

Historic MILESTONES

Best Practice CELEBRATIONS

Be Inspired by your fellow Historic Hotels of America as we peek into their past and highlight what is brightest in their future.









Looking Back at 2013 Historic Milestones and Celebrations





AMWAY GRAND PLAZA HOTEL

GRAND RAPIDS, MICHIGAN

Celebrating

100 Years

1913-2013



THE GASPARILLA INN

& CLUB

BOCA GRANDE, FLORIDA

Listed in the National Register of Historic Places

Celebrating

100 Years

1913-2013







GRANDE COLONIAL HOTEL LA JOLLA, CALIFORNIA

Celebrating

100 Years

1913-2013



THE OMNI GROVE PARK INN RESORT & SPA

ASHEVILLE, NORTH CAROLINA

Listed in the National Register of Historic Places

Celebrating

100 Years

1913-2013







HOTEL DU PONT WILMINGTON, DELAWARE

Celebrating

100 Years

1913-2013





OMNI SEVERIN HOTEL INDIANAPOLIS, INDIANA

Listed in the National Register of Historic Places

Celebrating

100 Years

1913-2013



CASA MONICA HOTEL

ST. AUGUSTINE, FLORIDA



Celebrating

125 Years

1888-2013





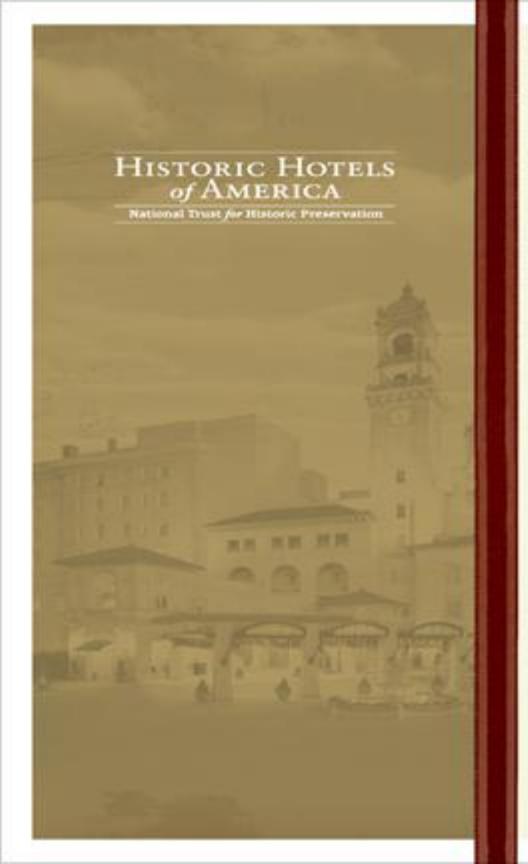
JOHN RUTLEDGE HOUSE INN

CHARLESTON, SOUTH CAROLINA

Celebrating

250 Years

1763-2013





2014 Historic Milestones and Celebrations



NATIONAL HOTEL MIAMI BEACH

MIAMI BEACH, FLORIDA

Celebrating

75 Years

1939-2014

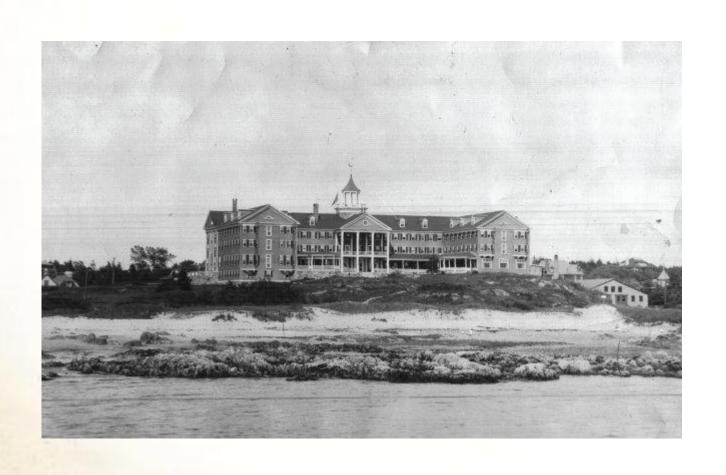


THE HOTEL MIAMI BEACH, FLORIDA

Celebrating

75 Years

1939-2014



COLONY HOTEL KENNEBUNKPORT, MAINE

Celebrating

100 Years

1914-2014



LAKE MCDONALD LODGE GLACIER NATIONAL PARK, MONTANA

Designated a National Historic Landmark by the U.S. Secretary of the interior

Celebrating

100 Years

1914-2014



THE BLENNERHASSETT PARKERSBURG, WEST VIRGINIA

Listed in the National Register of Historic Places

Celebrating

125 Years

1889-2014

THE MORRISON-CLARK INN

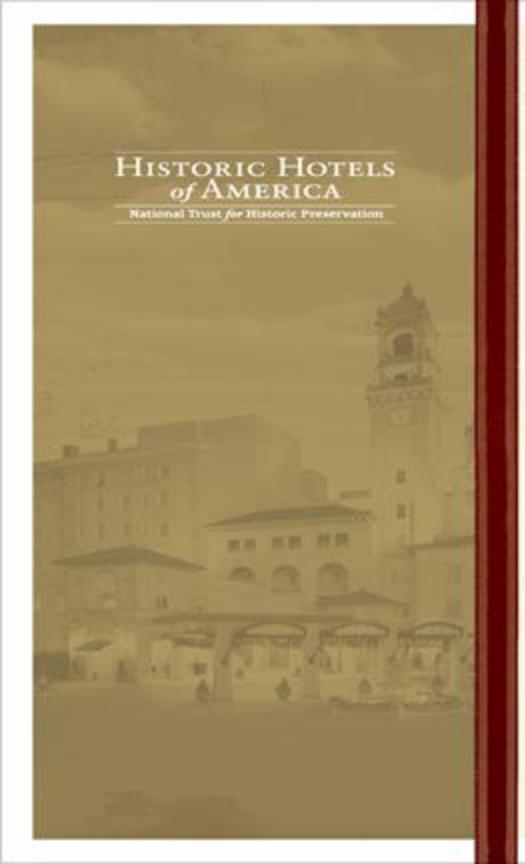


Washington, DC

Celebrating

150 Years

1864-2014



YOUR MILESTONES: BEST PRACTICES FROM FELLOW HOTELS

Happy 100th Birthday Omni Severin Hotel!



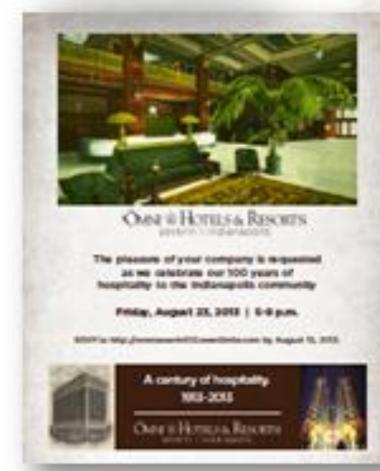
THE COLLATERAL

- HistoricBrochure
- Then & Now Bookmark
- PrintedInvitations
- E-mail "Save the Date"
- VIP LapelPins











In The



A century of hospitality. 1913-2013

OMNI HOTELS & RESORTS



News & The Community









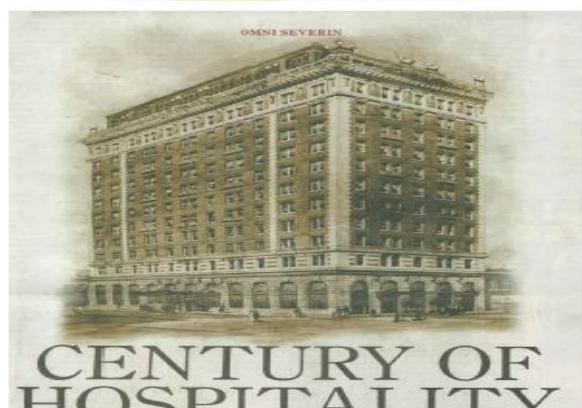


A century of hospitality. 1913-2013

OMNI HOTELS & RESORTS







Downtown hotel, bost to Teddy Ronsevelt and Elton John, hopes to bank on its history

By WIT Higgins

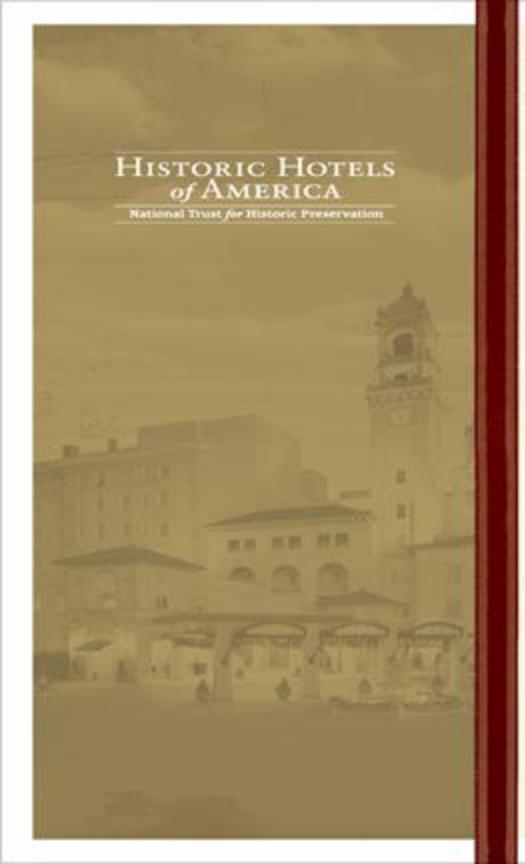
The Omni Sever is collebeates its centermial this year and is making a big deal of it, the latest example of Indianapolis history used as a marketing test. | The hood, the city's oblest, changed the name of its restourant from Severin Gride to 1913, the year the hotel opesed. | It hired a missiogist to come up with recipes that summan cocktains of yers, such as Saperaus (ingredients bourbon, abstrate, lervoy and Preychard inters, coes: \$2.3 | The histellates this treath will appeared anched indianas illustry Center's cobibit of the 1913 flood that submarged much of indianapoin. | It even hired a researcher, Tuni Giffin, to dig through old documents and arwayaper clappings and campile a being history of the place. | "President Balt stoyed here after his presidency." Giffin said the other day while sitting in the north lobby, "And President Harding, before his election. And Theodore Reconvert." | Bissens Len Burn. Ellines. Stores. Spielberg, Bul history has never been more fasheranble. - size MOTE, Page An

The Severin Wood circo 1910, equipment activities regris-



After reading that the Omni Severin Hotel was celebrating its centennial this year, Ethel Lindsay decided that she wanted to celebrate her 100th birthday dinner at the hotel's historic restaurant. However, once her granddaughters contacted the hotel to arrange the evening, the Omni Severin Hotel decided to surprise her family with an unforgettable personal dinner, including a birthday cake and a private table in the Severin Ballroom Lobby under a 100-year-old chandelier. Furthermore, Stan Jacobs, the Director of Sales & Marketing, arranged for the Indianapolis Mayor's Office to prepare a special Certificate of Recognition for Mrs. Lindsay that he presented to her on the Mayor's behalf.





BEST PRACTICE AWARDS





+ SHARE

Grand Hotel Marriott Resort, Golf Club & Spa

Destinations | Alabama | Grand Hotel Marriott Resort, Golf Club & Spa | History





History

Book Now

The Grand Hotel Marriott Resort, Golf Club & Spa has a long and storied military **history**. This historical Alabama hotel, located in the town of Point Clear, was originally built over 160 years ago, in 1847. At the time the hotel had only two floors and just 40 guestrooms. Original guests arrived by steamboat and docked at what is now the marina.

During the Civil War the hotel began its military ties. As the South was one of the remaining Confederate strongholds during the Civil War, the port in Mobile was a popular spot for blockade runners. During the infamous 1864 battle between the Confederates and Union, led by Admiral Farragut - in which he famously proclaimed "damn the torpedoes, full speed ahead" - the confederates bombarded the Union soldiers with torpedoes, eventually sinking the Tecumseh.

Yet, Admiral Farragut did not give up and eventually the Union forced Fort Morgan to surrender and then took over the Mobile port, closing it to blockade runners. In fact, Farragut fired upon the Grand Hotel. A large hole was found in the wall of the Gunnison House, located on the site of the Convention Center today. Despite all this, the city of Mobile remained in Confederate hands until 1865. It was during this time that the hotel was turned into a base hospital for Confederate soldiers. It was guarded by the 21st Alabama Infantry.

Marriott Resort, Golf





SEARCH



BOOK NOW



Grand Hotel Marriott Resort, Golf Club & Spa

Point Clear, Alabama

Bellingraph Magic Christmas in Lights

Enjoy the Bellingrath Gardens Magic Christmas in Lights presented nightly with over 3 million lights & 1000 displays illuminating beautiful poinsettias, camellias, roses, chrysanthemums, holly & many more magnificent flowers, shrubs & trees on the 65 acre garden estate.

View Details

Book Now

+ SHA



Grand Hotel Marriott Resort, Golf Club & Spa

Point Clear, Alabama

Spa Package

Includes \$125 spa credit.

Book Now

+ SHARE



Grand Hotel Marriott Resort, Golf Club & Spa

Point Clear, Alabama

Tennis

Escape to a small-town resort with deluxe accommodations at Grand Hotel Marriott Resort, Golf Club & Spa and play the two great courses that remain a showcase for great golf in the south. Wouldn't it be nice to perfect the tennis game? Now you can with one of the tennis pros on the hotel's state of the art tennis courts!

View Details

Book Now

+ SHARE



Grand Hotel Marriott Resort, Golf Club & Spa Point Clear, Alabama

Golf Package for 2

Escape to a small-town resort with deluxe accommodations



Cocktails and Joints

C&J Entertainment all things people & parties

Palmer House Hilton Has Fun with Its History





The Palmer House Hilton has been a Chicago icon for more than a century. Countless celebrities and politicians have stayed in their regal suites, sang in the Empire Room or relaxed with afternoon tea in the restaurant. The walls throughout the hotel are lined with photographs of legendary stars such as Judy Garland, Louis Armstrong and Frank Sinatra.

I have had the pleasure of staying at the Palmer House a few times, twice in their suites. As I make it to my room. If s hard not to magne what it would be like if those walls could talk as I look at all the photos of stars from more than a hundred years. If sale shard not to be in all we of the magnificent lobby, with a recently renovated ceiling (part of the hotel's \$170 million overnaul) that has always reminded med the Sistine Chapet.

While staying at the Palmer House, I often feel as inspired as Charles Dickens or Oscar Wilde, both of whom where guests here. The rich history behind the hotel has a lot to do with the feeling it exudes, going back to its formal grand opening in 1871. Unfortunately, the hotel opened just days before the Great Chicago Fire would burn it to the ground.

The story of Potter Paimer really begins with his romance with the much younger Bertha, whom he built the hotel for as a wedding present, only to have to immediately rebuild this piece of Chicago history. The rest of the tale comes from all of those who have been within these halls since. It has even been visited by nearly every president from Grant through Chama, with only George W. Bush

While it's easy to recite this story, there is no one who tells it better than Ken Price. Director of Public Relations for the Palmer House Hilton. The history of the hotel is a passion for Price (show above with Mary Wilson of The Supremes).

I am one of many who have listened to the story of the Palmers and their hotel as told by Price, who lights up just talking about Potter's desire to have a "vertical steam railroad" in the building. Everyone thought it was ridiculous then, but now it is simply called an "elevator."

Ken Price brings excitement to the history like no other and he has finally made it an official lesson. The hotel's biggest historian is no presenting "History is Hott." an exclusive guided tour by Price that also includes lunch in the Lockwood Restaurant (an always delicious spot in the Windy City).

The two hour 15 minute walking tour is offered Tuesday through Saturday and is based on valiability. The price of \$55.00 per person includes lunch. You can book your tour by calling the

When you finish the tour, you may be lucky enough to sit down with Ken Price for a glass of wine, during which the stories will not end. Prepare to be amazed at all the stars who are stilling coming through this Chicago landmark today. While he won't be divulging any current stars secrets, he might give you a head's up on who you might see on a future stay



you may have missed







event scene













Inspirational Surroundings: Red Frog Events' offices fuel innovation & fun

meetings + events

editor's__

The Story Never Ends

DURING MY INTERVIEW with the subject of this issue's incredible People Profile (page 48), I was struck by something Ken Price said: "If you take away the 'h' and the 'i' from history, what you are left with is the story." As the director of publicity and resident historian of the Palmer House Hilton, Price has made a whole career of telling the stories of one of the city's most revered (and one of the nation's oldest) hotels. His comment got me to thinking: how many stories are embedded in our industry, and how many are we even vet to create?

In this issue we get countless narratives from every nook and cranny of the event world, each so unique and interesting, you'd think someone could write a whole book on iust Illinois' characters.

We start with the fascinating tale of the evolution of Red Frog Events (page 26). Turning a \$5,000 investment into a multimillion-dollar company might seem like a fairvtale to some, but the reality is that owner Ioe Reynolds' emphasis on honing creativity has been a winning strategy that shows you can choose your own adventure and end up with a happy ending.

In our "Dirty Jobs" feature (page 33), we get the stories of men and women who contribute to the non-glamorous side of event production, and what they have to say might

Our Event Profile on Donley's Wild West Town (page 20) provides the story of the Donley family, a group of avid antique hunters who created a family-run business full of relics from the Civil War and the age

of Edison. Imagine the stories your attendees can glean from having an event next to an exhibit case boasting a program bill from Ford's Theatre the night that President Lincoln was assassinated. Stories are around us all the time, from the

people you work with to the décor you spruce up your space with-you just have to have your ear open to them. You never know what you might discover.

Selena Fragassi, Editor selena.fragassi@tigeroak.com BY THE NUMBERS

On the House

The Palmer House Hilton recently opened a museum of historical treasures documenting its history. Think: Bertha Palmer's scrapbook, a silver beer stein used by Mark Twain and a journal listing every performer who played the Empire Room, from Sinatra to Garland. Ken Price, the hotel's historian for 30 years, gives us a few fascinating stats. palmerhousehiltonhotel.com -AB

years of operation, which earns the Palmer House Hilton the title of longest continuously operating notel in North America.

presidents have rested their head on a pillow or dined in the hotel. Many, like presidents Obama and Clinton, also

days was the famously short lifespan of the original Palmer House, a wedding gift from Potter Palmer to his wife Bertha, before it was destroyed in the Great Chicago Fire. The hotel was immediately rebuilt across the street.

of semisweet chocolate is needed to create The Palmer House's famous chocolate fudge brownie. At the direction of Bertha Palmer, the hotel's kitchen invented the brownie to be served at the Columbian Exposition World Fair in 1893.

St for the hotel: building, utilization of Edison's light bulb, use of a "vertical steam railroad" (leading to the invention of the elevator) and installation of Bell's telephone.

largest in hotel history, resulting in remodeled guest rooms and meeting spaces, restored ballrooms and the debut of Lockwood Restaurant and Potter's Lounge.



Ritz-Carlton

holiday season this July, and get an extra discount. Starting at \$99.

17 E. Monroe, (312) 726-7500;

Palmer House

Four Seasons

With the Kids in the City pack-age, the whole family can get away. Single or adjoining room

Not only does the Palmer House

offer fun summertime staycations

- the Celebrate Chicago 175 stay

includes a tour of the historic ho-

tel - but book a stay during the

Not only does the Palmer House offer fun summertime staycations the Celebrate Chicago 175 stay includes a tour of the historic hotel — but book a stay during the holiday season this July, and get



the it list







Sales Star



Pam Aber Historic Inns of Annapolis Annapolis, Maryland



Preservation Success Story



Hilton Milwaukee City Center

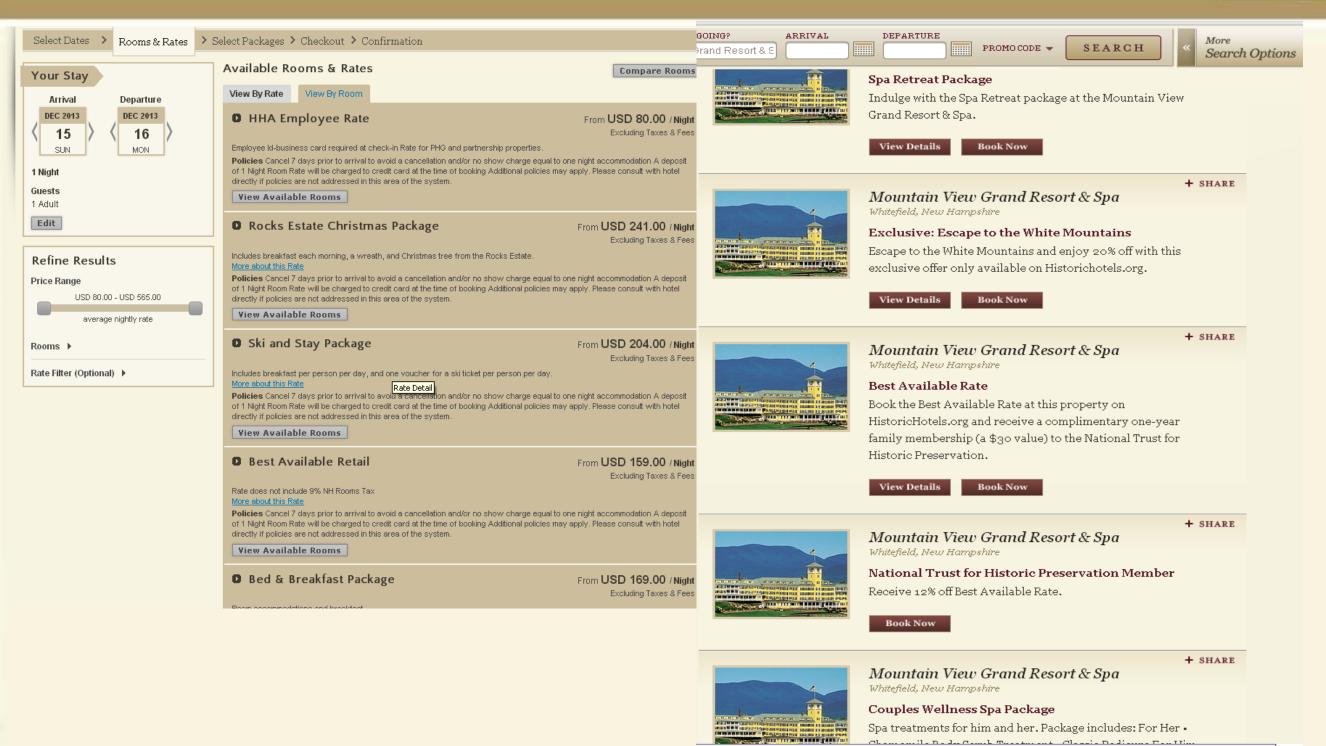
Milwaukee, Wisconsin









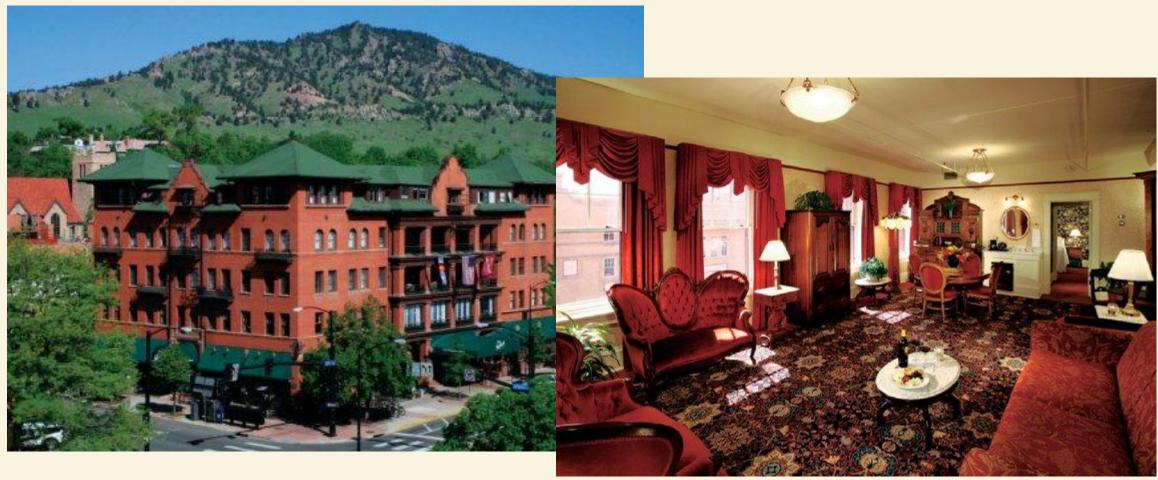


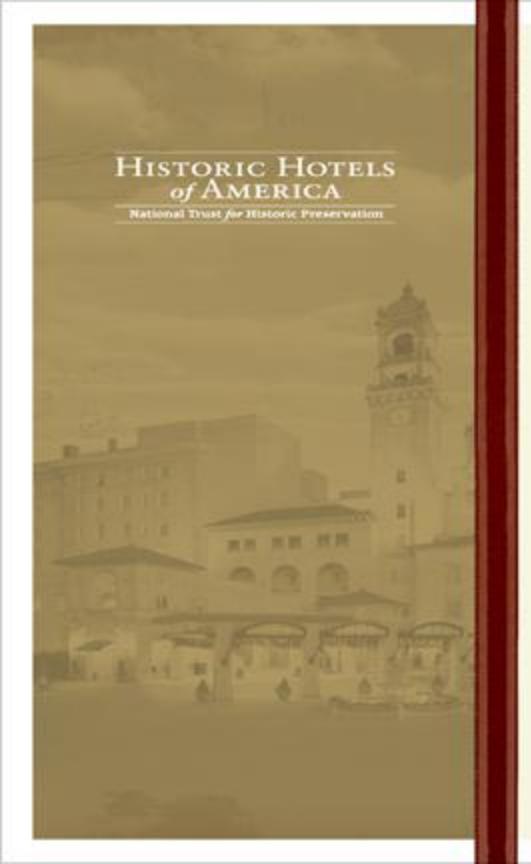


-Customer Experience-

Section Summaries Hotel Appearance Total Points Achieved Total Possible Points 150 Score (%) Guest Rooms Total Points Achieved Total Possible Points Score (%) Food & Beverage Total Points Achieved Total Possible Points Score (%) Safety & Accessibiltiy Total Points Achieved Total Possible Points Score (%) Hospitality & Management Total Points Achieved Total Possible Points Score (%)

Exemplary Brand Assuce Historic Experience Scores 99% in Guest Experience for Celebration of History 100%





CONGRATULATIONS TO ALL OUR HOTELS FEATURED

WE CANNOT WAIT TO SEE
WHAT YOU WILL SHARE
WITH US IN THE COMING
YEAR!