



GREATER LAPORTE CHAMBER OF COMMERCE

LAPORTE ECONOMIC ADVANCEMENT FOUNDATION

PRESS RELEASE

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For Immediate Release

Contact: Natalie Konicke, Director of Communications

Konicke@lpchamber.com

219.362.3178

THE LOFTS@920 AND THE GREATER LA PORTE CHAMBER OF COMMERCE OFFER A PEEK AT DOWNTOWN LA PORTE'S FIRST BOUTIQUE ACCOMODATIONS

Contemporary Style Found in LaPorte's Landmark Building on Thursday, May 14th starting at 4:30 at 920 Lincolnway.

LaPorte, IN - A new concept will be unveiled on Thursday, May 14th between 4:30 p.m. and 8:30 p.m. by developers Robert Fanella and Michael Kravcar at their building, Lofts@920, 920 Lincolnway, in the heart of Downtown La Porte's historic business district.

Fanella and Kravcar have designed and produced furnished suites that are not only urbanely stylish and contemporary, but extremely comfortable too. All units have fully appointed kitchens, large baths, pleasant lounging areas with flat screen TV, free cable and high speed internet and very comfortable queen-sized beds. Each loft style accommodation is unique and inviting, offering not only the out-of-town business executive, but even the weekend traveler, a comfortable and relaxing experience.

414 Lincolnway • P.O. Box 486 • LaPorte, Indiana 46352 • www.lpchamber.com
(219) 362-3178 • Toll Free (877) 362-3178 • Fax (219) 324-7349 • info@lpchamber.com

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No strangers to community and economic development, Kravcar and Fanella came to La Porte while serving as executive members of the Board of Directors of the Greater Golden Hill Community Development Corporation, a community / economic development engine in one of San Diego California's oldest neighborhoods. Fanella and Kravcar purchased 920 Lincolnway in 2003 with ideas of invigorating life into the old building. They saw a thriving main floor business and un-utilized apartments on the upper floors that begged to become a part of downtown La Porte's vibrant business district.

"You need people staying downtown, living downtown, walking the streets, shopping in the stores and eating at the restaurants. A healthy downtown needs life." states Fanella. Both Fanella and Kravcar knew what needed to be done as they spit polished each of the units into something they would not only be proud to own, but also into places they could easily see themselves comfortably living in. The idea of developing these unique units into a boutique hotel was something that presented itself when they were courting a potential investor into La Porte. "They wanted to stay downtown in the heart of it all," reflects Kravcar. "They wanted to be able to wake up, stroll down the streets of downtown La Porte and feel the energy of the city. I looked and looked and found nothing like that in downtown La Porte. We were all a little disappointed because everything was on the fringes of the city. With multiple treks cross country, we saw exactly what our investor friends were talking about, and decided to take the matter into our own hands." Over the past year, Fanella and Kravcar have had a successful trial run accommodating engineers from local industry, doctors from the hospital and vacationers looking for a unique experience.

920 Lincolnway has had a very rich past for the Citizens of the City of La Porte. This 1875 municipal building originally housed La Porte's first volunteer fire department nicknamed the Wide Awake Hose Company with the upper floors housing City Hall, the City Jail and the Town Marshall's Office. It later went on to have apartments on the

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upper floors with a variety of businesses on the street level such as a department store, soda fountain, print shop, plumbing company, tavern and currently, Louie's Cafe.

The public is invited to join the Greater La Porte Chamber of Commerce, along with Rob Fanella and Michael Kravcar at the Lofts@920 on the 14th. They will be giving tours of the facilities and offering wine, refreshments, and hors d'oeuvres. Light musical entertainment will also accompany our exhibition from regional photographic artists Valerie Booth O. and Kjose Elliot.

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Interview Contact: Robert Fanella and Michael Kravcar

Telephone: 619-236-9616

info@loftsat920.com

<http://www.loftsat920.com>

Accommodations/Property Management:

RMR Company, Inc.

Mrs. Tammy Jacobi, Manager

219-324-3685

rmrcompany@cox.net

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