



“It’s wonderful. 21c is witty, innovative and fresh, and their decision to invest here is a testament to the strength and vibrancy of our creative class. Having them next door to the Contemporary Arts Center is a great match. They will be brilliant neighbors and we couldn’t be happier.” **Raphaela Platow, Alice & Harris Weston Director and Chief Curator, Contemporary Arts Center**

“21c Hotel offers unique characteristics that blend world-class contemporary art with first-rate surroundings. This news reinforces the fact that we’re seeing continued progress and development in downtown Cincinnati. Over the past few years, we have welcomed dozens of new, local and national restaurants, retailers and events unique to downtown. We are experiencing more nightlife and a renewed energy on Fountain Square, the likes of which our region hasn’t seen for years. The 21c hotel is a great complement to this outstanding lineup, and we are delighted that the 21c team chose Cincinnati USA as the site of their newest property.” **Dan Lincoln, president and chief executive officer of the Cincinnati USA Convention and Visitors Bureau**

“Cincinnati is very fortunate to that 21c is considering a location in its central business district. 21c has brought about 160 jobs to Louisville and countless visitors who are specifically seeking the types of unique amenities it offers. There is no doubt it has had a tremendous, positive impact on Louisville’s Main Street district.” **Joe Reagan, President & CEO of Greater Louisville Inc.**

“21c has given Louisville the ‘hip’ factor it needed to be a real player in attracting a wide variety of visitors to our city. We’re now on the map when it comes to the arts community. In fact in 2008, 21c Museum Hotel welcomed over 220,000 visitors and was a top tourist attraction in the city of Louisville.” **Louisville Mayor Jerry Abramson**

“This historic building is a potential jewel just waiting for a hotelier of the caliber of 21c to restore it to its original grandeur. 21c will bring local residents and visitors downtown and provide a major boost for our reputation as a destination for the arts.” **Dick Rosenthal, Emeritus Trustee, Contemporary Arts Center, Cincinnati**

“In Louisville, we have proven that art stimulates commerce and when we consider locations for 21c Museum Hotels, we focus on how we can enhance the cultural and civic life of the community, as well as tourists,” said Steve Wilson, founder and chairman of 21c Museum Hotel. “21c Museum Hotel in Louisville is the embodiment of this philosophy. We are a catalyst for art and civic programming in the Louisville community and the response from the public has been tremendous. We’re very excited about the opportunity to bring a 21c Museum Hotel to Cincinnati and look forward to expressing the unique character of the Queen City in the project.” **Steve Wilson, Founder & Chairman, 21c Hotels**