



WIRTA HOSPITALITY WORLDWIDE

Bret Wirta's remarks dedicating the Holiday Inn Express and Conference Center electricity producing solar array:

"Thank you all for coming today to the dedication of the Sequim Holiday Inn Express and Conference Center's new electricity producing solar array. Thanks to Andy Cochrane, Power Trip Energy, General Contractor, Mattias Jarvegren, Clallam PUD project coordinator and Erik Houser from the North West Business Development Association, our SBA loan coordinator.

I'll be brief but will answer the question: Why did my wife Trisha and I take on this project?

First of all there is an economic benefit. It's a long-term payback but compared to some of my recent investments in the stock market it at least looks somewhat secure and predictable.

Secondly this project fits with our core values and our mission. One of our core values is caring about our community and our environment. My company believes that tourism that is sustainable enhances the local community and the benefits the environment.

Our mission is to be the primary source of hospitality in Sequim by providing our customers the best possible experience and by being good neighbors. Being a good neighbor means we are working with Clallam PUD who is mandated to reduce electrical consumption. Nobody wants to build more dams on the Columbia or import more oil from the Middle East. So solar power that generates the electricity needed to run this conference room that you are sitting in for instance, helps us to achieve sustainability and helps us to be a good neighbor.

Lastly, there is a marketing component to this project. We promised the city of Sequim that we'd build a hotel on this "gateway" property that all would be proud of. We built a Holiday Inn Express and Conference Center with amenities you'd find in an expensive, full service resort. One of these amenities is our rooftop. We designed a

rooftop pavilion space for our guests, flanked by a green gardens and a solar array; all visible from the highway. All visible to visitors to the Peninsula.

My goal is to work with you, the Chamber, and the City to promote Sunny Sequim as a "Solar City" and to bring more tourism dollars to the Peninsula and to all of us."