



April 2023 San Francisco, CA – Hotel Spero, one of San Francisco's most historic hotels, is proud to announce its 100th anniversary celebration. The hotel has been an iconic landmark in the heart of the city since it first opened its doors in April 1923, and it has been a beloved destination for travelers from all over the world ever since.

While the building was originally designed in the Renaissance Revival style, the additional top floors were created with an Art Deco nod. If you step outside and look up, you can see the original exterior features including decorative pressed metal panels and elaborate cornice decoration. If you look closely, you can also see where balconies were once located on the 10th and 11th floors. The balconies were removed when the additional floors were conceived, creating a better complement to the original structure.

The lobby maintains much of the original Spanish Colonial Revival theme in which it was designed including the twisted columns, decorative ironwork, ceiling design and the marble and travertine tile floor. The Hotel Spero lobby owns a coveted spot on the National Register of Historic Places.

While the Glide name is well known in San Francisco, it was only when we discovered the story of Elizabeth Glide, better known as Lizzie Glide, that she emerged as the driving force to create Hotel Spero. In 1929, she purchased two lots at the corner of Taylor and Ellis Streets in San Francisco and began to realize her dream of erecting a church in San Francisco. On January 11, 1931, the famous Glide Memorial Methodist Church was completed and dedicated to Joseph H. Glide.

In 1935, the Glide Foundation acquired the Hotel Californian (located two blocks from the Glide Memorial Church) for use as a temperance hotel. The Hotel Californian operated as San Francisco's only temperance hotel from 1935 to 1978 and welcomed many religious dignitaries through the years. The Glide Foundation and the Glide Memorial Church continue to operate in San Francisco and are currently the largest private social service provider in the city.

As part of its centennial celebration, Hotel Spero is reflecting on its rich history and its contributions to San Francisco's vibrant cultural scene. The hotel quickly became known as a hotspot for high society events and gatherings. In the 1940s, the hotel underwent a major renovation and was renamed the Hotel Californian, which is when it gained its signature art deco style.

In 1999, the hotel underwent another transformation when it became the Serrano Hotel, and it remained that way until it was purchased, fully renovated, and rebranded ultimately reopening on Earth Day – April 22nd 2018 as Hotel Spero. Today, the hotel

stands as a testament to San Francisco's rich history and its ongoing commitment to excellence in hospitality.

Throughout its 100-year history, Hotel Spero has hosted countless iconic guests, including famous musicians, actors, and politicians. The hotel has also been the site of many historic events, such as the 1978 signing of the historic "San Francisco Principles," which established the modern-day LGBTQ rights movement.

To celebrate its 100th anniversary, Hotel Spero is planning a series of special events throughout the year, including a special guest by invite only events, a historical tour of the hotel, and an art exhibit featuring works inspired by the hotel's rich history. The hotel is also planning to offer a special centennial package for guests, which will include exclusive commemorative amenities and access to some of San Francisco's most iconic attractions.

"We are honored to celebrate our 100th anniversary and to reflect on our long and storied history," said General Manager of Hotel Spero, Ben Lawson. "We are committed to providing our guests with an exceptional experience that honors our past and embraces our future, and we look forward to welcoming visitors from around the world to celebrate with us."

As San Francisco's hospitality industry continues to evolve, Hotel Spero remains a shining example of the city's rich history and its ongoing commitment to excellence. With its centennial celebration, the hotel is poised to continue its legacy as one of San Francisco's most iconic landmarks for years to come.