

News Release



FOR IMMEDIATE RELEASE

December 2, 2009

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Innkeepers Support Restoration of Mendocino Headlands State Park

MENDOCINO – Local innkeepers have donated more than \$10,000 to help restore the 1859 Ford House and improve hiking trails and trail signs at Mendocino Headlands State Park.

The donations resulted from a public-private partnership started in April, among local hotels, the Mendocino Area Parks Association (MAPA) and California State Parks. Several inns and B&Bs have been asking their guests to make a 1% per night contribution to the Campaign for the Mendocino Headlands. Funds raised by this campaign will also be used to create new exhibits and interpretive programs about the Headlands.

“We are grateful for the community support for the Mendocino Headlands State Park Campaign. It has been incredible. In these economic times the visitors truly appreciate their state parks and are willing to help us restore and improve them,” said Marilyn Murphy, Mendocino District Superintendent at California State Parks.

Leading the contributions to the campaign are the Mendocino Hotel (\$7,947 collected to date), the Hill House Inn (\$2,831), the Alegria Oceanfront Inn and Suites (\$520), and the Whitegate Inn and its sister property, Abigail’s Inn (\$400). These hotels are the charter members of the Campaign program. The Stanford Inn also joined the Campaign in October.

Although hotel occupancy and room rates are down this year because of the recession, the Campaign’s goal is to raise \$50,000 to \$100,000 annually. Donations to the Campaign will rise as the economy improves and overnight lodging business in the town of Mendocino returns to previous levels.

In addition to the donations from the innkeepers, local artist Erin Dertner raised more than \$1,000 through the sale of a painting of the Ford House and gift cards with the image of the painting.

“The Headlands Campaign benefits the visitors, the merchants and the community. The beauty of the Headlands Campaign is that it creates two kinds of benefits for the park: the visitors who come here to enjoy the town become supporters through their voluntary donations, and the campaign creates an ongoing working partnership between State Parks and the participating inns for the long term stewardship of the Headlands,” said Carolyn Cathey, Executive Director, Mendocino Area Parks Association.

(more)

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California State Parks on the Internet: <<http://www.parks.ca.gov>>



Ford House
December 2, 2009
Page 2

The Ford House, Mendocino's unofficial visitor center, serves more than 25,000 visitors annually. It is in dire need of paint, a new roof, and foundation work that will cost more than \$350,000. Donations raised by the Campaign will help pay for the planning, environmental review, and construction costs of these projects. Other projects at the Headlands that may be funded with donations raised through this program include improved access for persons with disabilities, repair of eroded trails and fencing, conservation of the remains of 19th century piers, and new interpretive panels.

California State Parks and MAPA are encouraging more inns to participate in the Campaign for the Headlands. For more information, visit the campaign Web site at www.mendocinoheadlands.net or call MAPA at 707-937-5397.

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