

# THE BROADMOOR

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C O L O R A D O   S P R I N G S

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## WHAT'S IN A NAME

Why the “A” is raised in The BRO<sup>A</sup>DMOOR

Colorado Springs, Colorado (Spring/ Summer 2008)...Early in 1916, Spencer Penrose announced plans for a world-famous resort at Broadmoor Lake. Having mastered the gold and copper mining industries, he aimed to become one of the country's premier hoteliers. He believed his BRO<sup>A</sup>DMOOR dream would attract national and international guests and help revive Colorado Springs' sagging economy. It would be his masterpiece; his crowning glory.

Penrose incorporated the BRO<sup>A</sup>DMOOR Hotel and Land Company in May 1916, and sold stock to Charles MacNeill, Bert Carlton, Charles Tutt Jr. and other associates.

Legends linger about what prompted Penrose to build The BRO<sup>A</sup>DMOOR. Some people said Spencer built the hotel out of spite after the Antlers' management rebuked him for riding his horse into the bar. Others believed he and MacNeill built the hotel so they could hire their friend William Dunning, who had been fired as hotel manager at the Antlers. They said the little A in BRO<sup>A</sup>DMOOR was intended to insult the Antlers. That styling also created a name that could be trademarked because “Broadmoor” had already been copyrighted.

The BRO<sup>A</sup>DMOOR is the longest-running consecutive winner of both the AAA Five-Diamond and the Mobil Travel Guide Five-Star awards. For more information on The BRO<sup>A</sup>DMOOR please call 800.634.7711 or visit [www.broadmoor.com](http://www.broadmoor.com).

