

Seacliff Inn constructing a bright future

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STAFF REPORT

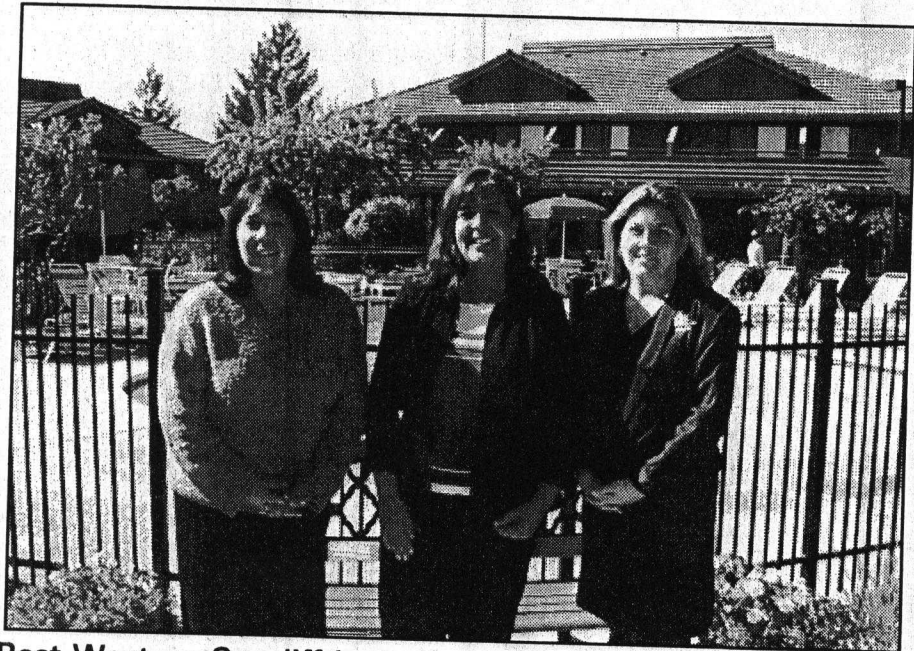
APTOS — Marking the Best Western Seacliff Inn's 15th anniversary, this year has brought an expansion to the resort designed solely with the customer in mind.

The Seacliff Inn was established in 1985 with 140 guest rooms, restaurant and lounge. Over the years it has become a well-known business with an outstanding reputation for corporate and leisure travelers, both locally and abroad.

Originally founded after local business owners saw the need for a hotel and conference facility in a mid-county location, the Best Western Seacliff Inn opened with nearly 60 staff members employed as housekeepers, front desk clerks, restaurant and maintenance staff. Today, the Best Western Seacliff Inn employs more than 120 people and is well established in the Aptos community. The Best Western Seacliff Inn has continued to grow not only for the community, but for their patrons as well.

The Best Western Seacliff Inn has been under construction for the better part of the summer season — the busiest summer season yet. However, with patience and careful planning, the inn's staff has limited any inconvenience to their valued customers.

"Most of our customers haven't minded," said Debbie Parsons, the inn's director of sales and catering. "It's a shock when customers drive up to see all the construction — that scares them. But when they come in, it's totally different —



Best Western Seacliff Inn's assistant directors of sales and catering Nikki Castro, left, and Carrie Beaton, right, stand before the resort's refreshing pool with sales and catering director Debbie Parsons, center.

you'd never know there was major reconstruction going on."

The remodeling will allow for more upgraded amenities to their loyal clientele, in addition to nine new innovative rooms which will more than accommodate the corporate traveler.

The new rooms will feature additional computer hook-ups, refrigerators, microwaves, Laz-E-Boy recliners for the ultimate in relaxation and possible computer printers after January of next year.

"It's a more comfortable setting," Parsons explained.

Due to the increased length of guest stays, the Best Western Seacliff Inn has also added guest laundry facilities along with a state-of-the-art fitness room. As a result of an increased volume of business, the lobby and registration area will also be expanded and enhanced to feature an indoor aquarium, which only highlights the outdoor aquarium filled with exotic goldfish.

"While customers are here they can enjoy the beautiful landscaped grounds," Parsons said of the six-acre gardens which features the Japanese koi pond, a footbridge and waterfall on Severino's Restaurant patio. "The construction isn't affecting the restaurant or pool area, so people can come and have a good time."

Construction hours are from 9 a.m. to 4 p.m. weekdays, so as to keep evenings and weekends tranquil for clientele. During construction, the inn offered specials such as a Hard Hat Lunch — a two-for-one Chinese Chicken Salad. When the last nail is hammered, a drawing will be held for a complimentary one-night stay.

The Best Western Seacliff Inn staff would like to thank the community for its understanding and support during this exciting time and look forward to your visit to the new and improved Best Western Seacliff Inn in 2001.