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Landmark Santa Rosa resort gets major remodel **A historical treasure with modern added amenities**

Santa Rosa, Calif. (November 11, 2014) Sonoma County-based [Flamingo Conference Resort and Spa](#) has recently undergone an interior transformation with Miami Beach styling - a nod to its iconic pink flamingo sign that has been greeting visitors since the late 1950s.

Long considered a Santa Rosa, Calif. landmark treasure, the Flamingo (no relation to its Las Vegas namesake) has been an affordable full-service destination resort since its opening more than six decades ago. Today, the Flamingo is Sonoma Wine Country's best value providing a unique setting and amenities with modern-day comforts made even more distinctive by new health and fitness amenities that keep guests returning for healthy retreats.



Remodeled lobby at the Flamingo Conference Resort and Spa

Extensive interior transformations of the lobby, guest rooms and suites, as well as recent remodels of the restaurant, bar and lounge, have all been part a \$3 million upgrade project.

Dan Brown, Flamingo Conference Resort and Spa's marketing director, says, "We offer five-star resort amenities at three-and-a-half-star prices providing a great value to anyone who feels Wine Country or other notable health and fitness resorts are too pricey." He adds, "We pride ourselves on being a unique, rejuvenating, healthy experience in a retro resort-style setting - ideal for those wishing for more character and local flavor than a chain brand hotel."

Rooms and suites and conference facilities



Remodeled Executive King Suite

Rooms: The Flamingo has 170 guest rooms, all non-smoking. All standard superior rooms offer contemporary, crisp white linens, flat-screen TVs, mini-refrigerator, coffee/tea makers and either a king, or two double beds. For an extra fee, guests can upgrade to a more spacious Executive King that includes a sofa-bed sleeper and a larger bathroom. In addition, six of 14 pool view one-bedroom suites have been remodeled, and three have direct pool and patio access. Guests can also bring along pets (with advance notice), because the hotel has nine pet-

friendly rooms with laminate flooring and convenient access to a "dog park" through a second door in the room.

Event facilities: Frequently used for conferences, business meetings, weddings or anniversary parties, Flamingo Conference Resort and Spa has 15 event spaces, with a total of 15,000 square feet of conference space throughout the property. The majority of these rooms are conveniently located off the main lobby, across and adjacent to each other.



Remodeled Superior King room

Amenities

Swimming and lounging: Flamingo

Conference Resort and spa boasts an Olympic size pool surrounded by gardens, concrete decking and lush lawn areas outfitted with ample lounge chairs. Beverages are available poolside - as the Terrace Grille and bar are located right off the pool deck.



Swimming pool, patio and gardens

Restaurants: The [Terrace Grille](#) offers poolside patio dining spring through fall for breakfast, award-winning Sunday brunch, lunch and dinner. As part of a diverse menu, the restaurant proudly serves diabetic-friendly and Dr. McDougall-inspired vegan, vegetarian selections, as well as notable specials.

Guests also have the option of walking two blocks to Montgomery Village Shopping Center, which offers 10 dining and 50 upscale retail shopping options.

The Lounge: The Flamingo features [The Lounge](#) - a 200-person capacity entertainment hotspot appealing to both locals and hotel guests. The Lounge features live bands for

dancing on weekends, local artists on Thursdays, Western Swing dancing on Tuesdays, and Salsa lessons/dancing on Sundays. It's the only hotel lounge in Santa Rosa featuring a full-service bar, live bands, and a dance floor with an upgraded sound system.

Artwork: The Ehret family - owners of Flamingo Conference Resort and Spa - has amassed the largest private collection of "Peanuts" (including Charlie Brown and Woodstock) sculptures in Sonoma County, which are displayed throughout the property. It's a cheerful nod to the legendary long-time Santa Rosa resident Charles "Sparky" Schulz and the beloved "Peanuts" gang he created.

Health and fitness

The extensive improvements also include the addition of a state-of-the-art indoor cycling, yoga and barre studio which is open to the public. Hotel guests get a 33% discount on classes.



Cycling studio

The resort includes one of the area's finest [health clubs](#). Guests are welcome to use the superb facilities for a \$15 daily fee. Five tennis courts are available to guests at no charge. The 20,000-square-foot state-of-the-art facility includes Cybex equipment, a cardio room, free weights, a 1,000-square-foot group exercise room, a TRX/boxing room, and personal trainers. A full schedule of invigorating group exercise classes, such as Zumba aquatics, yoga, and Pilates is offered daily from 6 a.m. to 7 p.m.



Yoga studio

A childcare room is available during daytime workout hours (for a fee) for hotel guests, in a fun, safe environment for kids. The club also has a 25-meter heated lap pool that remains at 80 degrees year-round. Luxurious locker rooms feature steam rooms, saunas and Jacuzzis. Healthful juices, tea, beer, and wine are available at the club's beverage bar.

A variety of relaxing and rejuvenating treatments await guests at the resort's European-style spa. Guests can choose from spa menu options such as a couples massage, Vichy body scrub, several types of massage treatments, manicures, pedicures, and facials. All guests enjoy use of shower change rooms, bathrobes, slippers, a warm neck pillow and tea. A private sun deck with direct access to a lap pool and relaxation room allow spa guests more privacy and serenity. For reservations at this facility, please call (707) 526-0529.

About Flamingo Conference Resort and Spa

The Flamingo has been a privately owned and operated business for more than 30 years. In 1996, the City of Santa Rosa declared the hotel a historic landmark.

With the ambiance of a classic retro summer resort, the Flamingo Conference Resort and Spa has long been the Bay Area's favorite North Bay resort destination.

Los Angeles-based modernist architect George Vernon Russell built the hotel in the 1950s to mirror the original Las Vegas Flamingo design - reflecting its curving glass curtain walls, planes of rugged, staggered stone, as well as the name "Flamingo" vertically emblazoned on its iconic tower.

In the 1950s and 1960s the Flamingo was celebrated by Hollywood elite as the place to stay north of the bay. Movie stars like Jayne Mansfield and Frankie Avalon were often found sunning themselves by the pool. Movie production crews from such films as "Mumford", "Bandits" and "The Five-Year Engagement" have used the Flamingo for filming and as their headquarters.

The Flamingo Conference Resort and Spa is located in Santa Rosa, Calif. at 2777 Fourth Street.

For further information, please call (800) 848-8300, or visit www.flamingoresort.com. Follow Flamingo Conference Resort and Spa on [Facebook](#) and [Twitter](#) to stay informed about specials and events.

For questions or high resolution images, journalists are asked to contact Dan Brown, director of sales and marketing, (707) 523-3003 or danbrown@flamingoresort.com.



Iconic Flamingo sign, beloved by locals and visitors alike