



Ashland Springs Hotel

— ESTABLISHED —

1925

1923	Project proposed for hotel as a luxurious stopping point between California and Oregon. Tourism in the city begins to grow. Lithia artisan water attracts people with claims of health benefits. Ashland's founding fathers including, Henry Enders Jr. want this town, "where the palms meet the pines" to become "the playground of the Pacific Coast." They sell stock to the Lithia Hotel Company to raise money for the hotel.
1924	Early in the year prominent Portland architects -Tourtellotte and Hummel present initial hotel design. They propose a six-story blueprint. Enders' and other proprietors' desire for the hotel to become the tallest building between Portland and San Francisco impacts design. Architects extend hotel plans to nine-stories. Construction begins.
1925	July 1 – Modern fire-proof hotel, still partially under construction, opens boasting luxury equivalent to fashionable hotels of the East. September 11 – Official opening of the Lithia Springs Hotel, also known as the Lithia Hotel. September 28 – Grand Opening Party attracts close to 500 guests.
1927	Southern Pacific railroad routes most of its passenger trains away from Ashland and through the town of Klamath Falls. Number of tourists visiting town drops.
1929	The Great Depression impacts Ashland and the entire USA for the next decade. Hotel forced to foreclose.
1930s	Shortly before WWII, the hotel is sold to Walter Leverette.
1960	April 18 – Purchased by Jack Pumphry and William Sutton. Refurbished with a swimming pool, coffee shop, dining room and modern amenities.
1961	Contest held to decide a new name. Hotel rebranded as the Mark Antony Motor Hotel. English Tudor theme introduced to tie into the growing popularity of the Oregon Shakespeare Festival. Due to economic issues, the owner undertook an extensive restoration of the hotel under the National Park Service's Certified Rehabilitation program for which the owners received a preservation tax credit.
1977	Californian entrepreneur, Karsten H.J. Arrians purchases hotel. Fire escape, smoke proof tower added to the building. Hotel re-opening delayed until 1979.
1978	March 19 – Hotel added to the National Register of Historic Places.
1979	June 22 – Additional hotel renovations underway. Workers are frantically moving to finish the staircase, so guests may arrive that afternoon.
1984	September 12 – Hotel purchased by two men from Reno, Joe Burkhard and Alan Abner. The two continue to renovate the hotel during the winter and hope to reopen by May or June of the following year.
1986	Hotel in desperate need of renovation. Only steam heat, no fire safety equipment, place showing its age and not doing well. Joe Burkhard's financial decisions result in the hotel facing the federal tax lien. Trustee takes over the property and puts it up for sale.
1997	
1998	January 22 – Doug and Becky Neuman purchase the hotel from Joe Burkhard through the Federal Court hearing. Their goal is to do a complete 'basement to parapet' restoration work. The entire hotel gets upgraded with new plumbing, heating, cooling, electrical and fire safety systems. The outdoor fire escape is removed, and new elevators added. Pool redesigned into a naturally lit Conservatory and English Garden. Hotel reconfigured from 97 to 70 guest rooms offering private bathrooms in each room. San Francisco interior designers, Candra Scott & Richard Anderson are hired to transform hotel's interiors inspired by 1920s Chautauqua lecture series and the Lithia waters that attracted travelers to Ashland.
2000	December 2 – A two year long, federally approved, full historic renovation is completed, and the hotel opens to the public boasting new name - Ashland Springs Hotel. With a deep passion for Southern Oregon, Doug and Becky Neuman went on to purchase four additional properties, open three restaurants, and spas, that today comprise the Neuman Hotel Group.