



Fall 2017

## **The Brown Palace Hotel & Spa Fact Sheet**

### ***Tradition with a Twist***

#### **Facts & Figures**

- Opened on August 12, 1892. The doors have never been locked since
- 241 guest rooms, including three presidential suites and The Beatles suite
- Room rates from \$199 to \$500 and suites from \$500 to \$1,600
- Total meeting space – over 25,000 square feet
- Six dining options – Palace Arms, Ellyngton's, Ship Tavern and Churchill's, plus a lobby coffee shop, and afternoon tea and cocktail service in the lobby atrium
- Ownership: An affiliate of Crow Holdings Realty Partners VI, L.P. whose advisor is Crow Holdings Capital-Real Estate, based in Dallas
- Managed by: Quorum Hotels and Resorts
- Member of Marriott International's Autograph Collection
- Location: 321 17<sup>th</sup> Street, Denver, Colo. 80302
- Phone #: 303.297.3111
- Website: [BrownPalace.com](http://BrownPalace.com)
- Accolades: Forbes Four Star, AAA Four Diamond rating for more than 30 years

#### **History & Architecture**

The front doors of The Brown Palace Hotel and Spa opened on August 12, 1892, and they have never been locked since. The Brown is the longest continuously operating hotel in Denver, and one of the city's oldest and most prestigious businesses. To give some historical perspective, when work started on the hotel, Butch Cassidy had just robbed his first bank, and Montana, Washington, Idaho, Wyoming, Utah, Arizona, Oklahoma and New Mexico were not yet states. The Brown brought unprecedented luxury and the finest cuisine to the Wild West.

The hotel was named for Henry C. Brown, the 19<sup>th</sup> of his father's 20 children and a carpenter-turned-entrepreneur from Ohio. He arrived in the gold rush town of Denver in 1860 and shrewdly donated 10-acres in the middle of his property as a site for the new Capitol building. The property values of his surrounding land skyrocketed, and from that he built his fortune.

The hotel was built on a unique triangular piece of Brown's land and was the first steel skeleton structure in Denver. It took four years to build and cost (at the time) a staggering \$2 million. Faced with Colorado granite and red sandstone, the Richardsonian Romanesque design is the masterpiece of Chicago architect Frank E. Edbrooke, who also designed many other Denver landmark buildings, including the Navarre across the street, and 16 other buildings that still stand and are on the National Historic Register.

The hotel included many unique features, such as the triangular shape of the building, the stunning eight-story atrium with a stained glass ceiling in Italian Renaissance style, and pure artesian water drawn from its own well located 720 feet below the hotel's foundation. The well is deeper than the neighboring skyscrapers are tall. The atrium was the first of this size in a hotel in the world. All the suites had fireplaces, vented through a duct system that was later converted to air conditioning – the first air conditioning in a hotel in Denver. Upon completion, The Brown Palace was Denver's tallest building. The elevators that were added in 1937 are the only public elevators in the hotel. Two works by famous muralist Allen Tupper True were added in the same year to depict the great advances that had been made in transportation: one shows a stagecoach, the other the latest in modern travel – a DC3 airplane.

The interior of the hotel lobby is faced with a rare golden onyx from Mexico. Many changes have been made to the lobby since its opening. The grand entrance was moved from Broadway because the advent of the automobile made it too dangerous to load and unload guests on that bustling side of the building. The new entrance on Tremont walks guests into the lobby, where they can look across the room to a beautiful entryway leading to the Spa. This was once the lobby fireplace.

From the beginning, The Brown Palace Hotel and Spa attracted royalty, presidents, and celebrities, as well as business, political and social elite. Its early motto "Where the World Registers" still applies.

### **New Makeover in 2015 Adds Meeting Space & Modern Luxury**

In 2015, the iconic hotel completed an indoor and outdoor \$10.5 million renovation that added additional state-of-the-art meeting space, and brought unprecedented guest room luxury and innovative technology to the Denver legend. The classic exterior sandstone of the hotel was completely refurbished with a cleaning, new sandstone blocks, and remolding of the stones around the windows.

It's rare for a historic property to add significant new meeting space, but The Brown was able to add an additional 3,500 square feet by relocating the hotel's sales and management offices. The entire second floor now boasts a meeting and conference center on all three sides of the spectacular atrium lobby.

In total, The Brown Palace can now provide more than 25,000 square feet of meeting and event space.

The Brown's guest rooms were masterfully renovated with a contemporary look that mingles beautifully with the hotel's classic Victorian charm.

A covered walkway with tables, chairs and beautiful views of the hotel's neighbors, leads from the second-floor meeting level over Tremont Street to a 5,800-square-foot ballroom and 16 meeting rooms, offering an additional 19,453 square feet of space. The Brown Palace is attached by the same sky bridge to its sister property, the Holiday Inn Express, which provides an additional 231 rooms.

The Holiday Inn Express also just completed a "top to bottom" \$11 million renovation that included all new decor. The art deco inspired Holiday Inn Express originally opened as The Brown Palace West in 1959. The recent renovation included a complete makeover in every guest room and the lobby. All corridors, hallways, and meeting spaces were also redone.

The fitness center, which is shared with The Brown Palace, was also completely revitalized. Combined, The Brown and the Holiday Inn Express can now offer a group 25,000 square feet of meeting rooms, and a total of 476 guest rooms at two very distinctive price points

### **Accolades**

The Brown Palace Hotel's one-of-a-kind mood, style and ambiance have earned it the Forbes Four Star and a Mobil Four-Star rating as well as AAA's Four Diamond rating for more than 30 consecutive years. The Brown received the 2016 Gold Platter Award from *Meetings & Conventions Magazine* for outstanding food service. In 2017, The Brown was also named as one of the Top 100 Hotels in America by *U.S. News & World Report*.

### **Guest List**

The iconic Brown Palace Hotel has played host to presidents, celebrities and royalty for 125 years.

Nearly every U.S. President since Teddy Roosevelt has visited The Brown Palace. President Dwight D. Eisenhower made The Brown his headquarters for his presidential campaign and frequently stayed for long periods visiting his in-laws (Mamie Eisenhower was from Denver). As a result, his suite at The Brown was known as "The Western White House" and is today available as the Eisenhower Suite.

Denver socialite Margaret "Unsinkable Molly" Brown (no relation to the hotel founder) stayed here two weeks after landing in New York following the sinking of the Titanic.

The Beatles stayed here during their 1964 tour (their concert at Red Rocks was the only one in America to not sell out). Today, the "Beatles Suite" in The Brown has historic photos of the Fab Four, as well a juke box that plays every Beatles song (more than 225).

The Brown is on the "must stay" list for an extraordinary array of musical royalty as well. Taylor Swift, Snoop Dogg, Bruce Springsteen, the Rolling Stones, Cindy Lauper, Victoria Beckham, Jewel, Paul McCartney, Ringo, Crosby, Stills & Nash, Pete Townsend, Metallica, Jon Bon Jovi, Pearl Jam and many, many others have all been guests at The Brown.

Hollywood royalty also makes The Brown their address when in Denver. Jane Fonda and Robert Redford filmed three scenes from an upcoming movie in The Brown in 2016. Among the actors who stayed here were John Wayne, Peter Lorie, Jayne Russell, Helen Hayes, Red Skelton, Katherine Hepburn, Gina Davis, Warren Beatty, Harrison Ford and Annette Bening. Western film star Monte Montana not only stayed at The Brown, he rode a horse into the lobby and up the grand staircase.

World leaders also have called The Brown home, including Dr. Sun Yat Sen, who was a guest just before becoming president of the new Republic of China, and Queen Marie of Romania. French President Valery Giscard d'Estaing was honored with a dinner in the elegant Grand Ballroom in 2001.

### **Location**

Located one block from the free electric shuttle on the 16<sup>th</sup> Street Mall, The Brown Palace is in the heart of Denver's Financial District an established neighborhood within easy walking distance of everything in Downtown Denver. The Colorado State Capitol, Denver Art Museum, Clyfford Still Museum, History Colorado Center, American Museum of Western Art, Colorado Convention Center and the Denver Performing Arts Complex are close by, and the neighborhoods of LoDo, RiNo, Capital Hill, the Golden Triangle and LoHi are all within a 15 minute walk.

### **Accommodations**

The Brown Palace Hotel has 241 rooms and suites. The Brown underwent a major \$10.5 million renovation in 2015 to give its distinctive guestrooms a contemporary look that mingles beautifully with the hotel's classic charm. All accommodations come complete with flat screen HD televisions, wireless Internet access, personal device charging stations, twice-daily maid service, pure artesian water from the hotel's own well, plush terry robes, iron and ironing boards, private voicemail and two-line phones, in-room safes, 24-hour room service, a coffee maker, nightly turndown service and an iPod docking station. Guests also have access to the recently renovated 24-hour fitness center and 24-hour business center.

### **Top of The Brown Guestrooms & Royal Suites**

During the Great Depression, the top two floors of The Brown Palace were converted into the Skyline Apartments to secure a steady stream of income for the hotel. Tenants resided there until the 1980's. Today, these top two floors are home to the Top of the Brown Guestrooms and the Royal Suites.

The Top of the Brown Guestrooms encompass 33 modern Denver hotel rooms with such amenities as a laptop recharging station and an in-room business desk, oversized spa bathtub or corner glass shower with a peaceful rain showerhead, double marble sinks, flat-screen HDTVs, iPod docking stations, complimentary WiFi, personal Keurig coffee makers, twice daily maid service and breathtaking views.

The Royal Suites were designed in Art Deco style with amenities like full marble fixtures, a Roman soaking tub, and tranquil rain shower head. These suites in Downtown Denver also

boast professional workspaces, flat-screen HDTVs, iPod docking stations, and personal Keurig coffee makers. Access to Wi-Fi is available.

### **Grand Suites**

Accessed via a private corridor, these Denver hotel suites exude spaciousness and sophistication with classic French doors separating the king bedroom from a sun-filled parlor complete with a full-size sofa, table and chairs. Enjoy all the modern luxury that The Brown Palace has to offer, including oversized marble bathrooms, flat-screen HDTVs, an iPod docking station, and personal Keurig coffee maker. Access to Wi-Fi is available.

### **Roosevelt Suite**

Theodore Roosevelt visited The Brown Palace in 1905. Today you can stay in a suite that's suited to his style and fit for heads of state. An expansive living room features a leather sofa and chairs resting on rich wood floors with an elegant rug. Plus all the details you expect like flat-screen HDTVs, an iPod docking station, WiFi, and a personal Keurig coffee maker. This suite includes an extra bathroom for guests and a corner study that offers stunning views of Denver. The inspiring executive desk is decorated with pictures of this famous Rough Rider. And in the bedroom you'll find an elevated king bed worthy of a president.

### **Eisenhower Suite**

This is your chance to stay like Ike—in the very suite where Eisenhower spent the summer of 1955. This renovated suite will make you feel like you're in the White House with rich blue carpeting, elegant draperies, formal furniture and spectacular white columns. The dining room includes a cherry wood table with seating for eight underneath a crystal chandelier. While entertaining, your guests will take notice of the convenient wet bar, private half bath, and the dent in the fireplace mantel from Ike's golf practice. Enjoy fine details like flat-screen HDTVs, an iPod docking station, WiFi, and a personal Keurig coffee maker. The master bathroom is marble top to bottom with a double sink vanity, oversized soaking tub, and a glass walled shower with rain showerhead. And the palatial bedroom includes a four-poster cherry wood king bed that would get Ike & Mamie's approval.

### **Reagan Suite**

When Ronald Reagan visited Denver in 1981, he stayed in this breathtaking suite. Stay here and you can pace the floor where he rehearsed an important speech. Recently remodeled like a 1950's ranch to fit the President's style, this sun-filled suite includes a private dining table for four. The bathroom is full of stunning amber marble featuring double sinks, a peaceful soaking tub and rain shower. Enjoy luxurious details like flat-screen HDTVs, an iPod docking station, WiFi, and a personal Keurig coffee maker. You can work like a President at the executive desk and then sleep like one on a plush, elevated king bed.

### **Beatles Suite**

When The Beatles came to Denver in 1964, there was only one hotel for them: The Brown Palace. Featuring a custom Beatles jukebox, stylish entertainment center with a flat-screen

HDTV, and framed records above a plush king bed, this Denver hotel suite is the ultimate destination for Beatles enthusiasts. It includes flat-screen HDTVs, an iPod docking station, a personal Keurig coffee maker, oversized marble bathrooms, rich leather furniture and modern furnishings. Access to Wi-Fi is available.

### **Dog Friendly**

Dogs of any size are welcome to stay with their owner (a \$100 reimbursable charge and proof of rabies shots are required at check-in).

### **Sustainability**

While past guests have included royalty, the hotel now has its own resident queen...five of them actually. The Brown Palace Hotel and Spa is the first hotel in the city to nurture a colony of rooftop bees. Five hives, each with its own clever name, including "Buzzingham Palace," are maintained by a dedicated Palace beekeeper. The honey is used in a line of sweet smelling spa products and in-room amenities as well as in afternoon tea, seasonal recipes and cocktails, and in a unique Brown Palace craft beer.

### **Dining, Executive Chef Timothy Ralphs**

The hotel houses six exceptional restaurants and a coffee shop, in addition to providing traditional afternoon tea, tapas and cocktails in the atrium lobby.

### ***Palace Arms, Chef Garrett Kasper***

Recipient of "Best of Award of Excellence" from Wine Spectator Magazine and consistently rated as one of the best choices in downtown Denver fine dining experiences, Palace Arms at The Brown can easily be considered the hotel's crown jewel. Diners can enjoy perfectly prepared masterpieces, such as Spring Foraged Allium Soup, Colorado Braised Pork Cheeks and the Palace Arms "Rossini" with perfectly matched wine pairings, and desserts like Local Honey Cake and Lemon Poppyseed Creme Brulee,

The Independence Room offers private dining for groups up to 24 and has the same 1834 Zuber & Cie wallpaper from France that Jacquelyn Kennedy added to the White House. The rare wallpaper can only be found in the Louvre in Paris and a few other places. The main dining room is decorated with antiques dating to Napoleonic times. Among the flags, weapons, uniforms and ornaments, is a set of flintlock dueling pistols that belonged to Napoleon and his second wife, Louisa, and extremely rare gold plated French eagles that were used in his celebrations. Also on display are beautiful miniature military bandmen from the Napoleonic era that wear uniforms made from small bits of actual uniforms created by a French doll maker in an English prison.

### ***Churchill Bar***

A sophisticated retreat in a quiet club atmosphere, Churchill is a Brown Palace gem, offering an extensive list of vodkas, single-malt scotches, small-batch bourbons, and premium spirits and wines at an acclaimed downtown Denver bar location. And with a selection of over 60 cigars,

the customized humidor has something for every palate. This classic choice among downtown Denver bars also serves lunch, dinner and delicious desserts.

### ***Ship Tavern, Chef Michael Rodriguez***

The oldest restaurant in the hotel, Ship Tavern opened in 1934 after the repeal of prohibition. The décor includes a collection of sailing ship models and other nautical furnishings including a “mast” and crows nest in the center of the room.

The ship models were collected by hotel owner C.K. Boettcher in Cape Cod. He presented them to his wife Edna as a gift; she suggested they would look better in the bar.

Aside from serving the best prime rib in Denver, Ship Tavern is an exceptional choice in Denver dining, delighting guests with its menu of burgers, steak, seafood and ale. This casual and lively restaurant in downtown Denver offers a vintage pub atmosphere and is a great place to catch the latest sports games. Ship Tavern also features exceptional micro-brewed beer and wine selections, and live entertainment Wednesday through Saturday evenings.

### ***Ellyngton’s, Chef Joey James***

Ellyngton’s is known for its power meals, attracting politicians and business professionals from the nearby Capitol and office towers. The restaurant serves breakfast, lunch and Sunday Champagne Brunch. Ellyngton's boasts a menu of creative cuisine complemented with thoughtful, attentive service. Exceptional brunch entrees include Eggs Benedict, Lemon Poppy Waffles, Brioche French Toast and a Lobster Scramble. For lunch, treat yourself to a Croque Madame, a Strawberry Frisee Salad or some delicious Crab Cakes. The renowned Dom Perignon Champagne Brunch features cooked- and carved-to-order items, a large salad and seafood presentation, chef-prepared desserts, and three choices of champagne. Menus are updated regularly, offering a wide selection of healthy options.

The room has a long tradition of offering live music, which is still provided during brunch with a jazz combo.

### ***Afternoon Tea, Chef Olivia Shay***

The long-standing tradition of “taking tea” at The Brown Palace has been cherished by guests for more than a century, although it has been served in the atrium only since 1986. Afternoon Tea is enjoyed daily in the warm light of the atrium lobby, always with the soothing sounds of a harpist or pianist. Specially commissioned Royal Doulton bone china graces each tea table, along with engraved silver tea pots. House-made scones are served with Devonshire clotted cream shipped in from England, alongside savory tea sandwiches, and a decadent selection of classic and chocolate tea pastries. A full complement of wines, champagnes, sherries and ports are also available.

### ***Tapas & Cocktails in the Atrium Lobby***

Tapas & cocktails are served in the atrium lobby every night except Sunday, from 4 – 8 p.m., accompanied by live musical entertainment and soaring views of the stunning atrium. Offering small plates of exquisite Brown Palace cuisine and specialty cocktails, the lobby is the perfect start to your evening and its setting ideal for cocktails and conversation.

### ***Brown Palace Coffee & Tea Co.***

Located inside the main entrance of the hotel, Brown Palace Coffee & Tea Co. serves an exclusive custom coffee from Allegro, as well as specialty drinks, coffee and tea, and an array of house-made pastries and baked goods. A selection of books and magazines is provided by Tattered Cover, a local independent bookstore. Brown Palace retail items are also available.

### **The Spa at The Brown Palace**

Encompassing two floors, the 5,200-square-foot spa is a luxurious retreat offering a private couples suite with a dual reclining hydrotherapy tub; six massage and skin treatment rooms; separate men's and women's locker rooms with relaxation areas; Swiss showers; steam rooms with aromatherapy; and a nail and hair salon. The spa offers a signature Brown Palace Honey Lavender product line that features honey produced on the roof of the hotel. There is also a beautiful retail boutique that is entered through what was once the grand fireplace of the atrium.

### **Brown Palace Flowers**

Brown Palace Flowers offers elegant arrangements, as well as artisan designs and an assortment of gifts in a boutique setting. Conveniently located across the street from the hotel, the shop can provide arrangements for weddings, meetings and other special events, and is popular with locals who appreciate the unique and thoughtful designs.

### **Meeting Space**

The Brown offers more than 25,000 square feet of meeting space, including the **Grand Ballroom**, which has held everything from a dinner hosted by French President Valéry Giscard d'Estaing in 2001, to more than 3,000 weddings. Some 31,000 meals have been served in the gorgeous room, adorned with imported African mahogany paneling and Czechoslovakian crystal chandeliers. There are suites and breakout rooms of all sizes, many with city views, ample natural light and elegant finishes. The wood paneled **Brown Palace Club** once served as President Dwight D. Eisenhower's campaign headquarters and was also a gentleman-only club. The **Onyx Room** features a hand-painted ceiling mural, rare white onyx wainscoting and soaring windows overlooking Denver's financial district.

### ***Services:***

The meeting facilities offer a 24-hour business center, on-site audiovisual professionals, full-service catering team, a dedicated conference service manager, on-site pastry kitchen and floral shop. Internet access is available in all meeting space, as well as Web casting and video conferencing. Laundry service, concierge service and car service also available.

### **Historic Tours**



Each Wednesday and Saturday at 3 p.m., Brown Palace Hotel Historian Debra Faulkner leads historical tours of the hotel for guests and the general public. These tours are complimentary to overnight hotel guests and are \$15 per person for the general public. During these tours, visitors hear anecdotes about the people and events that have shaped the hotel's history. Tours last approximately one hour and 15 minutes. Private tours may be booked throughout the week with a variety of themed options to choose from, including romance, architecture, ghost and presidential. Reservations are required.

### **The Brown Is Green - Environmental Initiatives**

As a founding member of the Denver City Energy Project and the first hotel certified member of Certifiably Green Denver, The Brown Palace brings an impressive environmental record, From recycling and compost programs to the use of well water and rooftop beehives, The Brown Palace Hotel and Spa is committed to its culture of sustainability.

### **Signature Events**

#### **Annual Champagne Cascade**

Every November, a master swordsman sabers champagne bottles Napoleonic style, and once opened, the champagne is poured into the uppermost glass of an elaborate 6,000 glass pyramid rising nearly two stories in the atrium lobby. A VIP level benefits a select Denver charity each year. Open to the public, the unique spectacle launches the holiday season. In 2017, The Brown will attempt a Guinness World Record for the largest Champagne Cascade in history.

#### **Annual Grand Champion Steer Appearance**

Every January, the hotel exhibits the National Western Stock Show's grand champion steer during afternoon tea in the atrium lobby. Complimentary photos posed with the Champ are available from 11 a.m. – 1 p.m. The event is open to the public, but come early. The line can stretch around the block.

### **Secrets of The Brown Palace**

- A total of 736 filigreed iron panels make up the railings around the atrium. If you look carefully, two of them are upside down. Why? No one really knows. The flaws show that no manmade creation – not even The Brown Palace – is perfect.
- While you can count only eight floors from the atrium, there's actually a 9th floor. When the hotel opened, much of the 8th floor was two stories high with a grand ballroom, dining rooms and changing rooms for the grand events held at the turn of the century. However, during the Great Depression, the two-story spaces were eliminated, and the 8<sup>th</sup> and 9<sup>th</sup> floors were converted into residential apartments with kitchenettes.
- "The Sultan's Dream," a striking 1892 painting located in the Churchill Bar has been in the hotel since it opened, and has been hung in various places around the hotel over the last 125 years.
- There is definitely a tunnel under The Brown Palace. A service tunnel was built under Tremont Street in 1959 to move in-room dining servers, housekeepers and other staff

and equipment between The Brown Palace and its annex across the street – now a Holiday Inn Express.

- What about the legend that there was a tunnel to the [Navarre building](#) when it was a brothel in the early 1900s? When restoration work was done at the Navarre in 1997, they discovered tunnel tracks in the basement. They might have been used to move coal carts in and out of buildings around Denver. On the other hand, men may have used those same tunnels to visit the Navarre without being seen crossing the street or using the front entrance to the building.

### **Marriott International’s Autograph Collection**

The Brown Palace Hotel and Spa is a member of Marriott International’s prestigious Autograph Collection, an ensemble of strikingly independent hotels. Guests earn Marriott Rewards and exclusive perks such as Wi-Fi and special deals.

### **Unparalleled Service**

The Brown is known for its exceptional service and is the only hotel in Denver to have two concierges who are members of the Les Clefs d’Or. Founded in 1929, Les Clefs d’Or, which is French for “keys of gold,” is a prestigious group of seasoned hotel concierges from the world’s best hotels who have access to open doors for their guests, while anticipating their needs. Members get to wear a coveted gold pin of crossed keys.

### **Transportation/Parking**

Transportation to the airport is provided by taxi for approximately \$60 (each way). A \$5 cab ride is available to Union Station, where there is a \$9 train directly to Denver International Airport.

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