



PALOMA
RESORT PROPERTIES

the paloma difference

WHAT WE DO

Paloma Resort Properties was pulled into property management by the demand for our unique skill set – the ability to turn around struggling properties into vibrant destinations. While a property need not be distressed to fall under the Paloma umbrella, most of our partner properties are complex resorts with varied offerings and amenities such as golf, fitness, membership, restaurants, special event outlets and marinas. With a desire for physical proximity to our clients and a keen understanding of the Midwest marketplace and seasonal business, Paloma focuses on properties that are within a 550-mile radius of Lake Geneva, Wisconsin. Moreover, as a family business, we take each client-property personally and value its success as much as our own. With Paloma, it's not welcome to our portfolio; it's welcome to the family.

“We will not only modernize your operation, but will capitalize on the trends of today to achieve the revenues of tomorrow..”

- Garth Chambers



The Ridge Hotel Lobby

HOSPITALITY MANAGEMENT


Paloma Resort Properties take an accurate look at each property relative to its marketplace and the economy and create a unique set of solutions for that venue to drive not only performance, but the overall guest experience. From long-range planning, budgeting and accounting to marketing, we manage all aspects of the business while at the same time, grow a property for reinvestment.

GOLF COURSE MANAGEMENT

For decades, Paloma has created and operated award-winning, championship golf courses – including the Palmer, Player and Trevino trifecta that is Geneva National. We live life on the course – as does our team – and we understand the intricacies involved in operating both private and public golf resorts, from scheduling and agronomy to lodging, marketing and food and beverage. Your brand and bottom line will benefit from our understanding of, enthusiasm for and commitment to the game.

CLUB MANAGEMENT

Skilled at developing golf membership programs that are equally rewarding for both member and owner, Paloma will initiate a profitable membership platform at your club. Private and semi-private clubs benefit from our assessment and consultation, which lays out a demographic-based strategic plan to attract and retain members, bolster programming, create lucrative membership categories, identify additional revenue platforms and anticipate and adapt to economic or seasonal swings.



Since purchasing Geneva National in 1996, Paloma helped **increase revenues** and create **customer loyalty** by adding customer value and financial stability to a once struggling operation. Paloma has increased Geneva National's **EBITA** by **\$2.3 million**.

Geneva National Golf Club

Top 10 Wisconsin Golf Courses - Golf Digest & GolfWeek

tradition of golf
EXCELLENCE



Gary Player Course #16
Geneva National Golf Club

GENEVA NATIONAL GOLF CLUB
LAKE GENEVA, WISCONSIN

Paloma purchased Geneva National Golf Club in 1996 at a time when the property was experiencing financial distress due to mismanagement, poor public image and inferior marketing. Paloma went to work and helped increase revenues and create customer loyalty by adding financial stability to a once struggling operation. The complex property had been repositioned which helped enhance public perception while exponentially growing both private golf membership as well as daily fee play.



Dove Canyon Golf Club #18

DOVE CANYON GOLF CLUB
DOVE CANYON, CALIFORNIA

Conceived in June 1986, Dove Canyon is a living testament to one man's vision. Today, Dove Canyon is one of the world's premier and most exclusive golf communities. Dove Canyon's signature piece is an 18-hole championship golf course designed by Jack Nicklaus, surrounded by 1,300 lots developed into single-family residences. Upon completion of the project in 1993, Dove Canyon was sold.



Cimarron Hills Clubhouse

CIMARRON HILLS
GEORGETOWN, TEXAS

Cimarron Hills is developer Garth Chambers' second resort-style golf and country club community and the third time he has paired with Jack Nicklaus for the design of a championship golf course. The project encompassed a number of complex zoning and development issues that resulted in a showcase community featuring a perfect integration of the golf course and surrounding real estate. Cimarron Hills was sold in Fall, 2004.

OTHER GOLF PROJECTS

- EMERALD VALLEY GOLF CLUB** - CRESWELL, OREGON
- TAN TARA GOLF CLUB** - TONAWANDA, NEW YORK
- FOX VALLEY GOLF CLUB** - LANCASTER, NEW YORK
- PORT ARMOR COUNTRY CLUB** - GREENSBORO, GEORGIA
- JOLIET COUNTRY CLUB** - JOLIET, ILLINOIS

PALOMA STORY

A homegrown business, Paloma Resort Properties began as Garth Chambers envisioned and brought to life Dove Canyon Golf Club in California, Cimarron Hills in Texas, Emerald Valley Golf Club in Oregon and Tan Tara and Fox Valley Golf Clubs in New York. In 1996, Paloma purchased Geneva National Golf Club and made historic Lake Geneva, Wisconsin its base of operations.

Throughout the years, Paloma has been called upon to resuscitate struggling golf clubs and resorts, relying on its years of industry experience and team of principled visionaries.

Of late, Paloma has been asked to come to the aid of several local establishments, including the Majestic Oaks Golf Course at Lake Lawn Resort and current clients The Ridge Hotel and The Cove of Lake Geneva.

With son Garth L. Chambers as President, the senior Chambers and team for the first time are choosing to selectively pursue additional Midwest clients, mindfully adding to the portfolio those properties that can be best served by Paloma's purpose and expertise while at the same time, limiting the number to those the team can turn profitable and vibrant with the personal Paloma touch.



Garth Chambers and Gary Player



Jack Nicklaus and Garth Chambers

"This company has been family-owned for more than 20 years. It's a large part of who we are and what we stand for."

- Garth Chambers

With a greater focus on **revenue optimization** and by implementing key **industry objectives**, The Ridge Hotel has seen an increase in overall revenue by **\$3.2 million** since Paloma took over management of the distressed hotel in 2011.



The Ridge Hotel
Lobby Registration

industry leaders & experts

ABOUT US

A privately owned, hospitality management company, Paloma Resort Properties provides the vision and expertise to breathe new life into premier Midwestern hotel, resort and private club properties. Founded in 1989, Paloma owns the award-winning Geneva National Resort in Lake Geneva, WI and boasts a long-standing track record of establishing, reviving and rebranding champion golf + hotel resorts throughout the U.S.

Experts in hospitality turnaround, golf course management, membership programs and food and beverage operations, the Paloma team subscribes to a simple yet effective philosophy – to serve as we would want to be served. We deliver our best every day. We are present, accessible and hands-on. We promote a transparent, collaborative, committed partnership. And at the end of the day, we provide a welcome return on investment and renewed source of pride for each property owner.



Hunt Club Steakhouse



Gary Player Course #12
Geneva National Golf Club



BAR 55 on the Veranda
The Ridge Hotel



In 2013, Paloma identified an opportunity to grow business at the Hunt Club Steakhouse in both the regional and local marketplace. After a comprehensive rebranding effort, the restaurant has now doubled yearly revenues."

Hunt Club Steakhouse
9 Consecutive Wine Spectator Awards

a clear vision of
OUR SERVICES

REVENUE MANAGEMENT

Property Market Positioning
Online Marketing Initiatives
Measurable Activity
Electronic Distribution Channels
Positive Return on Investment

HANDS ON OPERATIONS

Systematic Processes
Individual Property Support
Strategic Labor Scheduling
Staff Training
Facilities Management

GROUP SALES

Prospecting & Lead Generation
Lead Tracking
Forecast Reports
Maximizing Seasonal Sales
Event Planning Services

MARKETING

Comprehensive Marketing Plan
Property Branding
Advertising Planning
Marketing Design Services
Public Relations

E-COMMERCE

Website Development
Online Distribution Strategies
Mobile Strategy
Search Strategy (SEO & SEM)
Social & Email Marketing

INFORMATION TECHNOLOGY

Property Management Systems
Networking Firewall & Security
PBX Systems & Call Accounting
Customer Relations Mgmt

HUMAN RESOURCES

Hiring Resources
Property Level Training
Benefit Programs
Employee Appreciation

FOOD & BEVERAGE

Staffing & Training
Cost Control & Pricing
Concept Design
Menu Planning
Targeted Marketing

managing a diverse portfolio of **HOTELS & RESORTS**



BAR 55 on the Veranda
The Ridge Hotel

THE RIDGE HOTEL INDEPENDENT HOTEL

Since Paloma took over management of The Ridge Hotel (formerly Geneva Ridge Resort) in 2011, the 146-room facility has seen a 30% boost in business and is on its second phase of renovations. In spring 2016, The Ridge Hotel debuted its multi-million-dollar redesign, including a new lobby, check-in, hallways, gift shop and common-area restrooms as well as two new dining concepts. In 2012, Paloma oversaw the upgrades made to banquet rooms and the addition of a veranda, fire feature and wedding pavilion to the 90-acre lakeshore property.



The Cove of Lake Geneva

THE COVE OF LAKE GENEVA CONDO HOTEL

Paloma transitioned out of court-ordered receivership this 222-unit condo-hotel in the heart of Chicagoans' favored summer tourist destination. A unique property with multiple investors, Since Paloma took

over the property in 2014, The Cove of Lake Geneva has increased revenues by 28% and grew earnings from operations by 40%. Other improvements include standardization of room designs and renovation of locker rooms, fitness center and common areas.



The Inns of Geneva National

THE INNS OF GENEVA NATIONAL PRIVATE GROUP VILLAS

Paloma purchased these six group villas along the Gary Player Course in 2013 and swiftly renovated both the interior and exterior. The results were prompt as well, as revenue more than doubled in Wisconsin's seasonal golf market. Over the course of three years, Paloma increased revenue by 71% and grew profit by more than 311%. Paloma complemented the refreshed property with a marketing campaign that positioned the Inns as ideal for golfing and wedding parties, corporate retreats and family vacations.

maximizing your club's MEMBERSHIP

Skilled at developing golf membership programs that are equally rewarding for both member and owner, Paloma will initiate a profitable membership platform at your club, or if needed, rescue and restructure an outdated design. Private and semi-private clubs benefit from our assessment and consultation, which lays out a demographic-based strategic plan to attract and retain members, bolster programming, create lucrative membership categories, identify additional revenue platforms and anticipate and adapt to economic or seasonal swings.

Let us create an individualized plan for your property based on decades of experience, creative solutions and valued supplier relationships.

“My wife and I have found membership at Geneva National to be a unique, quality of life experience. Although the focus tends to be on golf, there is much, much more.”

- Will & Kathy J. (Geneva National Golf Members)



By **better positioning** the property while understanding and capitalizing on **market potential**, The Cove of Lake Geneva has escaped receivership and very quickly become a **revenue building** asset for individual condo owners.



The Cove of Lake Geneva
Outdoor Pool Area

food & beverage

EXPERTS



With years of experience in culinary management, Paloma Resort Properties understands the significance in operating food and beverage outlets to successfully satisfy guests and achieve the highest possible profitability. Our knowledgeable operations team's main focus is to provide the expertise needed to maximize profits and focus on key matters that create a successful culinary operation.



CATERING

Because of our extensive background fulfilling catering demands from weddings, corporate meetings and other group functions, Paloma Resort Properties has the skills and proficiencies to ensure any culinary request is a success.

“The venue was stunning, the numerous services they offered were executed flawlessly and the food was to die for.”

- Aleah (WeddingWire)

other paloma SPECIALTIES



Aerial view of Geneva Lake Riviera



The Cove of Lake Geneva

TECHNICAL SERVICES

Just as with launching a new property, Paloma carefully employs the fundamentals when renovating, rebranding and positioning an existing property. We start with a market analysis of the competition, customers and market segment followed by a strategic analysis to determine the most under-served and profitable target market. From there, we carry out each step of turning the vision to reality, from suggesting layouts and space functionality to bidding for and selecting contractors and vendors to assuming the role of general contractor, hiring management and implementing a comprehensive marketing campaign.

RECEIVERSHIP

When a hospitality property falls to the lender's control, Paloma is the ideal partner to step in as the operating receiver to assess the situation and determine the best course of action for preserving the property while minimizing liability and preventing further financial loss. Paloma efficiently and prudently takes action with regards to a troubled property's accounting and purchasing practices, facility care and operations, cash handling, loss control and fixed and variable costs with an end game of increasing revenues through improved operational controls.

CONDO HOTEL MANAGEMENT

Experienced at working side-by-side with condo owners to create a uniform and exceptional offering of vacation suites that garner strong guest reviews and revenues, Paloma delivers the integrity, transparency and professionalism that owner associations require. Our condo-hotel background includes the diligent management of capital projects for cost control, timely completion and seamless branding as well as the preparation of precise financial reports, detailed budgets and personal meetings that assure condo owners their fees are spent responsibly and as desired. We understand that by caring impeccably for owner's units and serving guests with sincere enthusiasm translates to increasing occupancy and rental income growth for unit owners.

are we the right fit for you?

YES, IF...

- **You** think Midwest is best.
- **You** prefer to work with a boutique firm, dealing directly with the decision-makers while sidestepping bureaucracy.
- **You** desire managers who are present, active and invested – those who will run your property as if it were their own and stand accountable.
- **You** want to maintain your budget and pay off debts while maintaining your property.
- **You've** grown weary of pressing 1 for accounting, 2 for ...

CONTACT US

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