 – HALL Group announced today the appointments of Hans Ritten, general manager for the upcoming HALL Park Hotel, and Ashley Herrera, senior property manager for The Monarch at HALL Park residential tower at its HALL Park development in Frisco, Texas. Both the hotel and residential tower are currently under construction, part of the first phase of HALL Park’s new \$7 billion masterplan which is transforming the development from a singular office focus into a dynamic, live-work-play community.

Hans Ritten takes the helm of HALL Park Hotel with more than 30 years of hospitality management experience. He previously served as the managing director for Loews Philadelphia Hotel and prior to that, he was the general manager of Loews Chicago O’Hare Hotel and Omni Hotel Chicago. Ritten also served on the board of the Philadelphia Convention and Visitor’s Bureau, and in 2018, he was named “Hotelier of the Year, Chicago” by the Illinois Hotel and Lodging Association. In his new role, he will oversee all aspects of the hotel’s operations, including its restaurant and retail spaces.

Ritten is a graduate of the Hotel Management School in Heerlen, Netherlands, where he received bachelor’s degrees in hotel and restaurant management, and business administration.

[HALL Park Hotel](#), Autograph Collection, will offer an exceptional experience for guests and will be home to a curated collection of contemporary art from both locally and globally recognized artists. The hotel will have 224 guest rooms, including 60 spacious suites that feature sweeping views of Kaleidoscope Park, as well as a state-of-the-art fitness center, pool, and an expansive patio overlooking the park. Additionally, the hotel will have a 4,000-square-foot ballroom and chef-driven restaurant and lounge. The hotel’s design creates an environment that encourages connection, whether through admiring the art, immersing oneself in nature, or spending time with loved ones at one of the hotel’s food and beverage destinations.

“We’re excited to have Hans Ritten join the opening team and launch this incredible mixed-use project,” said Paul Coury, CEO of Coury Hospitality. “Hans has extensive experience and a proven track record of successful hotel openings and developing concepts which will make HALL Park Hotel a unique and memorable experience for guests and locals alike.”

Ashley Herrera has been named senior property manager of The Monarch, a 19-story, luxury apartment tower that is set to open in the fourth quarter of 2023. With more than 16 years of experience in multifamily property management, she most recently served as property manager for Cushman & Wakefield, which is also the management company for The Monarch. She has also held property management positions with The Lynd Company and Lincoln Property Company where she managed a 23-story residential tower.

[The Monarch at HALL Park](#) will begin taking reservations for its 214 luxury apartment units this June. There will be 29 different floorplans to choose from, including eight penthouse units with oversized balconies. The tower will feature a 21,700-square-foot amenity level that includes a club room with a kitchen, resort-style pool, fitness studio, outdoor grilling area, and a dedicated space for yoga and meditation. In addition, residents will have access to onsite bike storage, a pet washing area, and meeting space.

“Ashley Herrera brings a proven track record of success in the multifamily industry,” said April Dempsey, senior regional property manager for Cushman & Wakefield. “With a heart for service and an eye for detail, Ashley prides herself on excellence in execution. She has been awarded some of the highest accolades during her tenure at Cushman & Wakefield as a top performer. Her skillset aligns wonderfully with the broader vision and elevated lifestyle for The Monarch at Hall Park.”

“We are dedicated to transforming HALL Park into an active mixed-use community that can be enjoyed around the clock,” said Craig Hall, chairman and founder of HALL Group. “Hans Ritten and Ashley Herrera are two seasoned veterans in hospitality and residential property management, and I am thrilled to have them join our team and help lead HALL Park’s evolution into a dynamic destination.”

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About HALL Park

A pioneering development in Frisco since the mid-1990s, HALL Park encompasses 2.2 million square feet of office space throughout 15 completed buildings. One-third of the park is dedicated to green space and includes three miles of walking trails, over 200 works of art including the Texas Sculpture Garden, the largest private collection of contemporary Texas sculpture made available to the public. In October 2021, HALL Group commenced construction on the first phase of its new masterplan development that will evolve HALL Park into a dynamic mixed-use community. Upon completion, the full masterplan—anticipated to span 20 years of development—will encompass approximately 9.5 million square feet of usable mixed-use space with a projected value of around \$7 billion. Learn more at hallpark.com.

ABOUT HALL GROUP

HALL Group is a Dallas-based, multibillion-dollar, private company made up of a diverse group of subsidiaries spanning real estate, finance, winemaking, and venture capital. Founded in 1968, the company focuses on four key areas: development and ownership of office, multifamily and hospitality

real estate assets including HALL Park, a 162-acre, mixed-use development in Frisco, Texas with a masterplan underway that, when complete, will include 10 million square feet of commercial assets; HALL Structured Finance, a national commercial real estate construction and bridge loan lender, primarily in the hotel and multifamily sectors; HALL Family Wines, a producer of high-quality California wines that includes the HALL, WALT and BACA brands; and angel- and seed-round funding for select venture capital investments. HALL Group also owns the HALL Collection, an immense compilation of local and international artwork on display throughout the company's properties. For more information, visit hallgroup.com.

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