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Chase Park Plaza owners land deal in Beaver Creek

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BRIAN CASSIDY

Marcia Smith Niedringhaus, Bruce Westerlin and Jim Smith have helped grow CWE Hospitality Management to 450 employees in five years.

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The **Chase Park Plaza's** owners are chasing management deals around the country.

CWE Hospitality Management, led by President and Chief Executive Officer Jim Smith and his daughter Marcia Smith Niedringhaus, executive vice president, just landed its first out-of-town deal: management of the 56-room Lodge & Spa at Cordillera in Colorado. The upscale Beaver Creek resort, owned by Dallas-based Behringer Harvard, shares similar amenities with the Chase Park Plaza, including a spa, luxury rental units and fitness center.

Smith would not disclose the value of the contract that begins June 1, but said it is a long-term deal.

The opportunity arose through CWE Hospitality Management's ongoing relationship with Behringer Harvard, which acquired The Lodge & Spa at Cordillera last year. Behringer Harvard holds a majority interest in the Chase Park Plaza. "They wanted the same culture there that we have at the Chase," Smith said.