

Dream Inn  
Hotels

## Local news

# Dream Inn renamed by newest owner

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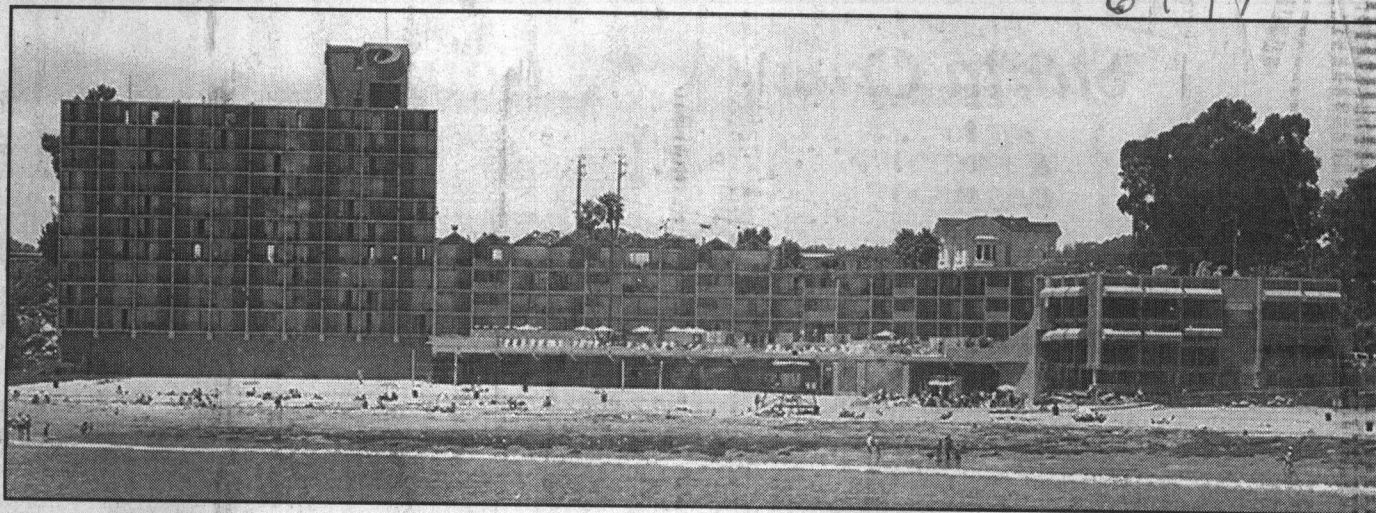
SANTA CRUZ — The Dream Inn, a local landmark and the only beachfront hotel in Santa Cruz County, officially changed its name Saturday to West-Coast Santa Cruz Hotel.

The 163-room hotel changed hands last summer in a \$4.5 million deal, and the new name coincides with the inn becoming a franchise of LT Hospitality Corp. and Northwest Hospitality Group, said Bob Suits, president of both organizations.

New signs are on order for the hotel — which rents rooms in summer for \$179 a night and suites for \$249 — and will be put up in about two months, said Patty Carta, the hotel's general manager.

Last July, LT Hospitality and Northwest bought a general partner majority interest in the Dream Inn, the Inn at the Park in Anaheim and Dupont Plaza in Washington D.C. from Santa Cruz Hotel Associates, a Santa Monica-based partnership.

Santa Cruz Hotel Associates was in financial difficulty, and a majority interest in the hotels was purchased at a trustee sale, Suits said Saturday from his home in Boise, Idaho. Santa Cruz



Bill Lovejoy/Sentinel

The county's only beachfront hotel is now officially the WestCoast Santa Cruz Hotel.

Associates still maintains a minority interest in the hotels.

The 10-story Dream Inn did not immediately become a franchise of the 29-hotel chain run by LT Hospitality, Northwest and WestCoast Hotels, because "a number of issues had to be taken care of to meet company standards," Suits said.

Since last summer, about \$800,000 has been pumped into the Dream Inn, which sits above the Municipal Wharf on West Cliff Drive, in the form of new carpets, wall coverings, beds and exterior paint. Another \$600,000 in upgrades for the hotel's two restaurants are scheduled for next year, Suits said.

The Dream Inn, which was built in

the early 1960s, last changed ownership in 1986 when Santa Cruz Associates bought it for \$14.6 million.

In 1991, the company went into Chapter 11 proceedings and emerged a little more than a year later with new management that turned the Dream Inn into a major conference center for Silicon Valley firms.