



by Lon Megargee

ARIZONA'S LEGENDARY HERMOSA INN COMPLETES MULTI-MILLION DOLLAR RENOVATION AND EXPANSION

Authentic design and decor pays homage to The Inn's original adobe architecture and storied past maintaining the beloved hotel's mantra, #UnmistakablyArizona

PARADISE VALLEY, AZ (February 2017)— [The Hermosa Inn](#), a AAA Four Diamond boutique hotel nestled in the heart of Paradise Valley, an exclusive suburb of Phoenix and just minutes from Scottsdale, recently completed the second phase of a \$5.5 million dollar renovation and expansion, according to Managing Director Stephen Ast.

Situated on six pristine acres of Sonoran Desert landscape with panoramic mountain views, the renovation included the addition of 10 deluxe hideaway casitas, the complete renovation of 12 historic rancho casitas and an expansion of [LON's Last Drop](#) bar and patio, increasing the hotel's number of hacienda-style accommodations and casitas to 43.

Phase one of the expansion began in 2015, shortly after the resort was purchased by Allred Capital LLLP, a partnership led by Ron and Mike Allred, who are passionately committed to retaining the legacy and historic charm of the original home and studio built by Arizona's famed and first cowboy artist, [Lon Megargee](#), in the early 1930's.

"Maintaining the integrity and character of Hermosa Inn and the dream that once inspired its inception, was at the forefront when the Allreds embarked on this renovation and expansion," said Ast. "Their investment of \$5.5 million dollars translates to \$125,000 per key, which by any standard, is impressive and indicative of their commitment, not only to preserving The Inn's legacy, but to creating an authentic and memorable guest experience that is unmistakably Arizona."

Boasting an unobstructed view of Camelback Mountain, a stately fountain anchors the hotel's new entryway, creating a welcoming arrival that leads directly into the newly-built, ruggedly handsome lobby with beamed ceilings and a hefty fireplace that perfectly mirrors the understated, Old Arizona elegance and residential comfort of the original hacienda.

Situated just a short stroll from the main building, via a walkway trellised with hot-pink bougainvillea, Old West meets modern luxury in the 10 spacious, 700-square-foot deluxe hideaway casitas that feature European white oak floors, vaulted ceilings with a skylight, a beehive fireplace, an expansive yet secluded patio, and luxurious bathrooms with both a clawfoot tub and a glass enclosed shower.

The furnishings are generous in size and comfort, featuring wrought iron and wood canopy king beds draped with gauzy sheers; authentic, mesquite tables and dressers handcrafted in Tubac, Arizona; and over-sized wingback leather chairs. Upholstered benches, pillows and rugs stay true to the local environs with sophisticated Southwestern patterns in a

soothing desert palette of sienna red, with dusty tans, muted golds and greens. Wood shutters frame the expansive windows in both the bed and bathroom, while the walls in both are appropriately adorned with Lon Megargee prints.

Simultaneously, 12 historic rancho casitas were completely renovated, with careful attention paid to modern-day conveniences and residential comforts, while preserving their Old Arizona charm, historic touches and original adobe walls. Graciously appointed, the rancho casitas also feature beehive fireplaces, European white oak wood floors, king beds with sumptuous new linens, secluded patios and Lon Megargee artwork.

In 2016, all of Hermosa Inn's existing accommodations underwent a complete renovation, including the installation of wood floors; new and luxurious bedding, soft goods and leather furnishings; reupholstered benches and completely remodeled bathrooms.

"We're proud to own a very exclusive niche as Paradise Valley's only historic boutique hotel where all of the accommodations are either newly built or have been completely renovated," said Ron Allred.

Complementing the rooms addition and further paying homage to Megargee's love for a drink with fellow cowhands, the Allreds also expanded the much loved and lauded hotel bar: LON's Last Drop, appropriately named after Megargee's most famous painting: "Last Drop From His Stetson," which was commissioned by the Stetson Hat Company in the 1920's, and to this day still appears on the inside of every top-of-the-line Stetson hat. LON's Last Drop doubled its interior seating capacity with low slung leather seating clusters that encourage guests to unwind and reconnect over signature cocktails or an Arizona wine or beer on tap. Consistently revered as the 'best dining patio in the Valley,' the outside patio also doubled in capacity, adding five more fireplaces and cozy conversational couches, making it the ultimate gathering spot with the simplest of ingredients - creative cocktails, globally-inspired Arizona fare, unrivaled views of Camelback Mountain and perfect Arizona temperatures.

ABOUT THE HERMOSA INN, LON'S & LON'S LAST DROP - #UnmistakablyArizona

Ranked among the top hotels in the Southwest, the AAA Four Diamond Hermosa Inn is a jewel of a hideaway surrounded by an exclusive neighborhood in Paradise Valley, and minutes from Scottsdale and its many attractions. Handcrafted in the 1930's by cowboy artist Lon Megargee as his residence and art studio, the Inn's adobe architecture has maintained its "authentic Arizona" character and charm. The 43 newly renovated guest casitas are nestled in a garden setting with breathtaking vistas of the lush desert and Camelback Mountain. Accommodations reflect the southwestern design of the original Casa Hermosa (beautiful house) and most include deep soaking tubs, beehive fireplaces and private patios. The culinary centerpiece is LON's at the Hermosa, a AAA Four Diamond restaurant serving globally inspired Arizona fare. A recipient of *Wine Spectator's* 'Best of Award of Excellence', the restaurant is complemented by a subterranean wine cellar, a celebrated outdoor dining patio, and its bar and casual dining counterpart LON's Last Drop, named after one of Megargee's iconic paintings, many of which are displayed throughout the resort. For more information, visit Hermosalnn.com or call 602.955.8614. To become a fan, visit us on Facebook at www.facebook.com/Hermosalnn, follow us on Twitter at www.twitter.com/Hermosalnn or share with us on Instagram at www.instagram.com/Hermosalnn. The Hermosa Inn is located at 5532 Palo Christi Road, Paradise Valley, Arizona 85253.

#

MEDIA CONTACTS:

Carol Baetzel

CBPR

cbaelzel@cbprco.com / 602-931-5422

Keeley Ast

keeley@keeleyast.com / 480-220-1061