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## Lake Geneva Hotel Completes Redesign

LAKE GENEVA, Wis.

Paloma Resort Properties announced the completion of the second phase of extensive renovations to [The Ridge Hotel](#), a privately owned 90-acre property in southeastern Wisconsin formerly known as Geneva Ridge Resort. The Ridge Hotel's \$4.5 million in upgrades include new dining and drinking concepts, an inviting lobby and reception area, enhanced fitness facility and various design updates.

In addition to the new bean + vine coffee and wine bar, The Ridge Hotel is anchored by Crafted Americana, a contemporary restaurant featuring artistic, handcrafted American fare.

"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 and modern finishes.

"The Ridge has a unique location just off the beaten track, five minutes from the bustling tourist town of Lake Geneva," Chambers said. "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.

"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," Chambers said.

The Ridge Hotel offers 10,000 square feet of event space.