

27 W Main Street  
Falmouth, Ma  
July 22, 2015

Cape Cod Commission  
P.O. Box 226  
3225 Main Street  
Barnstable, MA 02630

Sub.: Falmouth Springhill Suites by Marriott

Dear Commisioners.

We, the members of the Falmouth Bed and Breakfast Association, are writing to go on record that we are opposed to the proposal by Falmouth Hospitality LLC to build a 110 room hotel at 556 Main Street in Falmouth Ma. The B&B Association supports sensibly scaled projects, in appropriate locations, which employ architectural design elements that positively contribute to the Town's character.

We have a number of concerns that have been voiced by various members of our association at a number of Public Hearings on this topic.

Some of the more pressing issues are:

- The building is not appropriately designed or sized for the character of Falmouth Village.
  - Travelers to Falmouth consistently say that they choose this town in large part due to the quaint character of Falmouth Village.
  - The size and character of the proposed Falmouth Hospitality LLC hotel is in not in keeping with the quaint village appearance and feel.
  - The hotel is crammed on 2 acres with limited green space and parking challenges to include cross street parking.
  - The hotel size and scope as proposed even in the most recent plans submitted July 17<sup>th</sup> are overpowering to the village and the neighborhood.
  - The hotel has a severe negatively effect on the comfort and value of the residential neighborhood abutting it.
  
- The applicant noted in their letter to the commission on June 29<sup>th</sup> (2015-06-30-LR14017 Springfield Applicant Response to 6-25 &6-26 Memos) "Moreover, the proposed Springhill Suites Hotel does not compete with the bed and breakfast establishments...".  
We strongly disagree with this statement.
  - This generalized statement is made without data and conversation with the existing B&B establishments in Falmouth.

- The Bed and Breakfast community will be affected by the proposed Springhill Suites year round and especially in the off season. The peak season is only about 8-12 weeks in total out of 52 weeks. Even during the peak season there is still availability at our properties and numerous other hotels and homes that rent via such venues at Airbnb, travelocity, expedia, realtor rental sites, orbitz, booking.com and countless others. So the need for an additional 110 rooms is debateable.
- The more pressing concern is the off season or shoulder season where existing accomodation businesses are already struggling to achieve reasonable occupancy rates to keep their doors open. For example there are already some large properties that will offer rooms at rates starting at \$69 per night (their in season rates for the same rooms average \$400+ per night). While this business model can benefit a particular property it can have a detrimental affect on the town room tax contribution and other properties competing for the limited tourist or business traveler. Marriott properties in other locations are known to employ this business model so the potential for it to be employed in Falmouth is high.
- The applicant stated in an earlier June 29<sup>th</sup> letter to the Commission that they expected to provide an addition \$82,000 in tax property revenue and \$161,850 in room tax revenue. Those numbers may be enticing yet it is of interest to note that just one 8 room B&B provides in excess of \$13000 in tax property revenue and in excess of \$14000 in room tax revenue.

Sincerely,

Falmouth Bed and Breakfast Association Members