



**FOR IMMEDIATE RELEASE**

## **The New Hotel Redmond By SCP Scheduled To Open After Two-Year, \$7 Million Renovation**

*SCP's Portfolio of Unique Holistic Hospitality Venues Expands To Central Oregon;  
Redevelopment Made Possible Through Public-Private Partnership with City of Redmond*

**Redmond, Ore., (August 1, 2019)** — Soul Community Planet announced today that after a two-year, \$7 million renovation, The New Hotel Redmond by SCP will open this year. The 41,000 square-foot, 49-room hotel, redeveloped in partnership with the city of Redmond, is an historic building located in the rapidly-growing center of Redmond, Ore. *The Rooftop*, a 1,500 square-foot rooftop social garden (restaurant / bar), will open in August, with the full hotel – along with SCP Commons, its creative co-working and social space, and SCP Provisions market – following in the Fall. Opening room rates will start at \$125 per night.

The redevelopment of The New Hotel Redmond by SCP was made possible through a public-private partnership between the city of Redmond and the developer – a partnership managed by Alpha Wave Investors and RevOZ Capital. The city of Redmond, through its Redmond Urban Renewal Agency, provided a \$3.53 million investment in the project.

“We created Soul Community Planet (SCP) for people who value personal wellness, social good and the environment. As one of the fastest growing MSAs in the U.S., Redmond, Oregon is a wonderful fit for SCP. The city retains its authentic, friendly small town quality of life, while offering a range of world-class outdoor pursuits within close proximity to the magnificent Cascade Mountains,” said Soul Community Planet Co-Founder and CEO Ken Cruse. “Given the momentum the city of Redmond has built through its urban renewal strategy, we feel now is the opportune time to bring The New Hotel Redmond back to life. We thank the city of Redmond, the Redmond Urban Renewal Agency and the Redmond Downtown Urban Renewal Advisory Committee for their efforts and exceptional partnership, without which, the project would not have been viable.”

“The city of Redmond has had the New Redmond Hotel in its downtown redevelopment plans for close to a decade. This project is the centerpiece of that effort. The anticipation of the Hotel opening has spurred other investment and redevelopment projects downtown. We are confident the catalytic nature of this important project will continue to have positive impacts on our economy for years to come,” said city of Redmond Mayor George Endicott.

## **The New Hotel Redmond by SCP**

Built in 1927, The New Redmond Hotel by SCP is listed on the National Register of Historic Places and richly embodies the essential core values of the SCP brand: Soul (personal wellness), Community (social good) and Planet (the environment). The hotel’s two-year renovation took the vintage structure down to its historic bones, replacing outdated infrastructure with modern and efficient plumbing, electrical, and HVAC systems. This included the use of green materials and eco-friendly products and added features such as living green walls on the rooftop and SCP’s signature hand-painted murals throughout.

Designer Kelly Ogden of Portland, Oregon-based ELK Collective led the project’s design, transforming the hotel into a stylish, modern vision of the Central Oregon aesthetic and lifestyle.

“In the revival of this historic property, we were inspired by the Neo-Georgian architecture and elected to merge its classical design with elements of SCP’s trademark mindful, minimalist style, including the use of sustainable and regionally-sourced materials,” said Ogden. “For example, the Douglas Fir floors have been fully restored throughout the property, along with the windows, and we’ve chosen a material palette of warm wood, crisp warm whites, and earth tones to bring the natural beauty of Oregon inside.”

## **Property Details**

The four-story New Hotel Redmond by SCP has a full brick exterior and an all-new rooftop indoor/outdoor social garden. The hotel blends lodging, eating, drinking, shopping, working, and socializing all in a venue with historical and local flavor.

### ***The Rooftop***

Opening in August, *The Rooftop* is an entirely new addition to the property and the only rooftop experience in Redmond. The intimate 1,500-square-foot indoor / outdoor garden setting provides panoramic views of the Cascade Range, including Three Sisters volcanic peaks (known as Faith, Hope and Charity), Mount Bachelor, Black Butte, and Smith Rock State Park. The Rooftop will offer a locally inspired small plate menu, along with handcrafted cocktails featuring herbs, fruit and spices – some of which will be grown organically in *The Rooftop’s* own gardens.

### ***First Floor and Lobby***

The hotel's historic grand staircase, which leads to the second floor, and the original 1928 fireplace constructed out of locally-sourced lava rock welcome guests in the lobby. The 13,600 square-foot first floor also includes:

- **The Provisions Market**, which offers carefully selected food choices that are healthy (vegan-forward), fresh and locally sourced.
- **SCP Commons**, the 1,500 square foot creative co-working space, includes a main room for up to 30 entrepreneurs and digital nomads, along with two conference rooms for meetings. This space will be supported by state-of-the-art technology, ergonomic workspaces and locally-sourced live-edge surfaces.
- **SCP Fit Flex**, the 2,000 square-foot, two-story flexible space offers both health and wellness group classes, mat Pilates, yoga and spin, and Peloton bikes, as well as space for social functions and collaborations

### ***Second and Third Floors***

All of the 49 guest rooms and suites are located on the second and third floors. Each guest room is thoughtfully detailed to be functional for adventure seekers exploring the region, as well as for those looking for a restful retreat. Guestrooms feature Outback-focused artwork in line with SCP's regional sensibility. Additionally, fitness-focused suites featuring TRX hardware also will be available.

"The 'handcrafted' design throughout the property embodies our core values from guest rooms designed for rest and relaxation to co-working spaces and social drinking and dining spaces featuring locally-sourced food where guests and locals can work and socialize as part of the SCP community," said Cruse. "An outdoor enthusiasts' playground awaits just outside our doors, including one of the world's top rock-climbing destinations – Smith Rock State Park – several world-class golf resorts, lakes and rivers for fishing and rafting, hundreds of miles of pristine hiking and biking trails and two exceptional ski mountains. We're also minutes from the Deschutes County Fair and Expo Center, which has both business and leisure facilities, and the Redmond Airport, making the New Redmond Hotel by SCP the optimal hub for a range of Central Oregon activities."

### **About The New Redmond Hotel by SCP**

The New Redmond Hotel by SCP is located at the corner of 6<sup>th</sup> and Evergreen in the vibrant downtown center of Redmond, Oregon. The hotel is conveniently located at the intersection of two major travel arteries, the north-south highway 97 and the east-west highway 126, and is served by a large regional airport, the Redmond Municipal Airport.

For more information, please visit [scphotel.com/Redmond](http://scphotel.com/Redmond).

### **About Soul Community Planet**

San Clemente, Calif.-based Soul Community Planet was born out of a vision to provide holistic hospitality experiences for individuals desiring to make positive choices for themselves and the planet. SCP Colorado Springs was the first concept to launch in 2018. Soul Community Planet donates five percent of its profits to charitable causes that support its core values. For more information, go to [www.SoulCommunityPlanet.com](http://www.SoulCommunityPlanet.com).

###

#### **Media Contact:**

Liana Miller / Engaged Communication

P: 949-276-8920

E: [liana@engagedcommunication.net](mailto:liana@engagedcommunication.net)