

Miami companies join forces to acquire \$300M in hospitality assets

Dec 2, 2020, 1:20pm EST

Two South Florida companies and an Atlanta company formed a joint venture to acquire \$300 million in hospitality assets across the country, and they already purchased their first hotel.

AMS Hospitality is comprised of Coral Gables-based the Allen Morris Co. and Atlanta-based Stormont Hospitality Group, and it has partnered with Miami-based Black Salmon. Allen Morris is a major commercial real estate owner and developer in Miami-Dade County, with properties such as Alhambra Towers and SLS LUX in Brickell.

Black Salmon has invested in office buildings across the country, including US Bank Center in Phoenix, Arizona. It is a strategic partner of TSG Group, a developer of multifamily and offices.

“We are delighted to mark Black Salmon’s foray into the hospitality industry with this deal,” said Jorge Escobar, CEO of Black Salmon. “Through our partnership with AMS, we will further our reach into the hospitality sector and generate new opportunities for our investors.”

Stormont Hospitality Group has developed more than \$2 billion in hotel projects and works with brands such as Marriott and Hilton.

Working together, they aim to acquire \$300 million in hospitality assets over the next 18 months, as hotels are trying to recover from the Covid-19 pandemic and the sharp drop in tourism and business travel. Many hotel owners have fallen behind on their loans and are in need of assistance.

Its first acquisition is the purchase of the 65-room Pelham Hotel in New Orleans. They plan to renovate the historic hotel near the French Quarter.

“The capability of this partnership to acquire and transform a hospitality asset is compelling,” said W. Allen Morris, chairman and CEO of the Allen Morris Co. “This initial acquisition of The Pelham is an ideal of example of how we envision leveraging all facets of our varied strengths.”

Brian Bandell

Senior Reporter

South Florida Business Journal

