

Fwd: Harbor View Hotel Spa Hearing- Letter of Support

Adam Turner

Tue 1/19/2021 1:59 PM

To: Alex Elvin <elvin@mvcommission.org>;

Sent from my iPhone

Begin forwarded message:

From: Makenzie Wall <makenziwall@me.com>
Date: January 19, 2021 at 1:56:09 PM EST
To: Adam Turner <turner@mvcommission.org>
Subject: Harbor View Hotel Spa Hearing- Letter of Support

Dear MVC,

I have been a year round resident of Edgartown for the last five years, and have also been a very proud employee of the Harbor View Hotel since moving to the island. I have been a part of the HVH team before Mr. Chiu's ownership, and have seen the state of the hotel pre-renovation. Mr. Chiu from the very beginning has continued to support the local community in every detail of the renovations thus far, and has respected the boundaries set before him. The 2019 renovations were done beautifully, with much thought going into the community guidelines throughout the entire process. As a team, we are proud to represent the Harbor View and all that it stands for on the island. As a community member and proud employee of the hotel, I am asking that you all allow the organization to move forward with the spa project.

I have the honor of overseeing all of the weddings and events at the hotel, and have been lucky enough to welcome hundreds of families to a destination very special to them, Edgartown, Martha's Vineyard. A wedding weekend is a very important weekend for families, one that creates lasting impressions for generations to come. Hearing how special this island and the Harbor View is to my clients has motivated me throughout my tenure here. Weddings are not only meaningful to the families hosting them, but also to our island community. I ask that all of my couples hire local vendors for their big day, and support the community where possible every step of the way. Harbor View weddings over the years have provided large business opportunities to small businesses on the island that they may not have the opportunity to see if not for a larger venue available. Our couples and their guests have and always will support the town of Edgartown with hotel guests dining at other town restaurants, choosing local trade work for their welcome bags, hiring local florists and musicians. While we are very thankful for the business we have received in the past few years, having a spa on-site for our weddings to use to get ready for their big day, and offer to their guests during their stay, will increase our abilities to book more weddings with having additional offerings that make us stand out from off-island venues. One of the most frequent questions I receive from my couples while planning is where they could receive spa services during their stay while staying as close to the hotel as possible. Our hotel also welcomes corporate businesses as well, celebrating company milestones or company retreats. These companies have unlimited spending abilities to support the local communities with boat tours, fishing tours, oyster tours, and small dinners in and around town. Having a spa on-site will also give our team the ability to book more retreats at our hotel, thus providing even more business to our local hard working island businesses. One of my goals, alongside Mr. Chiu, and Mr. Little, has been to extend the season and work to secure more business in the shoulder and off-seasons. I have been working tirelessly to secure weddings in April, November, and December, months that would usually not appeal to weddings. These shoulder season weddings will greatly contribute to the local businesses when times are slower and the business slows down. Having a spa on-site would greatly increase our chances of booking more shoulder season business, and capturing the winter weddings we as a community could all benefit from.

One of the most important aspects of my job as the wedding coordinator here has been to ensure all rules and policies are consistently being followed. We will always respect the local ordinances of no amplification, noise controls, light containment, and crowd control. With an on-site spa, our team would continue to show respect to our local neighbors with all weddings and events being held on-site.

As a team, we have continued to remain passionate about supporting the community and town in any way we can. We have always opened our doors to help local businesses with event spaces for their yearly fundraisers, or holiday parties, with reduced pricing on rental fees and food and beverage offerings. We are now asking the community to support our business with the spa.

Thank you,
Makenzie Wall