

# Hotel Business®

## [Paloma Completes Redesign, Rebrand of The Ridge Hotel](#)

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LAKE GENEVA, WI—Paloma Resort Properties has completed the second phase of 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 refresh includes new dining and drinking concepts, a lobby and reception area, enhanced fitness facility with new Life Fitness equipment, and a 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 entrance, The Ridge Hotel is anchored by Crafted Americana, a contemporary restaurant featuring 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,” said 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-ft.-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 French doors opening out to the patio.

Chambers anticipates 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 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. “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,” he said.

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