

Proposed Sonoma Hotel Project Delivery Plan

The proposed Sonoma Hotel Project is located in an area with the highest concentration of restaurants in the Sonoma Valley Region. Hotels and restaurants in the area use common vendors with deliveries originating from throughout the Bay Area. It is typical for those vendors to schedule their deliveries so that they service as many Sonoma hotels and restaurants as possible in common trips. Most deliveries are scheduled at required times set by the restaurants. Because of the plaza parking conditions, most deliveries to the area restaurants are completed prior to 10am.

All deliveries for the proposed hotel will take place on the First Street West side of the property and will be dropped off at the below ground garage receiving platform. There are two parking options for unloading depending on the delivery vehicle height. For smaller vehicles such as vans, a loading zone is located in the garage at the loading platform. For larger vehicles such as box trucks, UPS trucks or larger, the surface level outdoor loading area will be used. This area is immediately adjacent to The Red Grape Restaurant and includes off-street loading with a freight elevator down to the garage level where all items will be received.

The Red Grape Restaurant is similar in size to the proposed hotel restaurant as it relates to daily guests served. The Red Grape's weekly delivery schedule is comparable to the proposed hotels and will include many of the same vendors. These common deliveries will happen in one stop and will limit the number of unique deliveries generated by the hotel.

Most delivery vehicles are 14-foot box trucks or vans. Only one current vendor uses a big rig truck with trailer. The majority of the proposed hotel's deliveries will be for the restaurant. Room supplies such as paper products and soaps will be delivered by vendors who also deliver for the restaurant. The hotel will launder bed linens and towels using in house equipment, so no regular deliveries are required for the hotel rooms. Only restaurant linens will require an outside company to deliver.

The following items are estimated for the hotel and restaurant.

BiRite Food Service, Brisbane, CA – This vendor will deliver paper products, meats, seafood, janitorial supplies, room supplies, soda fountain supplies and canned goods. They deliver to Sonoma twice per week on Tuesdays and Thursdays prior to 9 am. They currently deliver to The Red Grape on Tuesdays and will likely combine that delivery with the hotel delivery on the same trip. Only one additional trip per week is expected from this vendor.

Beer and Wine Distributers – The restaurant will work with six separate distribution companies each delivering once per week. It is estimated that half of these trips will be in common with The Red Grape.

Produce – Produce will be delivered seven times per week by one company. It is estimated that five of these trips will be in common with The Red Grape restaurant.

Dairy – Dairy products will be delivered three times weekly. It is assumed that the hotel will use the same vendor as The Red Grape and that no unique visits will be created.

Meat and Poultry Companies – In addition to BiRite, the hotel restaurant will utilize local purveyors for some of its meat and poultry needs. Six additional deliveries are expected each week. Three of these deliveries will be separate from The Red Grape so only three additional trips for meat and poultry are expected.

Baked Goods - Fresh baked goods are delivered seven days per week similar to The Red Grape Restaurant. It is anticipated that three of these trips will be unique from The Red Grape.

Laundry – Delivery of the restaurant linens will happen three times per week. The hotel will use the same vendor as The Red Grape and no additional trips are expected.

Misc – An estimate of three trips from deliveries such as UPS and Federal Express are estimated each week. It is assumed that all of these deliveries are unique to the hotel.

Delivery Count Analysis

Product Category	Weekly Deliveries	Common Trips to Red Grape	Net Additional Deliveries
Bi-Rite	2	1	1
Wine/Beer	6	3	3
Produce	7	5	2
Dairy	3	3	0
Meat & Poultry	6	3	3
Baked Goods	7	4	3
Laundry (Restaurant Only)	3	3	0
Misc UPS/FedEx Deliveries	3	0	3
Total	37	22	15