

Historic Hotels!

XIX: Colorado Springs's *The Broadmoor*

Now *this* is a hotel!! Born in 1891 as a gambling casino and transformed into a "grand resort" in 1918, the five star, five diamond Broadmoor continues to shine brightly as one of the world's premier resorts. James Pourtales, a Prussian count who had settled in Colorado Springs in 1884, formed The Broadmoor Land and Investment Company and purchased 2,400 acres for development in 1890. On July 1, 1891, he opened The Broadmoor Casino, and a few years later a small hotel was constructed. In 1897 the casino and hotel were purchased by the Winfield Scott Stratton Estate. They were leased and first used for many local events and then converted into a boarding house and day school for girls.

On May 9, 1916, Spencer Penrose, an entrepreneur from Philadelphia, and his wife Julie purchased the 40-acre site of The Broadmoor Casino and Hotel and an adjoining 400 acres. With an objective of creating the most beautiful resort in the world, Penrose and his design team imported artisans who crafted elaborate interior and exterior details fashioned after the opulence and elegance that the Penroses had experienced in Europe and the Orient. On June 29, 1918, The Broadmoor officially opened with four wings and a striking pink stucco facade and an 18-hole golf course designed by master golf-course architect Donald Ross. Penrose charged his employees to provide a level of service and overall excellence previously unattainable in the United States. Louis Stratta of Italy was hired as the executive chef to create the finest cuisine "to be had at any hotel."

Under Penrose, The Broadmoor gained a reputation as one of the finest resorts of its time, attracting "captains of industry" and dignitaries from around the world. The Broadmoor was known as the "European alternative," and many visitors came for the clean mountain air, said to relieve symptoms of tuberculosis and other bronchial maladies. Over the years The Broadmoor's facilities have been expanded with additional meeting rooms and guest rooms. A second golf course,

designed by Robert Trent Jones, was opened in 1965, and a third course designed by Ed Seay and Arnold Palmer was added in 1976. In 1994, The Broadmoor opened The Broadmoor Spa, Golf and Tennis Club. This facility features a full-service, world-class spa; a state-of-the-art fitness center with indoor and outdoor pools; a golf clubhouse; restaurants and lounges; and golf and tennis pro shops.

Known as the "grande dame of the Rockies," The Broadmoor has been the vacation destination of hundreds of presidents, statesmen, foreign potentates and celebrities, in addition to many entertainment and sports celebrities.

