

Upcoming Events

Newsletter Signup

Crowne Plaza Hotel Opens at Riverside Village

JANUARY 15, 2019 | WITT WELLS



North Augusta's long-awaited Crowne Plaza hotel at Riverside Village has officially opened its doors, giving both locals and tourists access to a high-quality center for hospitality, dining, entertainment and meeting space that is a first for the area.

The hotel boasts 180 rooms (112 king rooms, 65 queen rooms and three suites), around 17,500 square feet of meeting space, a convention center, ballroom, pool, restaurant called Salt and Marrow Kitchen, neighboring Salt and Marrow Parlor Bar and a rooftop bar and terrace.

The hotel opened last week and is already booked through the week, according to Jeff Brower, the hotel's general manager. The hotel is located at 1060 Center St, at the heart of Riverside Village.

Brower said the vision behind the Crowne Plaza is one that strives not only to provide excellent service and amenities to Augusta's visitors but to be a hub for the local community. The hotel employs 85 people.

"If you look at South Carolina as a whole...we're almost a tech corridor," Brower said. "We look forward to amplifying that messaging of how great Augusta and North Augusta are."

The hotel combines mid-century modern design with what Brower describes as a "Garden and Gun feel," giving off a sort of southern flare. A wide-open, minimalistic main lobby contains the sleek Salt and Marrow Parlor bar, which is sandwiched between the lobby and Salt and Marrow

Print Buzz Edition

buzzonb
JANUARY 2019 • THE CSRA'S MONTHLY BUSINESS MAGAZINE

NOT YOUR GRANDMOTHER'S AUGUSTA
3-PRONG APPROACH TO PROMOTION

CAMPAIN HAS BOLD EXPECTATIONS FOR CITY

By Gary Kaufman

The All In Augusta campaign plans to take a three-prong approach to making the Augusta area more attractive to visitors and investors. The campaign will focus on three main areas: the downtown area, the riverfront area, and the surrounding area. The campaign will also focus on making the Augusta area more attractive to visitors and investors. The campaign will also focus on making the Augusta area more attractive to visitors and investors.

Marcello's
THE ULTIMATE TOBACCONIST

2834 Washington Rd, Augusta (706) 737-0477
5121 Washington Rd, Evans (706) 250-3618

Milestones

Something's Brewing in Augusta: Changes in State Laws Could Bring More Craft Breweries to City

Kitchen. The restaurant features custom wood fired grills designed by Grillworks, and its menu is inspired by Augusta's rich history on the Savannah River.

"You get free wifi and everything offered here," Brower said of the hotel's spaces that "combines business and leisure."

Add to that SRP park, the brand new Ironwood Apartments, a soon-to-be-completed Southbound Smokehouse-Sweetwater 420 collaboration, and incoming retail, and Riverside Village is suddenly well on its way to being the complete entertainment hub that was originally envisioned.

"It helps further define Augusta," Brower said. "Augusta is in the process of changing."

This entry was posted in [The Local Buzz](#) by [Witt Wells](#). Bookmark the [permalink](#).

Leave a Reply

Name *

Email*

Website

Comment

[Two Augusta Firms Make 'Inc. 5000' List of Fastest-Growing Private Companies in America](#)

[Georgia Goodwills Win Top Honor for 4th Consecutive Year](#)

[Award-Winning Salon Celebrates 25 Years Making the CSRA Look Good](#)

POST

WANT THE LATEST NEWS AROUND AUGUSTA FIRST? SIGN UP FOR OUR E-NEWSLETTER 

Connect:

