

FLAMINGO

Santa ROSA RESORT

FACT SHEET

OVERVIEW:

A haven for the unbounded and uninhibited, The Flamingo Resort is a mid-century hotel in California's Sonoma wine country where guests can drop out and tune in. Set on a 10-acre campus, it is an incomparable property that offers city access yet is a tucked away oasis that feels far from it all.

A cornerstone of the Santa Rosa community for over 60 years, the historic hotel is undergoing a multi-million renovation to be unveiled summer 2021. The comprehensive transformation includes 156 re-imagined guest rooms and 14 poolside suites, the Flamingo Lazeaway Club restaurant, a music lounge, and indoor and outdoor private and communal gathering spaces. Weddle Gilmore Architects, BAR Architects, and SL Hospitality transform The Flamingo Resort, the flagship property of San Francisco-based hotel management company, Spoken Hospitality, into a spirited escape where guests can be as mindful, or as mindless, as they desire with a kaleidoscope of wellbeing and entertainment offerings. A wine country resort with all of the perks and none of the pretension, Flamingo provides a spirited setting for locals and travelers, families and friends, and celebrations across generations. The property also features a year-round heated pool, hot tub, full-service fitness center and spa, Pilates and cycling studio, tennis courts and lap pool.

Originally built in 1957, the buildings, rendered with natural materials and iconic angular silhouettes, are the work of master architect Homer A. Rissman.

LOCATION:

The Flamingo Resort is located in Santa Rosa, the largest city in Sonoma wine country, with 12 distinct appellations and more than 200 wineries. Legend has it the name Sonoma, also known as the "Valley of the Moon," derives from an indigenous word for "many moons." Activities in the area include hot air ballooning, canoeing, kayaking, horseback riding, skydiving, deep sea fishing, Redwood ziplining, car racing and touring microbreweries. The culinary destination serves up homegrown eateries and internationally acclaimed restaurants. Boutiques, artisan fairs and malls are spots to shop for local wares and souvenirs. Beyond town, nature abounds with rivers, forests, mountains and agricultural valleys.

CONTACT:

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WEBSITE:

www.flamingoresort.com

SOCIAL MEDIA:

Facebook: www.facebook.com/FlamingoResort
Instagram: www.instagram.com/theflamingoresort

RENOVATION DATE:

Summer 2021 by San Francisco-based BAR Architects and SL Hospitality

OWNERSHIP

The Ehret family, Yang Capital and restaurateurs Anderson Pugash and Benson Wang

MANAGEMENT:

Spoken Hospitality

ACCOMMODATIONS:

The Flamingo's spacious 156 guest rooms and 14 poolside suites, many with private outdoor patios, are designed to effortlessly blend the resort's mid-century architecture with a fresh modern design, creating a sanctuary for guests to relax in the Valley of the Moon. Each room features one king or two double beds, refrigerator, wireless Internet, hot water kettle and instant coffee by Mount Hagen.

RATES: Rooms starting from \$185/night and suites from \$350/night

HOTEL AMENITIES:

- Heated swimming pool, private cabanas and pool bar
- Full-service fitness center with Pilates and cycling studio, tennis courts, pickle ball courts, lap pool and spa
- Complimentary high-speed Wi-Fi
- Childcare services
- Room service
- Dry cleaning & laundry service (additional fees apply)
- Hydration water stations throughout the resort and gold pitchers in each guest room

LAZEAWAY CLUB:

Flamingo Lazeaway Club offers Cal-Pacific cuisine in a transportive leisure setting that is inspired by Fernando, a fictitious traveler who has traveled to Asia and other exotic corners of the world. The mix of vintage and modern art that adorns the walls of the restaurant are a reflection of his travel and experiences. The menu is filled with dishes and umami flavors from around the globe while being rooted in the local community, showcasing fresh ingredients and the best products that are locally and sustainably sourced.

EXPERIENCES:

Flamingo's robust roster of fitness, outdoor, well-being, and culinary and libations programming inspires guests to experience an array of complimentary and paid activities throughout their stay.

Flamingo's Experience Fee of \$29 per night includes the following complimentary wellness programming and amenities:

- Flamingo's signature Cold Water Bucket Experience
- Tea Hour (CBD and other herbal infusions)
- Outdoor yoga
- Outdoor spinning class
- Guided and self-guided hiking
- Health Club & Spa Access
- Lecture Series
- Excursion kit with map
- Lobby beverage station that serves morning coffee and tea
- Baby accessories (Pak 'n Play, etc.)
- Pet amenities and pet guide (dog bed and toys)
- WiFi access
- Self Parking

Guests can further relax and explore with additional paid activities on and off property from canoeing and photography hikes to sound healing and Wim Hof classes to wine and craft beer tastings.

HEALTH CLUB & SPA:

The resort features a 20,000 square foot health club and spa offering a broad variety of sports activities and spa services to guests. The health club has five tennis courts and on-site pro, a 25-meter lap pool, socially distant and virtual exercise classes, cardio, strength training, fitness trainers, babysitting services and full facility locker rooms. Guests can swim laps, do aqua aerobics, lift weights, play pickle ball, work out with a personal trainer and take a tennis lesson with a pro.

WEDDINGS:

Couples can say "I do," in the Valley of the Moon from elopements and micro weddings to more lavish affairs and resort buyouts, with The Flamingo team can create every couple's ultimate wedding weekend. The resort's mid-century modern event rooms are fit for those seeking a bit of sophistication while the sundeck and outdoor spaces provide more casual vibes.

EVENTS:

The Flamingo boasts 20,000 square feet of versatile indoor and outdoor event space for private dinners, memorable events, and celebrations including milestone birthdays, bachelorette parties and family reunions as well as executive retreats, conferences and small working sessions. The transformed resort provides an abundance of opportunities for guests to gather indoors and outdoors and be inspired by the beauty and spirit of the region.

Venues Include:

The Cove Picnic Area
Golden and Yarrow Outdoor Courtyards
Lanai
Yoga Deck
Sun Deck
Cabana Lawn
The Aviary and Palm Ballrooms
Poppy, Madrone, Redwood and The Loft Boardrooms

SPOKEN HOSPITALITY:

Based in San Francisco, California, Spoken Hospitality is a full-service hotel management company specializing in rebranding properties and creating transformative wellbeing experiences for its guests and team members. Spoken's collection of boutique and branded hotels are located in California and Arizona, each with a dynamic and destination-driven personality, including The Flamingo Resort in Santa Rosa, set to debut summer 2021. The company provides premier hotel management services by investing in and empowering its team members to elevate the guest experience.

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