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Asilomar Conference Grounds Announces Opening of Phoebe's Café On Nov. 15

Renovations reflect the seamless merging of historic detail and modernization

Pacific Grove, Calif. – Nov. 14, 2011– Asilomar Conference Grounds' new dining option, Phoebe's Café, will open to the public on Nov. 15, 2011. Located in the common area of Phoebe A. Hearst Social Hall, the café was constructed during the Hall's recent renovation. A ceremony will be held on Dec. 8, 2011 to officially mark the completion of the Hall's renovation and the opening of the café.

Phoebe's Café invites guests and community members to gather in the comfortable antique setting of the Social Hall to enjoy espresso and tea creations as well as quick meal options throughout the day and local beer and wine selections in the evening. The Café's hours will be 6:30 AM a.m. to 10 p.m. daily.

"Asilomar's team made sure to maintain the historical significance of the social hall preserving and re-using as much of the original historic fabric as possible during the renovation", says Michael Ferry, Asilomar sector superintendent. "It is the mission of California State Parks to protect and preserve our most valued cultural resources. We were able to fulfill our mission with this exciting project through our combined efforts and partnership with ARAMARK".

Asilomar's team worked with state park historians, interpreters, engineers and architects when developing the plans for the renovations and relied heavily on Julia Morgan's original drawings. Asilomar's improvements will create an estimated 50 temporary construction jobs and five new full-time positions. In addition to the social hall renovations, Asilomar will also be making improvements to the grounds' kitchen and guest rooms. This summer, Asilomar added free Wi-Fi and new beds to all guest rooms.



“As Asilomar’s 100th anniversary approaches, it is important we look forward and cater to the changing needs of our clientele,” says Mairead Hennessy, resident district manager for Asilomar Conference Grounds. “The renovation of the historic buildings and modernization of the facilities are part of our continuing effort to provide services enhancing the experience of our guests, visitors and the community while preserving the grounds’ historic legacy.”

About Asilomar State Beach and Conference Grounds

Asilomar State Beach and Conference Grounds was founded by the YWCA as a young women’s leadership camp in 1913. The nearly-100-year-old site features the largest collection of Julia Morgan-designed buildings in the world, and has been protected as a state park since 1956. The conference grounds hosts leisure guests and groups of up to 1,000 in historic and newer buildings set among the Monterey Pines, steps from the preserved sand dunes and beach.

Asilomar Conference Grounds is managed by ARAMARK Parks and Destinations, which is dedicated to providing authentic lodging, dining and activity opportunities to guests in some of the nation’s most beautiful locations. To learn more visit: www.visitasilomar.com and www.aramarkparksanddestinations.com

About the Renovations

Phoebe A. Hearst Social Hall: The hall’s renovation includes the installation of a white oak floor, a replica of the hall’s original flooring; a new front desk made of reclaimed redwood that is of the same period as the hall; refurbishment of the antique billiards tables, and the addition of Phoebe’s Café.

Crocker Dining Hall: Installation of a state-of-the-art kitchen will enable guests to see local foods being prepared at action stations. The historic dining hall will not be altered during the kitchen renovation.

Guest Rooms: Guest room improvements include new mattresses, bedding and the now-complete addition of Wi-Fi to all rooms. Starting next year, some rooms will be completely renovated to include new bathrooms, flooring, window coverings and furniture.

To follow the renovation process, please visit www.facebook.com/visitasilomar.

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