



# THE HORTON HOTEL & ROOFTOP LOUNGE



For a unique getaway, welcome to downtown Boone's first Boutique Hotel & Rooftop Lounge!

boutique hotel/rooftop lounge/cocktail lounge

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# ANNOUNCING BOONE'S FIRST BOUTIQUE HOTEL & ROOFTOP LOUNGE

## Note from the owners

We are so excited and proud to introduce you to Boone's first boutique hotel and rooftop lounge, located in the heart of downtown Boone on West King Street.

As long-time residents of the area, our dream has been to create a unique experience for visitors to the High Country looking for an alternative to big box hotels. With completion of the project just around the corner, that dream is coming to fruition.

Our rooftop lounge, ground floor cocktail lounge, and 15 guest rooms -finished with custom furniture and trimmings- will surround guests in modern yet down to earth beauty and comfort. And all within walking distance to everything that makes our mountain community so very special!

In this package you'll find "the story" of how the project came to be, an introduction to The Horton Hotel & Rooftop Lounge staff, a list of highlights describing the character and elements of our hotel, a collection of photos chronicling our journey, and a brief history of the building and its original owner/builder, Henry Walter Horton.

We hope you'll share our story with others, and help us get the word out. It's a project we've committed our hands and hearts to for nearly two years, and it's full of a whole lotta Lovin' – pun intended!

Many thanks, Denise and Fulton Lovin

"The Horton Hotel...a  
whole new view."

## HIGHLIGHTS

- Downtown Boone's first boutique hotel & rooftop lounge
- 15 comfortable, unique rooms
- Pet-friendly rooms
- Rooftop lounge with scenic views & fire sphere
- Cocktail lounge with gourmet bites
- Locally owned & operated



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## MEET THE TEAM!



### **Fulton & Denise Lovin, Owners**

Fulton graduated from ASU in 1981 with a BSBA majoring in Finance, Economics & Banking. He has lived and worked within 100 yards of the Horton for the last 40 years, holding various real estate positions. Denise was born in Chicago, fell in love with Fulton and the mountains, and has been living in Boone for 21 years. Denise worked as a psychologist in the Counseling and Psychological Services Center of Appalachian State University and retired in September 2017. They are thrilled to create a unique place to stay, with a historically hip vibe, where people can feel at home – guests and locals. As Denise likes to put it, she hopes the Horton is a place where people want to be.



### **Andrea Morton, Director of Hotel Operations**

Andrea was born in Atlanta, Georgia and spent eight years in Savannah obtaining her degree and working as an innkeeper and a wedding coordinator. She came to Boone a little over a year ago, after getting married in Valle Crucis. When the opportunity to be a part of Boone's first boutique hotel presented itself, she could not wait to be involved! She mostly looks forward to being a gracious hostess to each guest that walks through the door.



### **Hunter Hallmark, Director of Food & Beverage**

Hunter was born and raised in the Boone area and has deep roots in the high country. After studying Business Management at the University of North Carolina in Wilmington, Hunter began to chase his passion for hospitality, and ultimately found himself studying International Culinary Arts at the Art Institute of Charlotte, NC. While working in various hospitality businesses all over the country, Hunter had the opportunity to hone his desire for first class service as well as study interesting, diverse flavor combinations. Whether it's craft cocktails or small plates, Hunter is excited to showcase unique flavor combinations.



### **Megan Biddix, Marketing & Sales**

Megan was born in Hickory, NC but she's called Boone home for over 8 years. She holds a degree in cultural anthropology from Appalachian State University. Megan loves living in the Blue Ridge Mountains, and adores the tight-knit, colorful Boone community. She's thrilled to assist Denise & Andrea with all things marketing, sales, and public relations. Megan feels honored to be a part of this project!



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## THE HORTON HOTEL FACTS

- The Horton Hotel & Rooftop Lounge opened its doors in February of 2019. This historic preservation project honors the enduring character and charm of the Horton building and its original owner and builder, Walter Horton.
- The Horton Hotel has five floors, 12,000+ square feet, fifteen guest rooms, a cocktail lounge on the ground floor, and Boone's first rooftop lounge.
- Each floor features unique design elements, including custom-made furniture, trimmings and finishings. The flow of the space – from rooms and suites to hallways and common areas – will surround guests in an ambiance of modern yet down-to-earth beauty and comfort.
- Owners, Denise and Fulton Lovin, have worked diligently to infuse the space with items and decor that are both historical and local, bridging elements of the past with the current vibe of the area.
- Two fourth floor suites overlook King Street with views of the iconic Mast General Store and Boone's very own cultural center – The Jones House. These rooms are light and airy with high ceilings and large windows. One of the suites is furnished with a soaking tub – a treat for relaxing after a long day of exploring downtown Boone and the High Country, or attending an App football game – just a few blocks away.
- Our complimentary, artisan breakfast bar features locally sourced baked goods from partner businesses, as well as locally roasted, fresh ground coffee by Boone's own Bald Guy Brew.
- In the evenings, our lobby cocktail lounge and rooftop lounge will be open to the public. It's the perfect place to enjoy Boone's amazing views while sitting by the fire pit and snacking on small shared plates, sipping craft cocktails, local and imported beers, and a small batch wine selection.
- Guests who are passionate about traveling with their pets are welcome here. The Horton boasts five pet-friendly rooms, all located on their own special floor.
- The Lovins have made a concerted effort to establish partnerships with local businesses whenever possible in the completion of this historic renovation project. In addition to those mentioned above, construction was led by Boone builder Max Schrum and his brother Harry Schrum.

MANY THANKS ARE EXTENDED TO ALL THE  
HEARTS AND HANDS INVOLVED IN BRINGING THIS  
PROJECT TO FRUITION!



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## FINE AMENITIES

- **Complimentary artisan breakfast bar is included each morning of your stay.**
- Soak up the warm glow of a Himalayan salt lamp in select rooms.
- **Beautiful handcrafted furniture, headboards, vanities & more.**
- Essential oils are available upon request. Enjoy our signature blends!
- **Each room has a Kingsdown mattress, made in North Carolina.**
- Wrap up in a plush robe.
- **We are proud to have 100% fine cotton linens, down comforters, and pillows. Down alternative is available upon request.**
- Dohm white noise machines are available upon request.
- **Featuring Beekman 1802 bath products in each room.**
- Find locally made bar soap & lotion in your room from the Valle Crucis Lavender House.
- **Upon arrival, find complimentary spring water and handmade treats in your room.**
- Enjoy free parking in downtown Boone throughout your stay.

## GET TOGETHER WITH US

### Professional Partnership Opportunities

We would love to partner with you. If you're a small business, large business, a college or university, or a non-profit organization, we have Professional Partnership Opportunities available. We are excited to consider hosting your guests of honor (think potential new hires, guest speakers, or business travelers) at The Horton Hotel & Rooftop Lounge. We offer special rates to our Professional Partners, and we also offer meeting space within our lounge. Contact us for details.

### Host a private luncheon at The Horton Hotel & Rooftop Lounge!

Searching for the perfect place for your bridal luncheon? Having a girls weekend and want somewhere special to host an intimate gathering? In need of a quiet, unique space to host your next business luncheon? Whatever the reason, consider renting our space from the hours of 12pm to 3:00pm to host your special gathering. Contact us for details.



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## HISTORY OF THE HORTON HOTEL

### A tale of North Carolina's early settlers.

**The Horton Hotel is located in a historic storefront on West King Street in downtown Boone, built in 1929 by Henry Walter Horton. Henry's story begins with a distant relative who decided to try his luck in the New World circa 1633. It is a unique family history, though it represents the story of many immigrants – a story of new lands and determined pioneers overcoming adversity.**

The small town of Mousley, England, south of Leicestershire in the 17th century – this is how far back our research brought us, and it's where Barnabas Horton, son of Joseph Horton, was born. Between 1633 and 1638, Joseph and his sons Thomas, Jeremy and Barnabas stepped on board the Swallow to sail to America. Joseph and his family were likely part of the "Great Migration" that occurred between 1630 and 1641, when nearly 21,000 Puritans – English Protestants, which we believe the original Horton family adhered to – emigrated from England to the New England colonies, eager to establish their own congregation.

#### THE BELLE OF BROADWAY

Three generations and a century later, Nathan Horton Jr. born in 1757 decided to move to North Carolina. Before his big adventure, he met and fell in love with Elizabeth, a charismatic actress known as "The Belle of Broadway" for her work in musical theatre. The couple married in 1783 in New Jersey, just as the American Revolution was ending. Two years later, they moved south. Their final destination was the territory that would eventually become Watauga County, North Carolina.



Henry Walter Horton prepares to participate in downtown Boone's 1949 Centennial Parade.

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### A YEAR OF TRAVELING

Together with their firstborn infant, Hannah, the couple began a journey that would take a year traveling The Great Wagon Road, a trail through the Appalachian Valley from Pennsylvania to North Carolina. What made people decide take on such a journey? To travel such a long distance hardly knowing anything about their final destination? During those times, many immigrants were in search of land to stake claim to and build a homestead. Many moved to locations where family or friends were already established. It's likely the small Protestant Jersey settlement in the mountains of Western North Carolina brought Nathan and Elizabeth to the area.

With furniture and clothes packed on a four-horse wagon – and their precious baby safely in their arms, Nathan and Elizabeth left New Jersey. Tragically, Hannah died not far from New Jersey as they passed through Hagerstown, Maryland. Nathan and Elizabeth continued their travels on an unpaved, yet well-traveled route, stopping in lodges along the way. The journey took them through 553 miles of forests, mountains, and rivers. All this way, they hauled Nathan's grandfather clock: a beautiful, seven-foot-tall clock crafted of cherry. Today, the clock is still showcased in one of the Appalachian State University's meeting rooms.

After a year of arduous traveling, they finally arrived as some of the first settlers at Cook's Gap, near the Blue Ridge Parkway. While Nathan held their newborn son William in his arms – born shortly after their arrival – they stumbled upon an empty hunting cabin and settled in the area.

### HENRY BUYS OUR BUILDING

Henry Walter Horton, the great, great, great grandson of Nathan, was born three generations later, the son of William Horton. With his wife Susan Usher, Henry bought the building at 611 West King Street, now the Horton Hotel. The original one-story building – housing a Studebaker dealership – was torn down and replaced with a five-story building constructed specifically for Spainhour's Department Store, with apartments upstairs. There was fanfare as the store had the town's first shoe department with a dedicated salesman who could measure and fit each customer. It was the rage of the day!

### WHAT IT WILL...

All of the Hortons were, and still are, influential: a family of patriots, entrepreneurs, servicemen and politicians. Hence, the family coat of arm's motto states "What it wills, it wills strongly." If you look up to the exterior near the top of the building, you can still see the silhouette of the family crest. It's no coincidence that the owners of the Horton Hotel, Fulton and Denise Lovin, are business pioneers, as they now open the first true boutique hotel in downtown Boone and hope their guests have a timeless memory of their stay in the historic Horton hotel and rooftop lounge.



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DOWNTOWN BOONE, NC ROOFTOP LOUNGE

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## NOTABLE PRESS

**By Kate Cahow, a local reporter, writer, and friend.**

**In the realm of business and commerce, there's a fine line between business and art that some people are particularly adept at traversing. Fulton and Denise Lovin are two such individuals. Their vision for The Horton Hotel will surprise and delight visitors to the High Country looking for an artsy alternative to the big box model. That journey began about two years ago. Let me tell you about it...**

I'm someone who loves seeing "the bones" of a project, so I was excited to get a personal tour of the old Horton building last fall. On a cool and breezy afternoon, I found myself climbing a ladder to the rooftop to meet up with the Lovins. Of course, this was prior to the addition of a steel staircase to the back of the building, and an elevator that will take guests to the fifth-floor lounge! I'm not afraid of heights, mind you, but WOW! The prevailing winds were messing with my juju on that ladder! Once up top, the 360-degree view of our beautiful mountain community was thrilling.

I felt a bit giddy as I witnessed a slice of this busy couple's experience as they calmly and capably grappled with the unfolding of their dream – to bring a boutique hotel with local flavor to downtown Boone. That dream began to take shape about two years ago. A local acquaintance owned the building and had been trying to sell it for a while. Being in the area's real estate industry for 40 years, Fulton was familiar with the Horton building – and with the town's needs and what works here. He came to Boone in 1977 as a student at Appalachian. As happens with so many App grads, the Boone bug bit him and he's called it home ever since. "I've seen a lot of changes in town over the years," Fulton said. "Some good, some not so good. We've lost a lot of our history. When the Daniel Boone Hotel was torn down it was a big loss. So, the need for a hotel downtown has always been in the back of my mind."

With that impetus, Fulton started digging into the history of the Horton and contemplating how it might generate income. His research uncovered a photograph of the original owner, Henry Walter Horton, in a Revolutionary War uniform perched on a horse on King Street during the town's 1949 Centennial Parade. That got his creative wheels churning, and in January 2017 the Lovins purchased the building. Though the project began as Fulton's idea, it's been an exciting team effort for the couple – he's the construction/business boss and Denise is in charge of management and creating the face of the business.

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Denise came to Boone in 1996, hired as a staff psychologist by Appalachian's Counseling Center. After 21 years of service to the university community, Denise retired last fall. She's still got a private practice, though she's keeping it small so that she can commit more time to the hotel.

"It's been a challenge to be involved in a business that's completely new to me. It's also been an incredible learning experience," she said "I'm hopeful my skills as a psychologist will aid us in fostering healthy relationships with our employees so that they are as invested in the success of the business – and the experience of our customers – as we are." We want to create a warm and cozy environment and experience that people are going to love and come back to. And not just for tourists, but for the locals, for all of our friends here in the High Country. I've spent over twenty years tending to the needs of my clients. Now I'm ready to focus on the needs of our guests and employees."

Looking back over the past several months – at the amazing transformation of the Horton building into the piece of art that is the unique Horton Hotel – I'm remembering the last moments of my private tour: Fulton excitedly pointing out various construction and design elements in the guest rooms.

It was like watching a child on Christmas morning – finally getting to open that much-anticipated gift. It was also like watching an artist working his magic. "We believe this is the time and the place for this hotel. And, we're so excited to see it come to fruition," he said. "It's the riskiest thing I've ever done, but I've always approached real estate as a form of art, so I'm used to the risk. I know it will be well worth the effort. Things are really coming together in an aesthetically pleasing way."

Finally, when asked to look ahead, to the rapidly approaching time of completion, Fulton shows his true colors: "This is my ultimate goal," hands raised for impact, as if he's declaring the absolutely most critical component of the project. "When the rooftop deck is finished, I want to have a Neil Young cover band up there to celebrate. That's all I want. And..." he continues while pointing to Denise, "she's going to do the rest." And, what does Denise say? She just laughs and rolls her eyes. This couple. They've got it figured out. And soon, the High Country will have the great pleasure of welcoming The Horton Hotel, the area's very first boutique hotel!

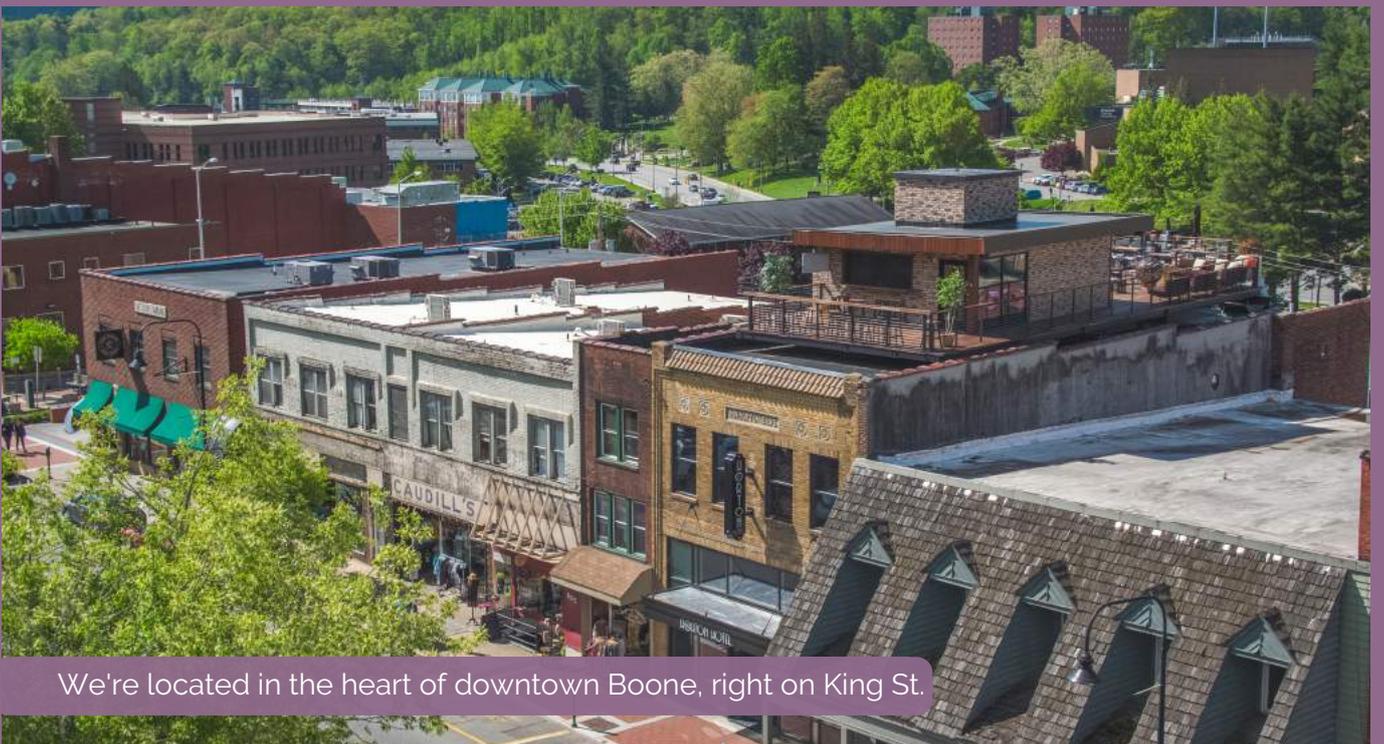


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Our rooftop lounge has a view of mountains, campus, and downtown.



We're located in the heart of downtown Boone, right on King St.



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## GET IN TOUCH!

For all press inquiries, please contact Denise Lovin by email at [info@thehorton.com](mailto:info@thehorton.com) or phone at 828-832-8060.

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