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**MOYER CELEBRATES TEN YEARS AT EUREKA SPRINGS' LANDMARK HOTELS**

(EUREKA SPRINGS, AR) – February 5, 2005 – This week in Eureka Springs, memories of the past decade and improvements to two of the cities most prominent assets were reviewed as Hotel General Manager, Jack Moyer celebrated his ten year anniversary in Eureka Springs. “Looking back, this decade has really gone quickly” stated Moyer. “I remember coming to Eureka Springs in Febraury of 2005, being introduced to my new staff totally 5 employees and wondering what I had done.”

To say things have changed is a mild understatement. The 1905 Basin Park Hotel and 1886 Crescent Hotel and Spa now employ over 150 employees with a payroll that exceeds 2.5 million dollars and revenues for the hotel have increased over that same period from X to \$5,900,000 million. “ The best thing for the hotels and for Eureka Springs, was the entrance of Marty and Elise Roenigk in 1997. Although we were making progress in 1995 and 1996, I had made the decision to leave. When the Roenigk’s came to Eureka Springs, they convinced me to stay and now several years later, I think we are both happy.”

That decision paid off, as the Basin Park and Crescent Hotel’s product development and business plan were implemented. Moyer has led the 100% restoration of these two historic properties, completing a full restoration of guest rooms, public space and dining areas, while bringing online such concepts as Rooftop Billiards, The Eureka Coffee Company,

Arkansas Outdoor Adventures, Dr. Baker's Lounge, The Annex Jacuzzi Suites, The Conservatory and Wedding Court, Crescent Gardens and trail system, Ghost Tours, Historic Hotels of America and Conde Nast recommended, The North Main Visitor Center, The Joe Parkhill and Claude Fuller suites, The Serenity Spa and of course the New Moon Spa (originally intended for the first floor of the Basin Park Hotel). "I think the most important decision that was made and to which I feel very proud of was the commitment to preserve a period of design history for each property. The Crescent has become a fine symbol of Victorian design and the Basin Park represent the art N crafts / mission style period. So many historic shells have modern interiors, I am proud that we didn't go that route." Most do not know but much of the design is a combined effort from Moyer, Jane Acord and Sheliah Tucker, Moyer's director of Guest room quality. "We have redesigned and restored every room in these two hotels over the past decade and on top of that we added four suites in the closed annex, converted a sales office and manager's apartment to Jacuzzi Suites and split four standard rooms into eight Jacuzzi suites through some creative design and layout. Looking back we really have done a great deal in just ten years, but I would still say the best part and the greatest accomplishment has been the development of a culture of people charged with the challenge of preservation, who believe in themselves and their abilities to improve their circumstances and the understanding that every day we create lifetime memories for someone who walks through our doors"

Moyer's work has not been solely focused on these two hotels however. From 1998 – 2001, Moyer was an active participant in the Eureka Springs Chamber of Commerce, serving as Chair in 2000 . At the Chamber, Moyer participated in the redevelopment of the Visitor Guide, launch of the internet website, development of the Advocate, separation of the CAPC

and Chamber services and most importantly solidification of financial resources. “At Jack’s first meeting with the chamber board the accountant came to the board with the question as to whether the chamber could continue to operate as they were operationally bankrupt. When Jack left as chair, just three years later his leadership had built over \$400,000 in reserves thanks to increased membership, revenue development through the website, advocate and publications and ensuring the chamber was appropriately compensated for tourism services as provided. Moyer also re-launched the holiday promotion committee, lit the courthouse and added to the lights on the loop, reshifting the focus to shopping and continuing pressure on the Passion Play to launch a holiday offering. We now know that this was the impetus behind the Beyond Dickens Celebration” stated Terry Cook former Eureka Springs Chamber of Commerce President.

Moyer recognized as one of Northwest Arkansas’ 40 leaders under 40, has also served on the Community Development Partnership as Chairman leading or participating on such efforts as the ACE core committee, the regional trail connect, Crescent Trail, the historic plaque project, house painting, watershed education programs, the HUD grant for economic development and affordable housing, The Arts N Cultural research plan, the revolving restoration program that re-built the Pepto Bismal home on Main St, Operation Wildflower, four city-wide trash and/or large appliance cleanups, Rockhouse Cave and Onyx spring clean-ups and the facilitation and proposed alternative around the removal of the Beaver bridge through the pursuit of an option #4. Moyer was also a founding steering committee member on the Downtown Development Initiative that was successful in attracting funds for the 2004 Auditorium Restoration, chairmen of the CDP beautification and trails committees, participant to the Greater Eureka Springs Chamber of Commerce’s economic development

and Publication committees working on the economic development incentive package, America's Christmas Village recruitment, The Beaver Fish Hatchery, Attraction signage, and the relocation planner and is a committee member on the Ace Transportation committee working on improving Highway 62, adding sidewalks to 62 and 23 N and on improving the communication and information as to the location of parking.

In 2004 Moyer was selected to serve a three year term on the prestigious Historic Hotels of America, board of advisors and Moyer also participates as the co-chair of the Eureka Springs Group Cooperative known for the development of Reserveeurekasprings, underwriting Beyond Dickens, legislative influence on the positioning of Eureka Springs and the recruitment of the I540 corridor to Eureka Springs. The Coop has announced intentions to recruit and boost attendees to the Passion Play by 50,000 more people for the 2005 season.

Independantly Moyer has launched and participated in SecureTravel a travel agency located in downtown Eureka Springs that served as the corporate agent for CompuDyne corporation, has developed the strategic plan and led the redevelopment of the 1927 Lake Lure Inn & Spa in Lake Lure North Carolina and is a partner in MAC development active in building Spec houses in the Mundell Heights subdivision. Moyer has also restored five homes in the Eureka Springs city limits.

“Every once in a while, I revisit my decision to relocate to Eureka Springs, however my favorite memories have been created because of the town. My daughter was born here and on January 1, 2004 I was married to Misty and we joined our families together making six of us. Only in Eureka Springs can a hotel manager enjoy the professional challenges, yet still have time to return home to a wonderful family life with time to share. This was my best

decision and when I get tucked to do other challenges the reason why I always have chosen to stay.”

2005 will be another exciting year for Moyer and the hotels. Moyer notes the introduction of the University of Arkansas’ hospitality program to Eureka Springs through internship opportunities and a possible 2005 resort management course and The Crescent Hotel & Spa launching the New Moon Health Spa in April. Most significant however is the 1905 Basin Park Hotel centennial celebration on July 1, 2005 where the hotel, John Paul Hammerschmidt and the City of Eureka Springs hope to reunite many of those so important to the history of Eureka Springs while celebrating 100 years of hospitality at the Hub of Downtown Eureka Springs. Moyer also comments that the hotels will of course continue to host over 400 weddings, numerous meetings, romance travelers, diners, spa clients and an estimated 90,000 overnight guests. “We recognize that today we are celebrating some of the best days of these historic hotels. In ten years, we have never had a year that didn’t exceed the prior. Certainly we don’t that to expect that to happen now.....”