



## WHAT'S NEW

### HEALDSBURG

Madrona Manor to reopen  
this Spring!

After selling last year for \$11M, the 1881 Inn will reopen with a new look and Chef Jesse Mallgren back in the kitchen!

### GEYSERVILLE

Cyrus

A former Healdsburg two-star Michelin restaurant is reopening.

### CLEAR LAKE

Major League Fishing

2022 Toyota Bass Tournament dates are set for April 28-30. View the schedule and registration details [here](#).

## CULINARY BUZZ

### ACCLAIMED CHEF LEAVES NAPA FOR HEALDSBURG

Chef Erik Anderson has left the recently-opened Truss Restaurant and Bar at the Four Seasons Napa Valley in Calistoga for Michelin-starred Barndiva in Healdsburg.

## STARTING 2022 OFF STRONG

WC Lodging is a premiere host for the 4th year in a row!

We have a five star rating on Airbnb & VRBO.



## SAFETY MEASURES FOR THE NEW YEAR

To ensure the safety of our guests during power outages, emergency flashlights have been added to all floors in all units. Additionally, our staff has inspected all properties for required fire extinguishers and first aid kits to ensure all are stocked & up-to-date. We have partnered with Moore Heat & Air to offer HVAC maintenance memberships to our Sonoma Co. owners and are actively interviewing prospective Lake Co. partners. More info to come!

## EXPANDING PARTNERSHIPS

WC Lodging has been working diligently to expand our network of local businesses, RE professionals, national travel coordinators and concierge service providers. We will continue to nourish these relationships in an effort to become known to all as the "go-to" accommodation experts in the Sonoma & Lake County areas. To add even more value to our 5 star service we've expanded our services to include local business recommendations & discounts, private chef & transportation coordination & welcome baskets featuring locally sourced delectables.

## DYNAMIC PRICING SOFTWARE IS HERE!

With the help of PriceLabs we will never again miss an opportunity to increase nightly rate based on historical and current demand! The algorithmic software will monitor advertised rate up to 1 yr out; however, we pledge to still be the largest part of the pricing process.

- "Minimum" & "maximum" rate are set manually.
- Extended stay specials are run continuously.
- Last minute discounts offered when necessary.

We believe so much in this tool that we are assuming its cost and have begun using it throughout our portfolio.

Your January owner statement is ready. View it [HERE!](#)

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Lakeshore Paradise

## WHAT'S NEW LAKE COUNTY

### Lake County Destinations

If you've never explored Lake County there's no better time to start! There really is so much to see and do- state parks and public lands, CA's largest natural lake- Clear Lake, Casinos and delicious wine! Visit our WC Lodging Website for some gorgeous lodging options!

<https://wclodging.com/clear-lake>

### **MCATEE'S MARINE**

*Serving Lake and Sonoma Counties since 2007*

Worried about water? So are we! All the more reason to summarize your boat and get it out on the lake before the opportunity is gone. Call us for pickup/delivery services!  
[www.mcateesmarine.com](http://www.mcateesmarine.com)

## MOTHER'S DAY

### MOTHER'S DAY BRUNCH AT BACCHUS LANDING

Celebrate the mother in your life with Chef Tomas Guzman and his 4-course food and wine pairing WITH bottomless glasses. Unique, relaxing and delicious, trust me, she'll love it!



## SOME SONOMA COUNTY RESIDENCES SOON WILL BEGIN PAYING FOR THEIR WELL WATER

In the sprawling 81,284-acre Santa Rosa Plain groundwater basin, the proposed regulatory fee for a rural resident is \$18 to \$25 a year, much lower than the rates in the more sparsely populated Petaluma and Sonoma valleys.

In the 44,846-acre Sonoma Valley basin, the fee would be \$48 to \$80 a year, and in the 46,661-acre Petaluma Valley basin, it would be \$115 to \$200 a year. IF your area is not listed above, it will be soon! See full article [here](#)

## TRANSIENT OCCUPANCY TAXES BUSINESS IMPROVEMENT AREA ASSESSMENTS

The Transient Occupancy Tax (Hotel, Motel, Campground or Bed Tax) is an additional source of non-property tax revenue to local govt. This tax levied (12% in Sonoma Co., 10% in Lake Co.) are discretionary; meaning the Board of Supervisors may direct use of these funds for any legitimate county expense. The tax code does not require any specific use of the Transient Occupancy Tax (TOT) funds.

BIA is different. Levied at 2% in Sonoma Co & 1.5% in Lake Co., these funds are designated specifically to market overnight stays in the Business Improvement Area. In other words, use tourism dollars to drive more tourism.

The guest pays all taxes to WC Lodging and we in turn file quarterly with the county.

*All numbers on your owner statement are for reference only.*

## RED MAKES YOU HUNGRY

It's why red is a popular restaurant color scheme: it actually increases appetite. Research has also found that certain colors are more energizing, relaxing or calming than others...great tips to keep in mind when freshening up your interior paint for the Summer rush:

- **Entry areas and foyers:** Spark the "welcome home" feeling with energizing colors such as red, oranges or yellow
- **Family and living rooms:** shades of brown or taupe to encourage a cozy feeling
- **Bedrooms and dens:** Since relaxation is the key, blues and greens in natural shades encourage tranquility

**\*\*Click [here](#) for more on the 60/30/10 Rule\*\***

Your April owner statement is ready. View it [HERE!](#)

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*Xanadu*

## WHAT'S NEW SONOMA COUNTY

Fogbelt is coming to Healdsburg!

And we couldn't be more excited! The old train station on Hudson has been TRANSFORMED (link above)! Cold beer on a Warm patio, yes please!

## MARGARITAS AT MIDNIGHT

OK, maybe not at midnight but where does one go in the world of wine to get an AMAZING margarita?! My personal fave? The Blood Orange Marg at the family owned and consistently delicious El Gallo Negro in Windsor FOR SURE! Paired with their Chile Verde it makes even a Michelin Star fade. Want a challenge? Try a different place with every visit to town!  
Best Margaritas in Sonoma County

## A GOOD READ

### TIMES THEY ARE A-CHANGIN

From Lake County with a higher unemployment rate than the state AND the nation in March, to 10% of the workforce at Santa Rosa based HenHouse Brewing Co. moving out of the state during the pandemic, we are reminded the only constant thing in life is change. Click here for full article



## 45 DAY TEMP MORATORIUM ON VACATION RENTAL PERMITS IN SONOMA CTY PASSES

### THE GIST

AT THEIR MAY 10, 2022 MEETING THE SONOMA COUNTY BOARD OF SUPERVISORS PASSED A 45-DAY MORATORIUM WHICH APPLIES TO NEW VACATION RENTAL PERMITS SUBMITTED AFTER MARCH 17, EXCEPT FOR PRE-EXISTING APPLICATIONS IN DISTRICT 2 AND DISTRICT 3, WHERE THERE WAS LESS IMPACT FROM VACATION RENTAL PERMIT APPLICATIONS. THE MORATORIUM DOES NOT APPLY TO EXISTING VACATION RENTALS, HOSTED RENTALS OR RENTALS IN THE COASTAL ZONE

“We passed the resolution that staff had prepared, with a couple changes,” said Commissioner Caitlin Cornwall. “The most important was we had a majority for a 5 percent cap, not a 10 percent cap. Owners must be permanent residents of Sonoma County, must be actual people — not corporations — and can only have one vacation rental each. And no vacation rentals in R1 zoned areas, which are the highest density residential areas [in the] unincorporated county. All of this only applies to new applications for vacation rentals.”

Read the full article on the county website [here](#)  
Kenwood Press article [here](#)

## BREAKING NEWS AS OF 6/3/22

The Sonoma County Board of Supervisors will hold a public hearing on June 13, 2022 at 8:30 am. This meeting will likely result in the *extension* of the 45-day moratorium as the County continues its public hearing process on an update to the existing Vacation Rental Ordinance.

Meeting Materials: <https://sonoma-county.legistar.com/Calendar.aspx>  
Submit public comment prior to or during the board meeting via email: <mailto:bos@sonoma-county.org>

Meeting Agenda: <https://sonoma-county.legistar.com/Calendar.aspx>  
For more information about this proposal, to submit comments, or to request an accommodation for review of the file, please contact the project planner, Brian Oh at [Brian.Oh@sonoma-county.org](mailto:Brian.Oh@sonoma-county.org) or (707) 565-1931.

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Your May owner statement is ready. View it [HERE!](#)



Lily Pad Ranch

## WHAT'S NEW

### Charlie Palmer LOVES HBG! Appelation

Imagine a prep kitchen that doubles as the hotel front desk, a pantry with local products on each hotel floor, and a cookbook library. Charlie's latest vision will *hopefully* shape up to be a go to for locals as well with classes and a rooftop bar! [Full Article](#)

### LAKE COUNTY RODEO

If you've never been to a Rodeo here's your chance! The kids will LOVE it and, trust me, it's an experience! Where: LC Fairgrounds, 801 Martin St Lakeport This is a sanctioned CCPR Pro Rodeo featuring 7 Pro Events, Barrel Racing & Local Team Roping!  
When: 7/8 & 7/9 6 - 9 pm

## A GOOD READ...

### WILL CA HIT "DAY ZERO"?

This article written from the perspective of a person who lived through the "Cape Town Water Crisis" is powerful. I'm not one to live in apocalyptic fear, but may we someday be showering in a bucket so we can reuse the water to flush our toilets?! [It happened in Cape Town.](#)



## WC Lodging, Lodgix & Nextpax

### WELCOME YOU TO BOOKING.COM!

As many of you know I am constantly trying to make the owner, guest and manager experience better. At the core of our system is our current booking software - Lodgix. Although it is functional and reliable, as with all software, it's proven to have some limitations. I have spent hours researching and vetting other booking software systems to see if a better option is out there and although there are many other *options*, it has become clear that they all have their limitations. Since trading one set of limitations for another is not the goal, a new path has been paved. SO, what's the plan?

Rather than switch systems we are going to expand our use of Lodgix and make it better: Enter the Lodgix/NextPax relationship. Lodgix now offers integrations with dozens of listing sites through their partnership with NextPax.

One of the most exciting of these integrations is their relationship with Booking.com, meaning your properties will soon appear on Booking.com!

A few Booking.com stats:

- 40% of Vacation Rental managers receive their first booking within 1 week of listing on Booking.com
  - Booking.com has delivered over 1 billion vacation rental guest arrivals and has over 6.4 million alternative accommodation/vacation rental listings.
  - According to Transparent, the more channels your properties are listed on, the more room nights you will have booked per month.
- Listings should be live on Booking.com this week followed by Hopper and Google VR!

### IN CASE YOU MISSED IT...

Don't be surprised when you receive your permit renewal invoice- Permit Sonoma will be raising permit and other service fees by approximately 9% starting July 1, 2022. **Always be aware of your renewal date...** Even though the county will send you a renewal invoice via email, their communications often end up in spam, unnoticed. Non-Payment will allow your permit to expire...NEVER LET YOUR PERMIT EXPIRE unless you know you are forever done with using your home as a short term rental...With all of the recent changes and new exclusion zones, once your permit is gone it's unlikely you will be getting it back.

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Your June owner statement is ready. View it [HERE!](#)



*Lily Pad Ranch*

## WHAT'S NEW HEALDSBURG

### ¡Ciao Bruto! : "Hello Ugly"!

Have you ever tried to find wines from other regions while in town? It's next to impossible...and for someone who has an affinity for French and Italian wines it can be frustrating. ENTER ¡Ciao Bruto! The name itself an appropriate 'tribute to the unapologetic rusticity of the Italian wine'. Currently a retail space but soon to be so much more! *Check it out!*

### LAKE COUNTY WATER QUALITY



### LAKE COUNTY: Toxic algae blooms on the rise

Nearly 70 California lakes, rivers and reservoirs, including several in the Bay Area, have issued "caution," "warning" and "danger" advisories so far this year. At least three different sections of Clear Lake in Lake County have also reported dangerous levels of harmful algal blooms in 2022. The lake, which was once an amazing place to visit, has slowly gained a reputation for its rotting algae; directly leading to a decrease in lake front home prices, tourism and recreation. I'm not going to lie, economically it's been tough for the area. That being said, basic economics says Now is the time to buy!! Our rentals are still booking like crazy. \$\$\$

## CHRISTMAS?!

### NAPA VALLEY SANTA TRAIN

If Santa is already planning for Christmas I guess we parents should be too! The Santa Train is adorable and also makes a great gift. After 2 yrs of Covid it will sell out, tix for non-Napa residents go on sale July 1

WE ALL KNOW  
CA IS  
EXPENSIVE,  
CLICK ON CAR'S  
INTERACTIVE  
MAP TO SEE  
HOW YOUR  
COUNTY RANKS

County	State	County Ranking	Median Price	Median Time on Market	Sales MTM% Change	Sales YTY% Change	Sales YTD% Change
California			\$885K	8	-1.9%	-8.5%	-7.4%
San Francisco		1	\$2,167,500	12.0	4.5%	-6.3%	-6.3%
San Mateo		2	\$2,000,000	8.0	7.6%	-17.3%	-17.3%
Marin		3	\$2,125,000	8.0	0.1%	-20.4%	-20.4%
Santa Clara		4	\$1,770,000	7.0	9.9%	-21.2%	-21.2%
Santa Cruz		5	\$1,410,000	8.0	0.0%	-12.7%	-12.7%
Alameda		6	\$1,500,000	8.0	3.5%	-15.3%	-15.3%
Orange		7	\$1,325,000	7.0	4.3%	-27.6%	-27.6%
Santa Barbara		8	\$1,200,000	9.0	-3.2%	-23.2%	-23.2%
Mono		9	\$202,500	49.0	-3.5%	-7.0%	-7.0%
Napa		10	\$1,027,000	24.5	3.7%	-12.2%	-12.2%
Contra Costa (Centr.)		11	\$1,050,000	8.0	-6.6%	-20.9%	-20.9%
San Luis Obispo		12	\$890,000	7.0	5.5%	-22.8%	-22.8%
Ventura		13	\$955,000	15.0	-3.0%	-20.1%	-20.1%
San Diego		14	\$975,000	7.0	-1.3%	-12.6%	-12.6%
Sonoma		15	\$871,500	23.0	9.8%	-25.8%	-25.8%
Monterey		16	\$903,500	9.0	-18.9%	-24.2%	-24.2%
San Benito		17	\$860,000	8.0	6.7%	-25.0%	-25.0%
Los Angeles		18	\$801,680	9.0	2.9%	-12.8%	-12.8%
El Dorado		19	\$711,000	12.0	3.6%	-6.9%	-6.9%
Placer		20	\$717,000	6.0	5.3%	-11.1%	-11.1%
Solano		21	\$640,000	19.0	7.3%	-4.8%	-4.8%
Riverside		22	\$630,000	10.0	-9.7%	-12.6%	-12.6%
Yolo		23	\$633,000	7.0	-4.1%	-16.4%	-16.4%
Mendocino		24	\$545,000	39.0	-6.0%	-4.1%	-4.1%
Nevada		25	\$617,000	11.0	0.7%	-16.0%	-16.0%
Plumas		26	\$350,000	61.0	0.8%	-29.3%	-29.3%
Sarramento		27	\$570,000	7.0	6.7%	-5.1%	-5.1%

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