

Martin Hospitality updates Surfsand lobby, ballroom

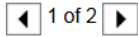
By [Mike Williams](#)
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Martin Hospitality redesigned the Surfsand Resort's lobby, including moving the fireplace and adding a window. This was the first significant makeover since this section of the resort was built in 2000.

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Those sections of the Cannon Beach hotel were built in 2000 and were ready for a makeover.

CANNON BEACH — The Surfsand Resort carries good momentum into Spring Break with a newly renovated lobby and ballroom.

The 3,000-square-foot ballroom got a makeover with fresh paint and new carpet, said Jerry Martin, general manager of the Surfsand and the Wayfarer Restaurant. Renovations in the lobby were more extensive, including moving a fireplace and adding a window.

The structure was built in 2000, Martin said. It's had minor work since then. The company altered the exterior in spring 2014 to make it match the exterior of the rooms.

That made the interior seem dated.

"We realized it was time to bring the lobby space into more of the design of what the rooms were," Martin said.

Shifting the fireplace allowed them to add another window, which brings in more light, opens up the view of iconic Haystack Rock and helps the staff direct guests to the different buildings on the property.

The new look features wood planks salvaged from bleachers at The Dalles High School

The project started just after Thanksgiving and wrapped up in early February. Staff used a temporary lobby in a couple of guest rooms and a board room, Martin said.

Availability of carpeting delayed the project, he said, but they weren't in a hurry.

"We didn't want to rush the project; we wanted to get it right."

It's easier to do a project like this during the winter, he said.

"Although Christmas is a 10-day run for us," he said. "Occupancy level is 100 percent or close to it for five of the 10 days and it's 60 to 70 percent the rest of it."



Jerry Martin

SUBMITTED PHOTO

The Surfsand has 95 guest rooms in four buildings. Martin Hospitality, owner of the Surfsand, keeps guests rooms up to date, Martin said.

Industry standard for rooms is every seven years, he said. Some properties go well beyond that.

“We’re closer to that,” he said. “We’re always trying to make sure the product is fresh.”

O’Brien Constructors was the general contractor for the project.

Hiring upswing

As of mid-February, March bookings were slightly behind 2014, but April was even, Martin said. He’s not worried. The booking pace is a lot shorter window than it used to be, he said. Soon the resort will be hopping with Spring Break crowds soon to be followed by the busy summer season.

“We’re hiring away right now,” he said. “We need a small army between cabana service, housekeeping and catering.”

Martin, second cousin to the company’s late co-founder Steve Martin, worked for the company from 1993 to 2000 before working as a general contractor. He returned to the company in 2009.

He talks proudly about the Surfsand’s amenities, but the Wayfarer Restaurant offers plenty of potential on its own.

“There’s nobody on the North Coast that competes with what kind of money we do out of that restaurant with breakfast, lunch and dinner and catering for our facilities,” he said.

The company needs several layers of management, a small army to run the restaurant, he added.

“Once we get to capacity [at the Surfsand] the Wayfarer is where the big increases come,” he said. “Because they’re not just pulling from one hotel, they’re pulling from the whole town.”