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PALOMA COMPLETES REDESIGN & REBRAND OF THE RIDGE HOTEL

Multi-Million Dollar Renovation Concludes Second Phase to Lake Geneva Property

Lake Geneva, WI – Paloma Resort Properties, a premier Midwestern golf and hospitality company, announces the completion of the second phase of extensive renovations to The Ridge Hotel, a privately owned 90-acre property in southeastern WI formerly known as Geneva Ridge Resort. The Ridge Hotel's \$4.5 million in sleek, modern upgrades include new dining and drinking concepts, an inviting and tech-savvy lobby and reception area, enhanced fitness facility with new Life Fitness equipment, plus a fresh facelift to hallways, restrooms and the glass-adorned staircase to the ballrooms.

In addition to the new bean + vine coffee and wine bar, which opens up into the airy entrance, The Ridge Hotel is anchored by Crafted Americana, a contemporary restaurant featuring artistic, handcrafted American fare and strategically drawing loyal diners from beyond the usual hotel clientele.

"We brought this rustic lodge-looking resort into the 21st century with this second stage of renovations and a stylish new brand," notes Paloma Resort Properties President Garth L. Chambers, whose company took over management in 2011 of the 146-room, full-service hotel. "When we pulled what was then Geneva Ridge under the Paloma umbrella, we promptly revamped operations and staffing and made vast physical improvements to the building's infrastructure, allowing for \$1.7 million in upgrades."

This initial phase of improvements included an expansive backyard veranda highlighted by a 12-foot-long fire feature and lounge; poolside sports bar overlooking the wooded Lake Como shoreline; outdoor wedding pergola and aisle; and a refreshed Aspen Ballroom with raised ceilings, state-of-the-art finishes, and French doors opening out to the patio.

(more)

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RIDGE HOTEL REDESIGN (cont.)

Chambers anticipates that the redesign also could affect guest demographics. “The Ridge has a unique location just off the beaten track, five minutes from the bustling tourist town of Lake Geneva,” he notes. “Add to that prime location the property’s recent enhancements, and The Ridge Hotel becomes even more attractive to the business professional and millennial, while continuing to draw in golfers, vacationers and group business from weddings and retreats.”

According to Chambers, Paloma will monitor the success of the current renovations while also planning for the final redesign, geared to further enhance the guest experience while attracting the next generation of travelers to Lake Geneva. “Our goal is to start what we finished: reviving a struggling sleeper property and transforming it into a leading lodging and restaurant destination in Wisconsin.

[CLICK HERE](#) to view a look book featuring high resolution images of The Ridge Hotel’s redesign.

About Paloma Resort Properties

A privately owned golf and hospitality management company based in Lake Geneva, WI, Paloma Resort Properties provides innovative and proven solutions for premier Midwestern hotels, resorts and private clubs. Founded in 1989, Paloma owns the award-winning Geneva National Resort in Lake Geneva, WI and boasts a long-standing track record of establishing, reviving and rebranding champion golf + hotel resorts throughout the U.S. Experts in hospitality turnaround, golf course management, membership programs and food and beverage operations, the Paloma team personally commits to each property with an accessible, hands-on approach that translates to a welcome return on investment for each property owner. Learn more at palomaresortproperties.com.

About The Ridge Hotel

Managed and operated by Paloma Resort Properties, the privately owned 146-room Ridge Hotel overlooks acres of wooded shoreline and the award-winning Geneva National Golf Club. The hotel’s Crafted Americana restaurant and lounge, outdoor poolside terrace, and 10,000 square feet of flexible meeting and banquet spaces offer magnificent panoramic views of the 90-acre property, which is just five minutes from the downtown of Lake Geneva, a popular Midwestern resort destination. The Ridge Hotel amenities include indoor and outdoor pools, a 12-foot outdoor fire feature, the bean + vine coffee and wine bar, and an on-site health club and spa.

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