



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" rates 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.

Like us on



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