

# Red Roof Inn finally underway

Ground was broken Saturday, completion scheduled before year's end

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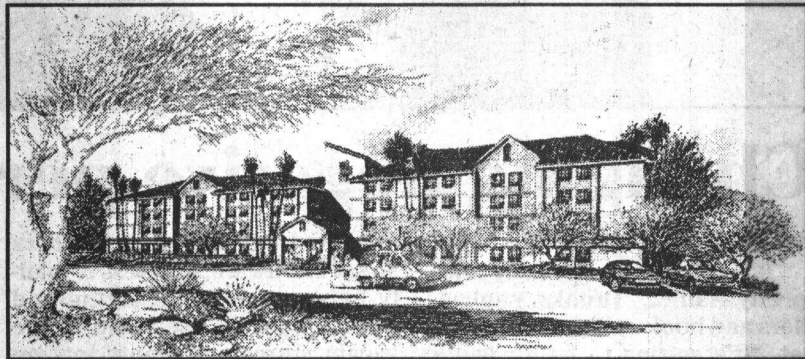
**WATSONVILLE** — After 13 years and numerous setbacks, construction of the Watsonville Red Roof Inn is finally underway.

"We survived the economic recession of California," said Chuck Allen, president of Heritage Development Company. "We went through an eight-year period where it was impossible to borrow money for hotels. During that time, it required cooperation from the city staff and council, investors and private members who worked with us."

Although originally opposed to the location — adjacent to Highway 1 and Beach Road — city council member Betty Bobeda said now that construction is underway, she feels the project will be a welcomed addition to the city's economic development. "The basic value of it is jobs," Bobeda said. "They are going to hire locally for their coffee shop, convenience store and hotel staff."

She said in addition to jobs, it will generate additional revenues for the general fund, which is used for police and fire protection as well as general capital improvements.

Another economic benefit of the



An artist's sketch of a Red Roof Inn design.

hotel will be realized by community and social service projects, which are largely funded by the city's Transient Occupancy Tax, a fee charged on daily room rentals.

"This is truly a community project because it creates a win-win situation," Allen said. "We even designed the parking lot so that it will accommodate up to 10 tour buses at one time. This will enable us to incorporate tours of our valley, giving a further boost to the local economy."

Bobeda said having more rooms available in the area will fill another void in the local market. "The motel and hotel rooms we have in the city now are nearly always filled to capacity," Bobeda said. "Aside from jobs and revenues there is a genuine need for more accommoda-

tions."

Construction is being done by ADA Construction Company, based in Phoenix, Ariz. — the same company that built the Watsonville Motel Six 10 years ago. "They are specialists in hotel construction and they have a reputation for building first class accommodations throughout the western United States," Allen said. "The superintendent, Blitz Blethea, is the same man who oversaw the construction of the Motel Six, so he is familiar with our community, city staff and our goals and objectives."

The 95-room, three-story hotel is designed with an elevator, small meeting area and secure interior corridors on all three levels. Construction is projected to be completed before Christmas of this year.