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ABUNDANCE HOSPITALITY ANNOUNCES MANAGEMENT AGREEMENT WITH HISTORIC BALCH HOTEL

Change brings the Balch “to the next level”

Dufur, OR, July 1, 2015— The 18-room Balch Hotel, a boutique inn located 15 minutes south of The Dalles, Oregon, has completed a lease agreement with Josiah Dean of Abundance Hospitality and Claire Sierra of Bliss Breakthrough to operate the historic landmark. The partnership will provide for increased guest service opportunities for the 107-year old property.

“This is a dream come true for me,” Dean said. “After over twenty years of managing hotels for other companies, the opportunity to run this property is amazing.”

The alliance allows Dean to improve operating efficiencies and increase marketing energies. Plans include increasing operating hours and upgrading the online presence for reservations. The property currently operates as a Bed-and-Breakfast style inn; the new partnership will allow for increased options for dining and entertainment.

*“We will see what the guests crave and visitors are asking for,” explained Dean.
“We’ll build on the successful model that is already in place.”*

Expanded meal options are not the only new developments in store at the Balch. Sierra is an author, artist, art therapist and owner of Bliss Breakthrough, a coaching and retreat business. She is developing a wide range of events featuring regional experts in yoga, writing, healing arts and creativity. As a licensed esthetician, she is thrilled to create a venue for spa services featuring deep rejuvenation using organic aromatherapeutic skin and body treatments.

“Our lives are so busy and hectic; if we don’t take time to relax, reconnect and rejuvenate we risk burnout and illness from all the stress in our lives. One to three day group or private retreats give us that chance to push the reset button so that we can actually come back home to our true selves,” Sierra adds. “The charm of this gorgeous hotel combined with the expansive local natural beauty makes this an ideal setting.”

The historic property was purchased by Jeff and Samantha Irwin of Hood River, Oregon and has been operated for the last 9 years by Ms. Irwin. The couple has devoted uncounted hours to restoring and furnishing the property with antiques.

Samantha noted, “I am most excited to welcome Josiah and Claire to the Balch! We have a remarkably similar view of offering excellent customer care, the direction to head in the future—the growth for the hotel and the Dufur area. We’re eager to pamper our guests and offer them even more wonderful experiences as we grow!”

Abundance Hospitality was founded with the vision of:

- **Commitment to hospitality:** Boutique hotel experience with simple luxury and sustainability as core ideals. Friendly, helpful, engaged staff; clean, cozy antique-filled rooms with locally sourced pampering amenities.
- **Commitment to community:** Creative local resourcing and hosting of community building events. This location is a gather place for all.
- **Commitment to the past and future:** Preservation of the historic nature of the building and town, while upgrading infrastructure in alignment with sustainable building and business practices.

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