Press Release – For Immediate Release

The multi-million Mariemont Inn makeover

Three years in the making, Cincinnati architect/innkeeper Spinnenweber completes milestone renovation en route to luxury status at Mariemont landmark

National Register of Historic Places property built in 1926, run by Spinnenweber family for 45 years.
Renovations started in '06, concluded late last year.
Only one thing is different at the new Mariemont Inn: everything.

[MARIEMONT, Ohio ~ April 3, 2009] The request was simple enough. The time was the spring of 1964, and Dan Spinnenweber's oldest brother was looking for some help running one of their new properties, The Mariemont Inn. The previous manager wasn't working out, and the temporary job would only be for two weeks, after all.

"No big deal," Spinnenweber thought. Approaching graduation at the University of Cincinnati's prestigious School of Design, Architecture, Art and Planning, Spinnenweber was already running his budding architectural practice out of the building.

Fast-forward to 45 years later, and Spinnenweber's still there. His brother has since moved to Florida, but the aging Mariemont Inn with 60 undersized rooms full of antiques is long gone. And there's a very, very big deal going on at the 83-year-old majestic Tudor on Wooster Pike.

The "old girl" (www.MariemontInn.com) has been replaced via a multi-million-dollar renovation campaign that:

- Completely gutted the building down to its brick walls and foundation;
- Reduced the number of rooms from 60 to 45, while expanding each individual room by about one-third;
- Features only double queen beds and king-sized beds;
- Meticulously created a new décor with custom furniture, fixtures, moldings, warm-glow fireplaces, windows etc.;
- Established the foundation for a top boutique hotel rating; and
- Transformed the facility into an enjoyable journey into the lap of luxury, serenity and individual comfort.

With his two sons, Dan Jr. and Bill running operations, Spinnenweber said: "We redid everything from top to bottom, every wire, pipe and wall was replaced and relocated, as discreetly as possible. We started by building a prototype, then went out across the country to find everything we needed."

"Our goal was to cater to the businessman and businesswoman, the corporate traveler, primarily, while also making this just a great place for people to come in, relax, unwind and enjoy themselves," said the second-generation of Spinnenweber owner/operators, Spinnenweber's son Bill, now the general manager. "What that guest wants is plenty of room, peace and quiet, and a place to stay that's near the action. We've got it all."

Renovation took years in planning

Over the last decade, the hospitality and travel industries have seen many changes. "We knew we had to do something to meet the growing expectations of our guests," Dan Spinnenweber said, "but just what to do, we weren't sure. So we spent a few years drawing up all kinds of plans. We considered new construction, but parking turned out to be the issue."

"But we weren't about to give up. One thing that we knew for sure was, whatever we wound up doing, we were determined to maintain the original character of this building," Dan Spinnenweber Jr. added, leaning on one of the rock-solid walls the owners put together with special sound-defeating drywall out of California.

After new construction did not prove to be a viable alternative, Dan Spinnenweber went back to his drawing board to study his options for the three-story, 36,000-square-foot building. Quite literally. Enter the dual laminated glass windows from Wisconsin ... the custom furniture from Montana ... the authentic Axminster rugs from England ... the oak moldings culled from a convent in Covington, Ky.

The rooms are exquisite: each has its own safe and fireplace, a desk with a Herman Miller chair, nothing but double-queen- and king-sized beds. The classic beds were designed with large, arching headboards capped with LED lighting. The big color TV - the kind that tends to dominate a typical hotel room - is hidden behind a roll-up tapestry picturing a historic Mariemont scene, custom-made by a California company that morphs their products from actual photos.

Shhhh ..... the neighbors might hear you

The ensuing renovation campaign was conducted in near-absolute secrecy, save for the dump trucks and refuse pipe running out of the back. Proper permits were secured with the Village of Mariemont, one of the first planned communities in the United States.

Mariemont is renowned for its charming historic architecture – anchored by The Mariemont Inn, alongside the village's main causeway, Wooster Pike (U.S. Route 50) – as well as its lush foliage, award-winning schools and friendly, community-minded residents. In 2007, the village itself was designated a "National Historic Landmark" community (www.Mariemont.org).

This spring, the Spinnenwebers are welcoming guests to admire their new baby. Their busy season starts in April, and the family is excited to put their three-year project to the ultimate test: the discriminating taste of their guests.

"The worst thing we could have done would have been to tell everybody what we did, when we were not ready. We've all been to a new restaurant that just opened and didn't have its kitchen running right, or the service wasn't up to par," Dan Spinnenweber said. The project is also a job creator: the Spinnenwebers are interviewing candidates for management positions.

"I will stack these rooms up against any in the city. There is only one luxury hotel in the city, and we firmly believe the new Mariemont Inn compares very favorably," Dan Spinnenweber said.

"In the final analysis, what we're selling is a great place to come and stay, sleep, and have a comfortable, quite experience," Bill Spinnenweber said. "Everything that's been placed in the rooms is geared to accomplish this. That's why we exist. That's what are guests are paying for."

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