



January 19, 2021

Martha's Vineyard Commission
Attn: Adam Turner, Executive Director
Martha's Vineyard Commission
P.O. Box 1447
Oak Bluffs, MA 02557

SUBJECT: DRI #614-M7 – Harbor View Hotel Modifications – SPA Services Narrative

Dear Mr. Turner and Commissioners,

The following narrative provides an overview of the known operational questions regarding the Subject project. This outline is prepared in support of the proposed changes in DRI #614-M7.

Overview:

The Hotel Spa Amenity is proposed to be located at the current location of the Bradley Cottage located within the Harbor View property. It is being developed as a hotel guest amenity that would enhance the hotel's business model and is in keeping with the hotel's competitive posture in the region. The Spa services will be confined to the indoor spaces only inside the spa cottage. By its nature and design, the spa services and atmosphere are purposefully quiet, relaxing, and peaceful.

Hours of Operation:

The Spa Amenity is planned to be open year around. It is anticipated to be open for services seven days per week and will follow hotel opening schedule. The hours of operation will be 8:00 a.m. to 8:00 p.m.

Services:

The type and style of services within seven (7) treatment rooms will be consistent with the character and dignity of the high service and facility standards of the hotel and restaurant operations. Typical featured treatment menu will include massage therapy, reflexology, steamed towel massage, Thai massage, facials, manicure and pedicure, hair styling, makeup applications, fashion consulting, image consulting.

Point of Sale and Marketing:

The spa services will be marketed as an exclusive amenity directly to hotel guests as a premium amenity offering within the hotel services. The spa will accommodate service requests from local community and public limited slots available. The point of sale for the reservations and services will be reserved through the hotel room reservations offices and will have no walkup retail store front.

It is anticipated that over 80% of the spa seven (7) treatment rooms use will be derived exclusively through the hotel guest spa packages and the hotel guests' none registered guest relationships/visitors. It is therefore, anticipated that the number of treatment slots available to none registered hotel guests will be limited to 20% of its actual net capacity.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Scott Little", with a horizontal line extending to the right from the end of the signature.

Scott Little
General Manager
Scott.little@harborviewhotel.com

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