

Mendocino County Lodging's Quarterly Update

Informing Lodging on BID Has Been's & Have To Be's

MCLA Board of Directors

North Coast:

- * Ted Kidwell (Weller House Inn, Fort Bragg)
- * Pamela Amante (Beachcomber Motel, Fort Bragg)
- * Jeff Stanford (Stanford Inn, Mendocino)
- * Richard Strom (Whitegate Inn, Mendocino)
- * Michael Webster (Stevenswood Inn, Little River)
- * Jo Bradley (Dennen's Victorian Farmhouse, Little River)
- * Steven Musser (Albion Cottages, Albion)
- * Richard Carpenito (Auberge Mendocino, North Coast At-Large)
- * Dushyant Pathak (Surfsong Vacation Rental, North Coast At Large)

South Coast:

- * Mike Bradbrook (Surf Motel, Gualala)
- * Kevin Gallagher (Coast Guard House, Point Arena)
- * Phil Walker (North Coast Country Inn, South Coast At-Large)

Inland Corridor:

- * Stuart Marcus (Shambhala Ranch, Inland At-Large)
- * Jim Lawson (Lawson's Station, Inland At-Large)
- * Jitu Ishwar (Holiday Inn, Ukiah)
- * Jan Rodriguez (Baechtel Creek Inn, Willits)

Open Board Seats:

- * Inland At-Large (1); Elk (1); South Coast (1)

MCLA Advisory Board

Coastal

- * Jim Hurst, Fort Bragg
- * Printha Worthen, Little River

Inland

- * Vacant
- * Denny Shah, Willits

MCLA

- * Jo Bradley, Little River

MCLA Administrator

- * Scott Schneider

Results! Results! Results!

MCLA Campaign Truly Clicks with Travelers Nationwide!

Creating the Buzz...

The Ozone and HypeHouse team have been hard at work creating the Mendocino brand, raising awareness, understanding, and ultimately bookings, for members of the Mendocino County Lodging Association. The BID Campaign officially kicked off in September—and the actions and results to date clearly demonstrate the success of this project.

Immediately upon appointment, the team quickly put together a comprehensive advertising/public relations marketing campaign to launch in time for the coming Fall months, that included:

- Inspiring creative ads representing the diverse 'undiscovered' elements of the County with a clear call to action
- Regionally targeted print, direct mail, email and web campaigns that inspired more customers and visitors to learn more about Mendocino County!
- A regional and national public relations campaign targeting key media that will share the Mendocino Lodging Message, and inspire more visitors
- A unique, ownable, sustainable, brand identity for Mendocino County – including new logos and brand marks – that have also been adopted by other local promotional organizations.

“We hit the ground running with a campaign that entices people to try the true Mendocino County Lodging experience,” said David McGrane, President/Creative Director of Ozone Advertising. “We developed and launched print, direct mail, email and online ads with an “Undiscovered Mendocino County” theme among top tier media that our target audience consumes, respects and responds to. We developed a new logo and brand for Mendocino County that was also adopted by the MCPA and the Mendocino Wine and Wine Grape Commission.”

Initial results from the print and online campaign are coming in, and while the campaign is still at an early stage, we can report that:

Over 1,800 Reader Response Cards were received with requests for more information

From Oct 16 – Jan 31 the Online Campaign generated 1,721,500 impressions

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Introducing... Meet Your Board & Advisory Board Members

Denny Shah - Advisory Board

Denny Shah is one of 5 members making up the Advisory Board. The Advisory Board consists of 5 lodging members; 2 coastal, 2 inland and 1 from the MCLA lodging board. Their job is to provide a "check and balance" system for BID monies.

Denny owns and operates the Super 8 motel in Willits, Ca. He has been in the hotel business since 1983, starting out in Florida, then Lake Tahoe, and finally settling five years ago in Willits, Ca. to open the new **Super 8 Creekside Inn**. He chose Willits so he could raise his family in a small town, away from the problems and pressures of a larger city. He has two sons, ages 11 and 15 and likes the quality of the schools and the friendly community feel of Willits.

Denny was asked why he agreed to serve on the Advisory Board and he said he wanted have an active role with the BID and know how and where the monies were being spent. He is enthusiastic about the BID helping to improve the perception of lodging in Willits, as well as, all of Mendocino County. He also felt being on the board would assist him in getting to know others in the lodging community so that we could work together to let others "Discover" Mendocino County!

Mike Bradbrook – Marketing Committee

Mike Bradbrook is one of 11 members of the Marketing Committee. The Marketing Committee is made up of lodging owners and operators, including some MCLA board members. The purpose of the marketing committee is to oversee the advertising and marketing of the BID monies.

Mike Bradbrook owns and operates the **Surf Motel** and the **Gualala Country Inn** in Gualala. His entry into the hotel business was quite by "accident." His mother owned the Surf Motel and was having problems finding good managers (sound familiar?). When Mike and his family came down from Oregon to spend Thanksgiving, they got an earful about the hotel business, etc, etc, etc. Mike decided he would find his mother "good managers," could not, and subsequently took over the hotels himself until he could change the situation. Obviously, since they are still there, they must not have found good managers!

Mike joined the MCLA Board at the persistence of another Innkeeper in Gualala. He joined the Marketing Committee because he wanted to express his very strong views on what he believes is the difference between good and bad advertising and to make sure that the BID monies are spent on great advertising. With our limited budget, Mike believes Mendocino County needs not just good ads, but **great** ads!

Mike and his wife have three children and three grandchildren. He is looking forward to his "retirement" when he can change his location, lifestyle and daily routine!



Be a Part of Sunset's Hot Deals This Spring

As part of our advertising in Sunset Magazine, MCLA Members are entitled to be a part of Sunset's Hot Deals.

- Develop a special of your choosing.
- Make sure Sunset Hot Deal is in the name
- Develop a special of unique offerings or a discount off your rack rates (at least 15%)
- Send your special to

Admin@mcla.info

Call 707-964-9010 with questions.

Send it by March 5, 2007!!

Specials are to be from April – June 2007

Please provide a photo and brief description of the special including any limitations.

Involve yourself and Your Business!

Make Best Use of our Advertising Dollars!

Look for our Horizon Air Specials Campaign this Fall: "Broaden your Horizon"

Partnerships—Investing in Promotion of Our County

NATURE TOURISM WORKSHOP AIMS TO MAKE MENDOCINO COUNTY A LEADING ECO-TOURISM DESTINATION IN THE U.S.

Two days of lectures, expert panels, group discussions, a nature tourism resource expo and field trips to assess nature tourism sites will highlight a County-wide eco-tourism building conference set for March 29 and 30 in Mendocino.

Bob Garrison of Nature Tourism Planning and Karen Killebrew of California Watchable Wildlife will lead the interactive forum, and on Day 2 of the event take attendees into Big River State Park by water, foot, horseback and bike to teach assessment of outdoor settings as nature tourism destinations.

By assembling a diverse group of business people, promotion groups, tourism professionals, land managers and community leaders, conference organizers hope to attract to Mendocino County a sizeable share of the 21 million Americans who regularly travel to view wildlife and enjoy nature.

“Nature tourism is one of the fastest growing segments of the tourism industry with eco-travelers spending \$40 billion annually in trip related costs,” explained Penny Greenwood, conference coordinator. “By building a network of nature tourism partners, Mendocino County will capture its share of this vital tourism market.”

Cost to attend the conference is \$45. To register or get more information, call 707-937-1092 ext. 3 or send an email to NatureTourism@mcn.org.

The major sponsors of the conference are the Fort Bragg Promotion Committee, MCLA, MCPA, Mendocino Area Parks Association and the Mendocino Land Trust.

Partnership Funds Policy as Adopted by the MCLA Board of Directors

Since the budget adopted by MCLA provides that a portion of the BID funds shall be devoted to partnership promotions, it is necessary to establish guidelines for the award of such partnership funds in keeping with the BID Ordinance. The MCLA therefore has adopted the following guidelines to help our partners formulate requests for funds:

- Partnerships are created with organizations that provide events and activities that appeal to the traveling public. All activities that help put the County on the map and assist in drawing travelers to the County putting “heads in bed” will be considered.
- Preferably, Partnership funds must be used to promote the entire County. Specific geographic areas of the County may be awarded minimal funds, up to \$1000, for regional events as long as an effort is made to give every region of the County and every City in the County the same opportunity for the promotion of local events. For example, an attempt will be made to have parity between Coastal and Inland areas and between the Northern and Southern parts of the County.
- Partnership funds must enhance MCLA's existing promotional, media and PR campaigns and the overall branding of the County.
- The provision of non-monetary "in-kind" partnership assistance such as free or discounted rooms for events, PR assistance or the direct involvement of MCLA staff will be considered on a case-by-case basis. Nothing contained within this statement impinges on the operations and partnerships undertaken by individual inns on their own.
- No partnership funds will be awarded to any organization or individuals if their principal business is political, ethnic and/or religious advocacy.
- No partnership funds will be awarded if they will disproportionately benefit any specific lodging establishment or any specific group or type of lodging establishments.

These policies are necessary to ensure the fairness in allocating BID Partnership funds and to ensure the continued promotional activities of MCLA. All requests will receive serious consideration by the MCLA Marketing Committee.

What is the Mendocino Winegrape & Wine Commission Up To?

The MWWC is now implementing our strategic plan for fiscal year 2006/2007. They had a successful event at the Unified Wine & Grape Symposium in Sacramento, which is the largest trade show in the US dedicated to the wine and winegrape industry. MWWC kicked-off their ad campaign with double-page ads in four wine trade magazines, *Wine Business Monthly*, *Wines & Vines*, *Practical Winery & Vineyard* and *Winery & Vineyard Management*. These ads are targeted to grape buyers, winemakers and trade press and were used to announce three Growers Showcase events. These events bring potential grape buyers and our growers together three such events, in Ukiah, Napa and Sonoma and will be held in the Spring. MWWC is very excited about their new signature event that replaces the Mendocino Wine Affair. The two-day event, “WINE BY THE SEA” scheduled for June 22 & 23, will include winemaker dinners, walk-around wine tasting at the Inns and B & B's of Mendocino Village and a Gala Dinner under the tent on the meadow at the Heritage House featuring headline entertainment. We are looking to bring about 500 guests to the events as well as a full press tour of 15 wine and life-style journalists. So, lots of good things happening! The MWWC is looking forward to working with the MCLA on these and many more programs!

Check out their Ad and other happenings at www.mendowine.org

Vacation Rentals: What Do I Have To Gain?

“What is the first step taken when you plan for a weekend getaway or a vacation?” Hint: It usually isn't the cost involved. The first step is deciding where you want to go, what your destination will be. You may know exactly where you want to go or you may call on memories or impressions you remember from an ad or an article you've read. There are many factors that enter into this decision, however, whether it is a familiar location or a new one, what draws you to a particular place are the real or imagined connections you've identified with your destination.

As I have often stated to my homeowners, “Before your home becomes a blip on a consumer's radar, Mendocino has to be chosen as a destination.” Then the secondary decision of where to stay enters the picture. The BID Assessment funds are mandated to address just how a potential guest does that. The branding and promotion of Mendocino County as a coveted destination for visitors and vacationers creates benefits for everyone who lives and works here. Attractions, activities, festivals, special events, and other things unique to Mendocino are the magnets that attract and invite people to stay a while.

Vacation home rentals make up over 50 percent of established lodging in Mendocino County. We offer a unique alternative to the range of traditional lodging everyone is familiar with—from the Spartan bed and bath combination frequented by most overnight travelers to the more relaxed and gracious Bed and Breakfast establishments, Spa resorts, and hybrids in between.

A vacation home rental is either managed by the homeowner or is part of a group of homes managed by a management company.

Dobay Design of Eureka Chosen for GoMendo.Com Redesign

Gomendo.com is set for revitalization! Sherri Dobay, principal of Dobaydesign, has been selected to bring our site to life. Dobaydesign and her team specialize in creating exciting and effective websites for the hospitality industry. Dobay has built unique and elegant websites for small boutique inns as well as designed and implemented very elaborate database driven websites for large DMOs and hospitality organizations, including the Humboldt County CVB, CABBI and BedandBreakfast.com. Dobay credits her desire to work within the competitive hospitality industry to the fact that she has seen the immediate gratification involved in the production of building a top notch website for those involved that industry.

Dobay is busy with plans for the goMendo.com redesign which includes a new dynamic database of members and attractions and a completely updated user interface incorporating cutting edge style and functionality. Dobay is also excited to blend her vision for the site and its new uses with the design direction already established by world-class Advertising & PR organization, Ozone. She says, "The visual impact and message that Ozone has already created, coupled with the functionality we plan to incorporate into the new site promises to result in a very powerful marketing tool for the county. This new site will finally elevate Mendocino's online presence to the level it deserves. We are very happy to be a part of that."

We need your help to ensure goMendo.com is successful. Fill out the survey at the end of this newsletter to be a part of the extensive new database which will be exposed to hundreds of thousands of unique visitors in the coming year!!

Locations throughout the county are as varied as the county itself—remote inland settings, in towns and villages, in the redwoods and all along the coastline. Home types can range from studio size to homes that accommodate 12 or more people comfortably. Styles range from simple to high-end with choice amenities such as gourmet kitchens, saunas, spas, new high tech features devoted to entertainment or web access, all in settings of stunning physical beauty.

For those new to the vacation home rental concept, the experience is usually a positive one and worth repeating. For their lodging dollars, a complete home is at their disposal. Frequent customers value the privacy, space, and the brief ownership of “a home away from home” that a vacation home provides.

Individual vacation homes have no real muscle to promote themselves without first promoting their location in the county as a destination. The BID Assessment is now providing necessary and much needed impetus in creating positive synergy to make this happen for the county. Everyone wins when we work toward the same goal. Can we count on you to do your part?

MAKE THE MOST OF YOUR BID DOLLARS—SEND IN YOUR SURVEY TODAY!!!

“When I talk to anyone of the staff from Ozone or HypeHouse, I'm impressed with their focus on what I'm saying. They know how to listen.. The PR buzz about Mendocino County that Mark has generated is outstanding and I hope everyone has a chance to see the attractive ad campaign displayed in CondeNast, Sunset, and Via”

-Josie Perla, Coast Getaways

**MCPA, MWWC & MCLA Approve
“Mendocino County Promotional Logo”**



Results! Results! Results!

(Continued from page 1)

From Oct 16 – Jan 31 the Online Campaign directly produced 25,916 visits to goMendo.com

Average Click Through Rate is .15% – almost double the industry standard (for non-enriched rich media)

Of the four banner executions currently running, “Unspoiled” has generated the most Click-Throughs, followed by “Uncorked,” “Unwind” and “Unforgettable” (the last two creatives being introduced later into rotation)

In tandem with this advertising and marketing campaign, HypeHouse has been busy planning, accommodating and coordinating media place with top travel editors nationwide.

“We immediately began working on long and short lead media and publications, sharing the Mendocino Story, and generating stories read by our target audience,” said Mark Sejvar, HypeHouse. “It is truly rewarding to see the story shared in the media – and that translates into bookings.”

In just a few months, the response and results are strong. Just a few of the key accomplishments include:

Editors! More than 19 editors/producers from national media have either visited, or are planning visits to Mendocino County to research and write pieces about travel. Just a few of the publications represented include

Elite Traveler, Destination Weddings, Outdoors News, Travel Weekly, Out Magazine, San Francisco Chronicle, About.com, Sunset Magazine, Chicago Tribune and many more. Emily from HypeHouse also visited several editors in New York City including Arthur Frommer’s Travel, Travel + Leisure and more. We are coordinating an MCLA press tour in New York City with A- List travel and feature editors the week of Feb. 20.

Coverage. The campaign has already inspired and gained coverage on About.com, in the San Francisco Examiner, Smartertravel.com and more. Outdoors News Editor Jerry Sinkovec is placing a story about lodging, horseback riding and wine in Mendocino County. More than 11 stories are currently in the works with national and lo-

cal placements expected in the coming months.

Press Kit and Press System. The MCLA has an official press kit! The kit is a wood wine box with the custom Mendocino County logo that has already intrigued editors. Inside, editors find a range of releases and fact sheets covering all elements of Mendocino lodging and activities. There is even a sample of local produce – Stella Cadente olive oil from Boonville as well as sample amenities from membership properties.

Network and County Alliances. The PR team has toured the entire county and formed alliances with top attractions, restaurants, leaders and more – all to share with editors and potential visitors.

Promotions. The PR team is working with a range of targeted groups and opinion leaders. For example, more than 110 of the nation’s leading entertainment executives received a special invitation and coupon to stay in Mendocino. The team is also coordinating exhibitions at shows and events like the Society of American Travel Writer’s May meeting

In the coming months, the Ozone and HypeHouse team have more media and marketing elements in the works sure to demonstrate the continued success of Mendocino County’s first integrated, brand/outreach campaign! Ozone and HypeHouse continue

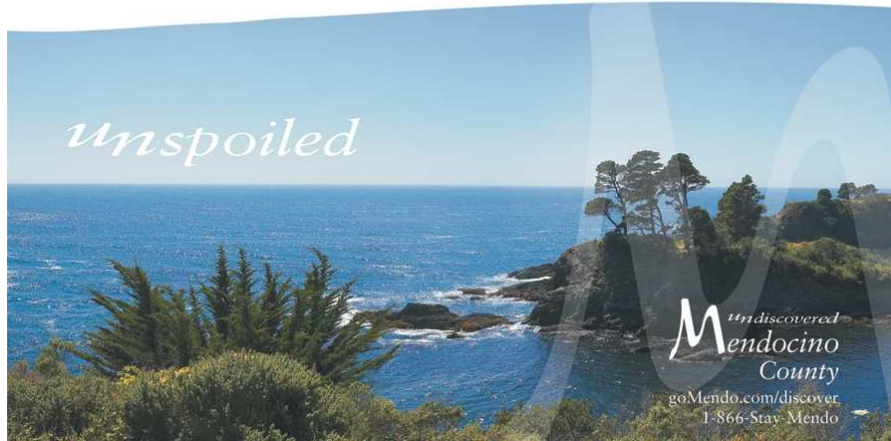
to show endless enthusiasm for promoting Mendocino County. It is truly a gem waiting to be discovered.

To see the images of the campaign in real time, visit <http://www.mcla.info> and click on the logo.

Let us know what you think! We welcome your thoughts and ideas. Please forward them to admin@mcla.info We need your input!

“I think Ozone and HypeHouse are knocking our socks off with great ideas and great PR for our county! Everyone needs to remember we are in our ‘infancy’ with this campaign! We can look forward to where we’re going when we really get rolling!”

- Pamela Amante, Beachcomber Inn



Our President Speaks—A Message from Jo Bradley

So here we are again. Our second newsletter and there is so much to share! We are very proud of what has been accomplished. We hope that you are pleasantly surprised.

Well, the Board, our Administrator Scott, Ozone Advertising and Hype House PR have been extremely busy! As you know the Marketing Plan was launched almost immediately. Hopefully many of you saw the “undiscovered Mendocino” ads in Conde Nast Traveler, Via, and Sunset. Did you see the banner ads on Trip Advisor, California Weekend, or other directories? Landing Pages were put in place for tracking purposes. The campaign has been extremely successful. I can’t wait to see what they will come up with next.

A FAM (familiarity) Tour of the County was conducted by Hype House and then the media tours started. Travel writers and editors have come through the county. Nights were and will continue to be spent by them at both inland and coastal lodgings. One particular writer wanted horseback riding and skeet shooting. Thank you to Highland Guest Ranch, in Philo, for providing the experience. That writer was extremely happy and an article has already been written.

Another really exciting opportunity has come up. Horizon Airlines has started flying into the Santa Rosa Airport and we will have a large back lit sign in the Baggage Claim Area. Ozone is working on the art work as this is going to press. Coming up are trips to New York and Los Angeles for travel and tourism conventions. The guys will be taking our amazing Press Kits with them.



Mark, from Hype House came up with a great idea! A pine wine box, stamped with Undiscovered Mendocino County Northern California has been produced. So, “What is in it?” you say? Olive Oil from inland, Pepper Jelly from the coast, a map of the county showing attractions, information about the County, and two amenities, one each from two of our lodgings. This is an eye catching Press Kit! This Press Kit has received praise and enthusiasm from the travel editors and writers.

Speaking of the Press Kits, it is not too late to get your amenities to us to put into those Press Kits. Bring us two different amenities, a dozen of each, with your name on them. They need to fit into a 3”x 6” space. On the Coast drop them at Dennen’s Victorian Farmhouse in Little River. Inland, please drop them at the Holiday Inn Express in Ukiah.

For those of you who did not know of this, it is for one of three reasons. You don’t have e-mail (and this is the first chance we have had to ask you), you have not given us an e-mail address yet, or the e-mails are getting caught in your Spam Filter.

MCLA has a List Serv for e-mailing “bulk”

Involve Yourself; Improve Your Business— We Need You! Complete the Survey

VIP Request We Need You!

Enclosed in this newsletter, you will find a survey to fill out describing your lodging establishment. We are developing a database to use for PR and information purposes. This will help MCLA to sell your business to media writers and, ultimately, potential visitors. We also want to give our PR firm some insight into who we are. If you are willing for a little attention - potentially, tell us your story. We are putting together a list of innkeepers and/or their staff who have been, are doing other things - art, stage, teaching, politics, science, etc. This may or may not be used - but from what we know about ourselves, we are an interesting group!

**Join in on our campaign and help it to be successful.
Please mail your survey to:
Po Box 550, Little River, Ca 95456**

e-mails. It is used for disseminating information to you that you or your guests might find useful; updates and requests from MCLA, announcements from restaurants alerting you to specials and events, and general information from around the county. It is never used to promote individual Lodging. If you haven’t received any of these e-mails, please be sure to fill out your questionnaire and send it in, or just call one of us. All our contact information is on www.mcla.info.

As an update, work is on going to get the goMendo.com web site a new look. If your listing is missing, or has incorrect information, from the Lodging Portion of the site, please get hold of me at innkeeper@victorianfarmhouse.com or call 937-0697. We have a wonderful person working for us who will get your information updated right away.

As I said in the last newsletter... You are always welcome at our Board Meetings. The Meetings are held all around the County. Normally they are the first Wednesday of the month. We attempt to have the Marketing Meetings the same day. Again, you can find that information on www.mcla.info.

You will again find a questionnaire attached to this Newsletter. If you have not filled it out, lost the last one, or threw it away, please take the time to give us your information now. It is to help us find you and what is special about your property. Please fill it out the best you can. If you think it doesn’t apply to your property, please write us what you want us to know so that we have you covered. It will help us to send you media leads via our PR Firm, Hype House. Please take the time to fill out the questionnaire, or mark the option for opting out, and then mail it back.

If you have something to say and are not able to come to a meeting, or just want to talk about what is going on, please don’t hesitate to contact me at innkeeper@victorianfarmhouse.com or call 937-0697. My door is always open and I will always call you back.

Mendocino Lodging Worksheet (please complete both sides)

(Please return by March. 15 to MCLA, Po Box 550, Little River, 95456)

Name of Lodging: _____

Inn Keepers: _____ Owners: _____

Local Lodging Address: _____

Mailing Address: (If different from Local) _____

City, State: _____ City, State: _____

Zip Code: _____ Zip Code: _____

Phone #: _____ Fax #: _____

Email: _____

Website: _____ 800# _____

Room Rates: (Circle rates that apply) \$ 100 or less \$\$ 100-200 \$\$\$ 200-300 \$\$\$\$ 300+

Room types: (Circle all that apply)

How Many of each:

Capacity:

Suites

King Bed

Queen Bed

2 Beds

Cottage/ Cabins

Conference Space

Wedding/ Event Space:

Other: _____

Total Guest Room Count:

To drive business to you, please list activities, destinations and events not commonly known about. Please provide contact information.

Rating:

Diamonds []

Mobil Stars []

Other Ratings: _____

I would like to participate in the MCLA Room Bank and give at least two room nights per year for legitimate business, media and PR purposes. Only those properties who are involved in the room bank by giving 2 or more room nights per year are to be included in the MCLA & Ozone referral list that travel writer's can choose from:

_____ **Yes**

_____ **No**

I wish to opt out of this survey. I understand in doing so, I will not be included in MCLA's media & PR promotional materials _____

Mendocino Lodging Worksheet (continued)

Type of Lodging: (Please Chose 1-3)

- | | |
|--|---|
| <input type="checkbox"/> Bed and Breakfast | <input type="checkbox"/> Retreat Center |
| <input type="checkbox"/> Cabins | <input type="checkbox"/> Vacation Rental |
| <input type="checkbox"/> Hostels | <input type="checkbox"/> Upscale Hotel/Motel |
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Country Inn |
| <input type="checkbox"/> Motel | <input type="checkbox"/> RV Parks/Campgrounds |
| <input type="checkbox"/> Lodge | <input type="checkbox"/> Inn |
| <input type="checkbox"/> Resort | |

Amenities: (Check those that apply)

Rooms:

- Full Bath
- 2 Bed
- Dishwasher
- Full Kitchen
- Telephone
- Television
- VCR/DVD
- Deck
- Fireplace
- Cable/Satellite
- Grill
- Washer/Dryer on premises
- Alarm Clock
- Wake-up Calls
- Bath Robes
- Stereo Players
- Coffee/Tea Maker
- Desk
- Refrigerator
- In Room Safe
- Air Conditioning
- Connecting rooms available
- Hair Dryer
- Board

Food:

- Rollaway Beds available
- Mini bar
- Private Bath
- Internet Access (Hi- Speed)
- Internet Access (Modem)
- Internet Access (Wireless)
- Vegetarian
- Continental breakfast
- Full Breakfast included
- Restaurant on the Premises
- Room Service available
- Snack machines
- Special Dietary meals Available
- Full Bar
- Store on the premises

Business Services and Event Planning:

- Business Center
- Fax machine
- Guest Computer
- Internet Access (Hi- Speed)
- Internet Access (Modem)
- Internet Access (Wireless)
- Voicemail
- Event Planner

Spa:

- Jacuzzi
- Hot Tub
- Massage Services
- Facial Services
- Indoor Pool
- Heated pool
- Outdoor Pool
- Fitness Center

Misc.

- Kid Friendly
- Bike Friendly
- Family Friendly

- Video/DVD Rentals
- Free Daily Newspaper
- TDD available
- Handicap Accessible
- Pets Allowed
- No Pets
- Rdwoods
- Orchards
- Smoking rooms
- Non-smoking rooms
- Smoke-free Facility
- Hiking/Biking Trails
- Ocean views
- Partial ocean-views
- Historical Structures
- Private Land Available
- Pond, Lake, River
- Water Sports

Write out a **short description** about your lodging and what makes your establishment unique and/or different. Tell us your story: **(Please limit to the space provided)**
