

05/19/2026

Town of Washington Planning Board
10 Reservoir Drive
Millbrook, NY 12545

Re: Intent for Proposed Bed & Breakfast / Inn Use at 20 Welwyn Road, Millbrook, NY 12545

Dear Members of the Planning Board,

We respectfully submit this application to outline our intent to operate a small, owner-occupied country inn/bed-and-breakfast at our property located at 20 Welwyn Road in the Town of Washington. The proposed use is intended to provide quiet, short-term accommodations for a limited number of guests in a manner that remains consistent with the residential and rural character of the surrounding community.

The inn is proposed to contain five guest rooms with a maximum occupancy of ten overnight guests, along with off-street parking accommodations for up to six vehicles. Our goal is to thoughtfully preserve the character, appearance, and integrity of the property while offering a peaceful lodging experience for visitors to the area.

We appreciate the Board's time and consideration and look forward to working cooperatively throughout the review process.

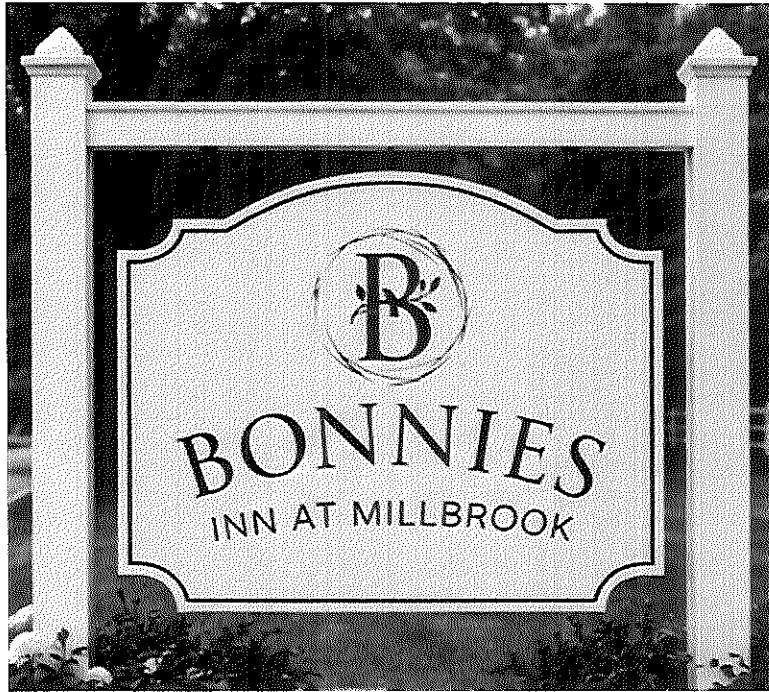
Sincerely,

Emily M. Hay
James S. Meagher
Emily@Bonniesinnmillbrook.com
Jtrading1169@gmail.com
(845) 275-8357

Special Use Permit Application – Logo and Signage for Bonnies Inn at Millbrook, LLC.

20 Welwyn Road, Millbrook, NY 12545 – Emily M. Hay/James S. Meagher

June 2, 2026



3.5ft.

4ft.

* Photo is not to scale. Signage will be 14sq.ft.

Application for a Permit to Operate Temporary Residence - Submitted on 5/19/2026

Your application has been submitted.

You will receive a confirmation email shortly. In the event you do not receive this email, contact us using the information found on this page.


Payment information:

- Date: 5/19/2026 9:29AM
- Amount: \$205.00
- Authorization Code: 659537

[Application Status](#) [Review / Print Application](#)

Help

Feeling stuck? Give us a call, send us an email, or find help below.

 [845-486-3404](tel:845-486-3404)

 [Email us](#)

 [Instructions](#)

 [Fees](#)

 [Food Safety](#)

Emily M. Hayes
v2.0.0.0 © 2022-2023 Dutchess County

Bonnie Inmat Millbrook
© 2023

5/19/26

Application: Temporary Residence

Your Facility Information

Entire section must be completed by all applicants. All fields marked with * are required.

Is this facility under new ownership?

No

Is this a new Facility?

Yes

Has the facility been relocated or are renovations planned?

No

Facility Name

Bonnies Inn at Millbrook, LLC.

Facility Address

20 Welwyn Road

City	State	Zip	Municipality
Millbrook	NY	12545	Washington

Telephone no.

(845) 275-8357

Email

Emily.hay51416@yahoo.com

Facility Type

Interior Corridor - Two Story Building

Capacity

5

Hours of Operation

SUN:	MON:	TUE:	WED:	THU:	FRI:	SAT:
None entered	None entered	None entered	None entered	None entered	None entered	None entered

Expected Opening Date

7/2/2026

Expected Closing Date

Water Supply


Private (onsite)

Sewage System

Private (onsite)

Sub-Operations

Add any sub-operations for your facility. For example, food service operations or pools.

 Capacity

- For food service operations: enter the actual number of seats - include indoor seats, outdoor seats, and bar seats

- For pools: enter the maximum number of people it is approved to hold.

Facility Owner and/or Operator Information

Entire section must be completed by all applicants. All fields marked with * are required.

Legal operator or operating corporation *

Emily M. Hay

Mailing Address *

1792 Route 83

City *

Pine Plains

State *

NY

Zip *

12567

Person in charge *

Emily M. Hay

Email address *

Emily@bonniesinmillbrook.com

Telephone no. *

(845) 902-8791

Owner *

James S. Meagher

Email address *

Jtrading1169@gmail.com

Telephone no. *

(561) 289-0470

Partners and Corporate Officers

If this facility is operated by a partnership or corporation, provide the name, title, and contact information of all corporate officers or partners involved in the operation or ownership of the facility.

Is this facility operated by a partnership or corporation?

Yes

List all partners and corporate officers in the operation of the facility. Include vice president(s), secretary, treasurer.

Name

Emily M.Hay

Title

Owner

Workers' Compensation and Disability Insurance

How to determine if workers' compensation and disability insurance coverage is required:

Form CE-200 — Certificate of Attestation of Exemption from NYS Workers' Compensation and/or Disability Benefits Coverage contains instructions that will explain whether your business is exempt. To apply and obtain this certificate immediately, visit the [Workers' Compensation Board website](#) and click the "CERTIFICATE OF ATTESTATION OF EXEMPTION (CE-200)" box. Once the application is complete, print out the certificate and sign. (Be advised that falsely submitting this form may subject you to penalties in accordance with the Workers' Compensation Law and NYS laws.)

Submit a copy of the following documentation with the application to document compliance with the Workers' Compensation Law. Indicate the expiration date for the document.

Exempt from NYS Workers' Compensation and/or Disability Benefits Coverage:

File Uploaded:

FORM CE-200 — CERTIFICATE OF ATTESTATION OF EXEMPTION
FROM NYS WORKERS' COMPENSATION AND/OR DISABILITY
BENEFITS COVERAGE

Expiration date:

5/13/2027

Review and Sign

This application has been submitted. You can use the button below to print a copy for your records.

Print Completed Application

FALSE STATEMENTS MADE ON THIS APPLICATION ARE PUNISHABLE UNDER THE PENAL LAW.

I agree, and it is my intent, to sign this document by entering my full name and by electronically submitting this document to the Dutchess County Department of Health. I understand that my signing and submitting this document in this fashion is the legal equivalent of having placed my handwritten signature on the submitted document and this affirmation. I understand and agree that by electronically signing and submitting this document in this fashion I am affirming to the truth of the information contained therein.

Type your full name:

Emily M. Hay

By typing your name, you are electronically signing this application.

Payment information:

This fee is non-refundable.

- Date: 5/19/2026 9:29AM
- Amount: \$205.00
- Authorization Code: 659537

Scan to access application:



<https://apps.dutchessny.gov/health-permits/account/login/>



Workers' Compensation Board

**Certificate of Attestation of Exemption
from New York State Workers' Compensation and/or
Disability and Paid Family Leave Benefits Insurance Coverage**

****This form cannot be used to waive the workers' compensation rights or obligations of any party.****

The applicant may use this Certificate of Attestation of Exemption **ONLY** to show a government entity that New York State specific workers' compensation and/or disability and paid family leave benefits insurance is not required. The applicant may **NOT** use this form to show another business or that business's insurance carrier that such insurance is not required. Please provide this form to the government entity from which you are requesting a permit, license or contract. This Certificate will not be accepted by government officials one year after the date printed on the form.

<p align="center">In the Application of (Legal Entity Name and Address):</p> <p>Bonnies Inn at Millbrook LLC 20 Welwyn Rd Millbrook, NY 12545-6115 PHONE: 845-275-8357 FEIN: XXXXX2453</p>	<p align="center">Business Applying For: Occupancy Permit</p> <p>From: Town of Washington</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------

Workers' Compensation Exemption Statement:

The above named business is certifying that it is **NOT REQUIRED TO OBTAIN NEW YORK STATE SPECIFIC WORKERS' COMPENSATION INSURANCE COVERAGE** for the following reason:

The business is a LLC, LLP, PLLP or a RLLP; OR is a partnership under the laws of New York State and is not a corporation. Other than the partners or members, there are no employees, day labor, leased employees, borrowed employees, part-time employees, unpaid volunteers (including family members) or subcontractors.

Partners / Members: Emily M Hay

Disability and Paid Family Leave Benefits Exemption Statement:

The above named business is certifying that it is **NOT REQUIRED TO OBTAIN NEW YORK STATE STATUTORY DISABILITY AND PAID FAMILY LEAVE BENEFITS INSURANCE COVERAGE** for the following reason:

The business **MUST** be either: 1) owned by one individual; OR 2) is a partnership (including LLC, LLP, PLLP, RLLP, or LP) under the laws of New York State and is not a corporation; OR 3) is a one or two person owned corporation, with those individuals owning all of the stock and holding all offices of the corporation (in a two person owned corporation each individual must be an officer and own at least one share of stock); OR 4) is a business with no NYS location. In addition, the business does not require disability and paid family leave benefits coverage at this time since it has not employed one or more individuals on at least 30 days in any calendar year in New York State. (Independent contractors are not considered to be employees under the Disability and Paid Family Leave Benefits Law.)

I, Emily M. Hay, am the Member with the above-named legal entity. I affirm that due to my position with the above-named business I have the knowledge, information and authority to make this Certificate of Attestation of Exemption. I hereby affirm that the statements made herein are true, that I have not made any materially false statements and I make this Certificate of Attestation of Exemption under the penalties of perjury. I further affirm that I understand that any false statement, representation or concealment will subject me to felony criminal prosecution, including jail and civil liability in accordance with the Workers' Compensation Law and all other New York State laws. By submitting this Certificate of Attestation of Exemption to the government entity listed above I also hereby affirm that if circumstances change so that workers' compensation insurance and/or disability and paid family leave benefits coverage is required, the above-named legal entity will immediately acquire appropriate New York State specific workers' compensation insurance and/or disability and paid family leave benefits coverage and also immediately furnish proof of that coverage on forms approved by the Chair of the Workers' Compensation Board to the government entity listed above.

SIGN HERE	Signature:	Date:
Exemption Certificate Number		Received
2026-039754		May 13, 2026
		NYS Workers' Compensation Board

**NEW YORK STATE DEPARTMENT OF STATE
DIVISION OF CORPORATIONS, STATE RECORDS AND UNIFORM COMMERCIAL CODE
FILING RECEIPT**

ENTITY NAME : BONNIES INN AT MILLBROOK LLC
DOCUMENT TYPE : ARTICLES OF ORGANIZATION
ENTITY TYPE : DOMESTIC LIMITED LIABILITY COMPANY

DOS ID : 7658768
FILE DATE : 07/14/2025
FILE NUMBER : 250714001206
TRANSACTION NUMBER : 202507140001013-4718336
EXISTENCE DATE : 07/14/2025
DURATION/DISSOLUTION : PERPETUAL
COUNTY : DUTCHESS



SERVICE OF PROCESS ADDRESS : BONNIES INN AT MILLBROOK LLC
20 WELWYN ROAD, PO BOX 1109
MILLBROOK, NY, 12545, USA

ELECTRONIC SERVICE OF PROCESS

EMAIL ADDRESS : EMILY.HAY51416@YAHOO.COM

FILER : EMILY M. HAY
1792 ROUTE 83,
PINE PLAINS, NY, 12567, USA

You may verify this document online at : <http://ecorp.dos.ny.gov>

AUTHENTICATION NUMBER : 100008381803

TOTAL FEES:	\$210.00	TOTAL PAYMENTS RECEIVED:	\$210.00
FILING FEE:	\$200.00	CASH:	\$0.00
CERTIFICATE OF STATUS:	\$0.00	CHECK/MONEY ORDER:	\$0.00
CERTIFIED COPY:	\$10.00	CREDIT CARD:	\$210.00
COPY REQUEST:	\$0.00	DRAWDOWN ACCOUNT:	\$0.00
EXPEDITED HANDLING:	\$0.00	REFUND DUE:	\$0.00

ARTICLES OF ORGANIZATION
OF
BONNIES INN AT MILLBROOK LLC
Under Section 203 of the Limited Liability Company Law

THE UNDERSIGNED, being a natural person of at least eighteen (18) years of age, and acting as the organizer of the limited liability company hereby being formed under Section 203 of the Limited Liability Company Law of the State of New York certifies that:

- FIRST: The Name of the limited liability company is: **BONNIES INN AT MILLBROOK LLC**
- SECOND: To engage in any lawful act or activity within the purposes for which limited liability companies may be organized pursuant to Limited Liability Company Law provided that the limited liability company is not formed to engage in any act or activity requiring the consent or approval of any state official, department, board, agency, or other body without such consent or approval first being obtained.
- THIRD: The county, within this state, in which the office of the limited liability company is to be located is **DUTCHESS**
- FOURTH: The Secretary of State is designated as agent of the limited liability company upon whom process against the limited liability company may be served. The post office address to which the Secretary of State shall mail a copy of any process against the limited liability company served upon the Secretary of State by personal delivery is:
**BONNIES INN AT MILLBROOK LLC
20 WELWYN ROAD
PO BOX 1109
MILLBROOK, NY 12545**
The email address to which the Secretary of State shall email a notice of the fact that process against the limited liability company has been served electronically upon the Secretary of State is:
EMILY.HAY51416@YAHOO.COM
- FIFTH: The limited liability company is to be managed by: **One or more members**
- SIXTH: The existence of the limited liability company shall begin **upon filing of these Articles of Organization with the Department of State.**
- SEVENTH: The limited liability company shall have a perpetual existence.

EIGHTH: The limited liability company shall defend, indemnify and hold harmless all members, managers, and former members and managers of the limited liability company against expenses (including attorney's fees, judgments, fines, and amounts paid in settlement) incurred in connection with any claims, causes of action, demands, damages, liabilities of the limited liability company, and any pending or threatened action, suit, or proceeding. Such indemnification shall be made to the fullest extent permitted by the laws of the State of New York, provided that such acts or omissions which gives rise to the cause of action or proceedings occurred while the Member or Manager was in performance of his or her duties for the limited liability company and was not as a result of his or her fraud, gross negligence, willful misconduct or a wrongful taking. The indemnification provided herein shall inure to the benefit of successors, assigns, heirs, executors, and the administrators of any such person.

I certify that I have read the above statements, I am authorized to sign these Articles of Organization, that the above statements are true and correct to the best of my knowledge and belief and that my signature typed below constitutes my signature.

EMILY M. HAY (Signature)

EMILY M. HAY, ORGANIZER
1792 ROUTE 83
PINE PLAINS, NY 12567

Filed by:

EMILY M. HAY
1792 ROUTE 83
PINE PLAINS, NY 12567

**STATE OF NEW YORK
DEPARTMENT OF STATE**

I hereby certify that the annexed copy for BONNIES INN AT MILLBROOK LLC, File Number 250714001206 has been compared with the original document in the custody of the Secretary of State and that the same is true copy of said original.

WITNESS my hand and official seal of the
Department of State, at the City of Albany,
on July 14, 2025.

WALTER T. MOSLEY
Secretary of State



BRENDAN C. HUGHES
Executive Deputy Secretary of State



Authentication Number: 100008381801 To Verify the authenticity of this document you may access the
Division of Corporation's Document Authentication Website at <http://ecorp.dos.ny.gov>

**ARTICLES OF ORGANIZATION
OF
BONNIES INN AT MILLBROOK LLC
Under Section 203 of the Limited Liability Company Law**

THE UNDERSIGNED, being a natural person of at least eighteen (18) years of age, and acting as the organizer of the limited liability company hereby being formed under Section 203 of the Limited Liability Company Law of the State of New York certifies that:

- FIRST: The Name of the limited liability company is: **BONNIES INN AT MILLBROOK LLC**
- SECOND: To engage in any lawful act or activity within the purposes for which limited liability companies may be organized pursuant to Limited Liability Company Law provided that the limited liability company is not formed to engage in any act or activity requiring the consent or approval of any state official, department, board, agency, or other body without such consent or approval first being obtained.
- THIRD: The county, within this state, in which the office of the limited liability company is to be located is **DUTCHESS**
- FOURTH: The Secretary of State is designated as agent of the limited liability company upon whom process against the limited liability company may be served. The post office address to which the Secretary of State shall mail a copy of any process against the limited liability company served upon the Secretary of State by personal delivery is:
**BONNIES INN AT MILLBROOK LLC
20 WELWYN ROAD
PO BOX 1109
MILLBROOK, NY 12545**
The email address to which the Secretary of State shall email a notice of the fact that process against the limited liability company has been served electronically upon the Secretary of State is:
EMILY.HAY51416@YAHOO.COM
- FIFTH: The limited liability company is to be managed by: **One or more members**
- SIXTH: The existence of the limited liability company shall begin **upon filing of these Articles of Organization with the Department of State.**
- SEVENTH: The limited liability company shall have a perpetual existence.



BONNIES

INN AT MILLBROOK

*Where timeless Colonial charm meets modern comfort and
personalized hospitality.*

BonniesInnMillbrook.com

20 WELWYN RD
MILLBROOK, NY
12545

(845) 275-8357

Contents

Executive Summary	01
Mission & Vision	02
Room Offerings	03
Market Research	08
Competitor Analysis	09
Summary	10

Executive Summary

THIS PROPOSAL OUTLINES THE LAUNCH OF A CHARMING, UPSCALE BED & BREAKFAST IN MILLBROOK, NEW YORK—AN AREA THAT HAS EXPERIENCED CONSISTENT GROWTH IN TOURISM OVER THE PAST SEVERAL YEARS. KNOWN FOR ITS PICTURESQUE LANDSCAPES, CULTURAL RICHNESS, AND APPEAL AS A WEEKEND ESCAPE FROM NEW YORK CITY, MILLBROOK CONTINUES TO ATTRACT A GROWING NUMBER OF VISITORS EACH YEAR.

DESPITE THIS INCREASING DEMAND, THE VILLAGE CURRENTLY OFFERS LIMITED ACCOMMODATION OPTIONS, CREATING A CLEAR AND TIMELY OPPORTUNITY FOR A THOUGHTFULLY OPERATED B&B.

OUR VISION IS TO CREATE A WELCOMING, INTIMATE LODGING EXPERIENCE THAT COMBINES THE WARMTH OF TRADITIONAL HOSPITALITY WITH THE ELEVATED COMFORTS TODAY'S TRAVELERS EXPECT.

OUR INN WILL OFFER BEAUTIFULLY APPOINTED GUEST ROOMS, PERSONALIZED SERVICE, AND LOCALLY SOURCED BREAKFASTS THAT SHOWCASE THE REGION'S CULINARY HERITAGE. WITH A FOCUS ON RELAXATION, AUTHENTICITY, AND ATTENTION TO DETAIL, WE AIM TO CREATE A MEMORABLE STAY THAT ENCOURAGES REPEAT VISITS AND WORD-OF-MOUTH REFERRALS.

MILLBROOK'S LACK OF SUFFICIENT LODGING GIVES US THE OPPORTUNITY TO CAPTURE A SIGNIFICANT SHARE OF THE TOURISM MARKET. OUR COMPETITIVE ADVANTAGE LIES IN OUR ABILITY TO PROVIDE A HIGH-QUALITY, HOME-LIKE EXPERIENCE THAT LARGE HOTELS AND SHORT-TERM RENTALS CANNOT REPLICATE. WITH MINIMAL DIRECT COMPETITION, STRONG MARKET DEMAND, AND A GROWING TREND IN EXPERIENTIAL TRAVEL, THIS B&B IS WELL-POSITIONED FOR LONG-TERM SUCCESS.

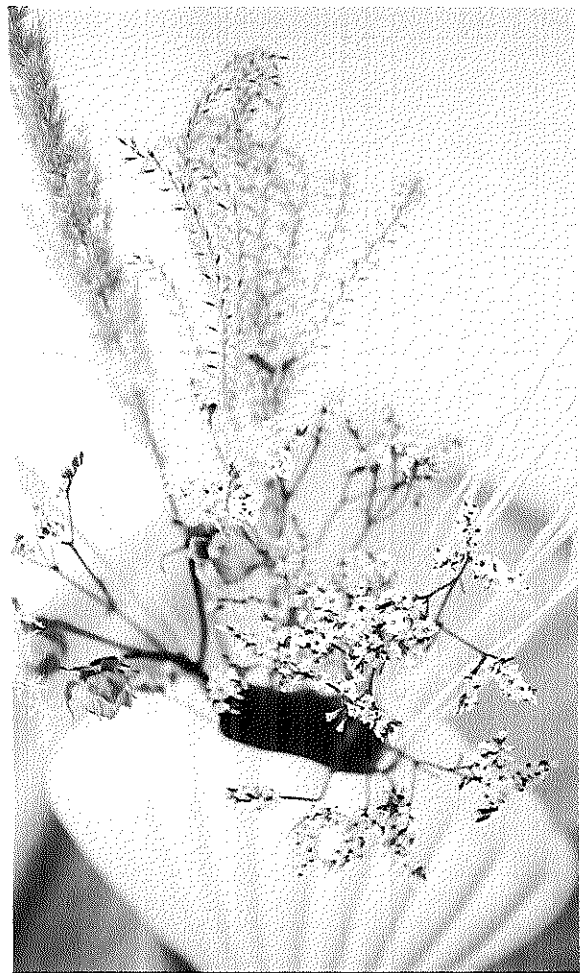
THIS VENTURE NOT ONLY MEETS A COMMUNITY NEED BUT ALSO ENHANCES MILLBROOK'S TOURISM INFRASTRUCTURE, SUPPORTING THE BROADER LOCAL ECONOMY WHILE OFFERING A PROFITABLE, SUSTAINABLE BUSINESS MODEL.



Mission

OUR MISSION IS TO PROVIDE A WARM, WELCOMING, AND THOUGHTFULLY CURATED B&B EXPERIENCE THAT REFLECTS THE CHARM AND CHARACTER OF MILLBROOK, NY.

WE AIM TO OFFER GUESTS A PEACEFUL RETREAT WHERE COMFORT, PERSONALIZED HOSPITALITY, AND LOCAL FLAVOR COME TOGETHER, CREATING LASTING MEMORIES AND A TRUE SENSE OF HOME AWAY FROM HOME.



Vision

OUR VISION IS TO BECOME MILLBROOK'S PREMIER ACCOMMODATION, KNOWN FOR ITS EXCEPTIONAL HOSPITALITY, AUTHENTIC LOCAL EXPERIENCES, AND DEDICATION TO SUSTAINABLE, COMMUNITY-CENTERED TOURISM.

WE AIM TO CREATE A SPACE WHERE EVERY GUEST FEELS LIKE PART OF THE MILLBROOK STORY, WHILE HELPING TO ELEVATE THE REGION'S TOURISM INDUSTRY AND CONTRIBUTE TO ITS VIBRANT FUTURE.



Room Offerings

AT BONNIE'S INN AT MILLBROOK, WE OFFER A RANGE OF THOUGHTFULLY DESIGNED ROOMS, EACH PROVIDING A UNIQUE EXPERIENCE TO SUIT OUR GUESTS' NEEDS—WHETHER YOU'RE PASSING THROUGH, LOOKING FOR A COZY RETREAT, OR PLANNING AN EXTENDED STAY. HERE'S A LOOK AT WHAT WE OFFER:

The Traveler

The Perfect overnight for the Solo traveler

The Seeker

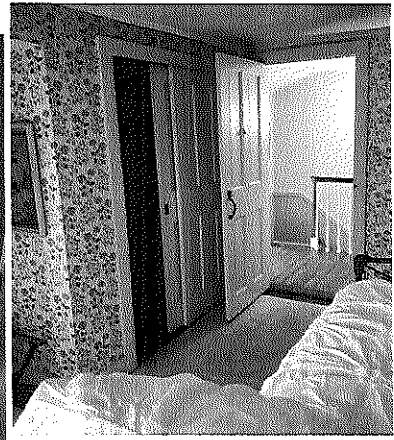
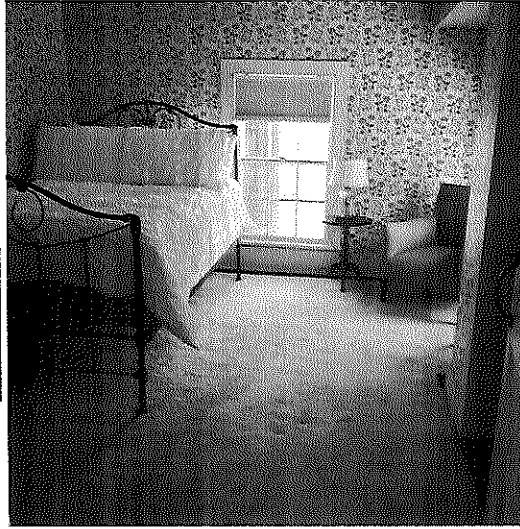
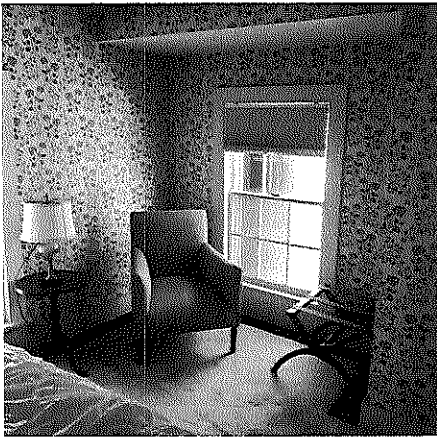
Simple comfort for Two with shared amenities

The Weekender

A quiet home-like stay with a comfy sitting area, large private bath, and walk-in closet.

The Family Suite

The Ultimate Family Suite with a large private bath, a separate seating area, and an attached children's room.



The Traveler

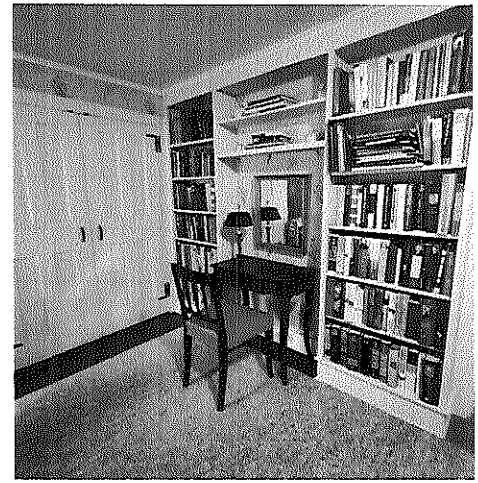
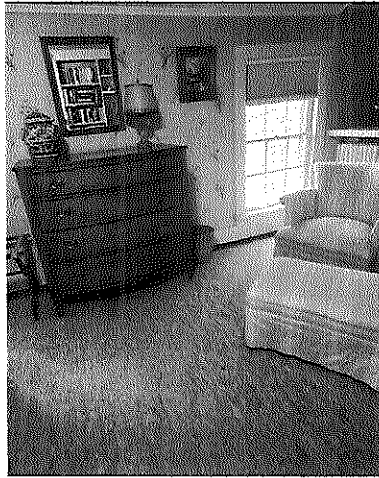
Located on the second floor, The Traveler is ideal for those in need of a restful stopover.

This charming, compact room features a comfortable queen bed and is just steps away from our common Great Room, where guests can unwind to the sounds of nature, enjoy a game of chess, or engage in lively conversation.

This room is also conveniently located down the hall from the Common Library and Movie Rooms.

It shares a full bath with the adjacent room but is perfect for a solo traveler or young couple seeking convenience and comfort. Breakfast is included to start your day right.

Starting from \$239 USD



The Seeker

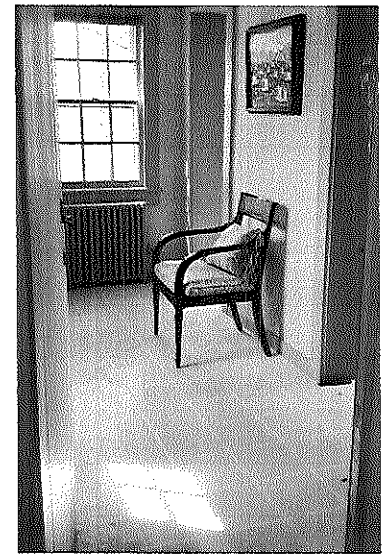
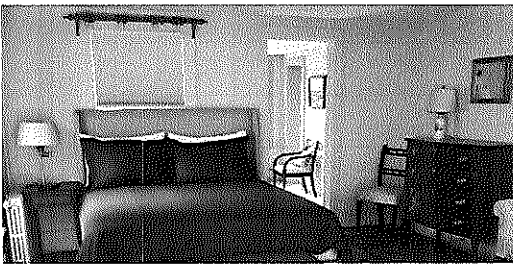
Just a step up from The Traveler, this room includes a Queen bed for two.

The Seeker includes access to the shared full bath, common library, and movie rooms.

Similarly, this room is conveniently located near the Great Room, offering guests the perfect balance of privacy and access to communal spaces.

A peaceful retreat for those looking for a quiet and comfortable stay.

Starting from \$359 USD



The Weekender

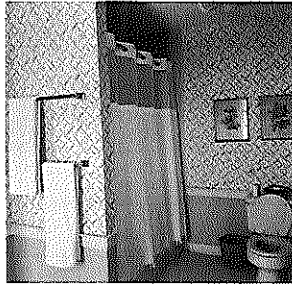
The Weekender is designed with extended stays in mind, offering ample space and all the comforts of home.

Located downstairs, this oversized room boasts a Queen bed, a cozy sitting area, a private full bath & walk-in closet, and a private outdoor seating area where one can enjoy the serenity of nature.

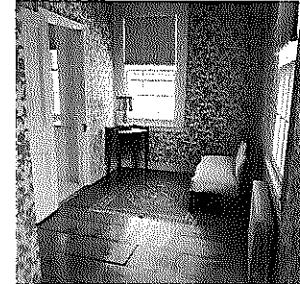
Ideal for those looking to relax, whether alone or with another, The Weekender is just steps from the Great Room, making it easy to enjoy all the communal offerings of the B&B.

Additional space for long stays makes this room a favorite for those looking to recharge.

Starting from \$499 USD



The Family Suite



Our Family Suite is the largest room at the Inn, offering a spacious and luxurious setting for families.

Located on the second floor, it features a Queen bed, a private full bath, and cozy seating area.

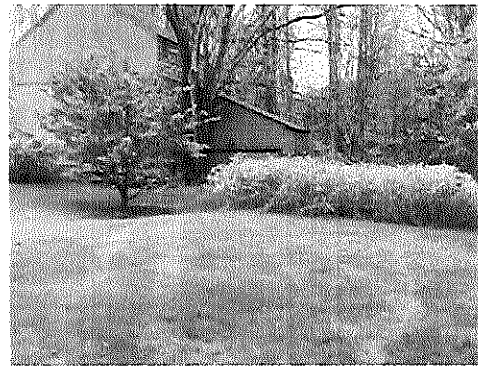
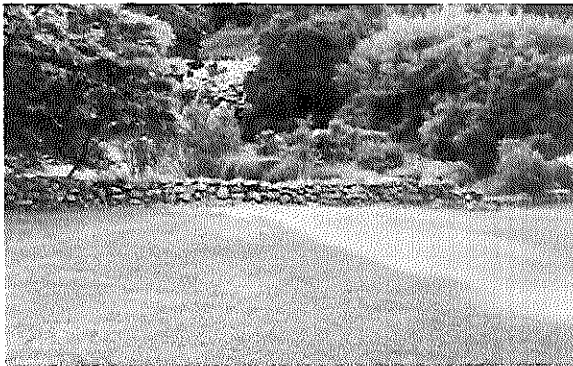
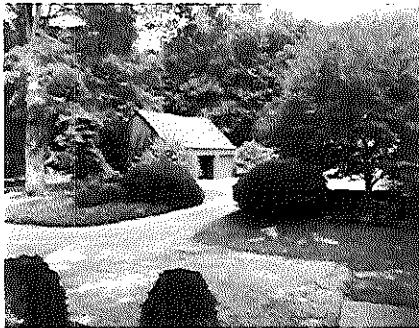
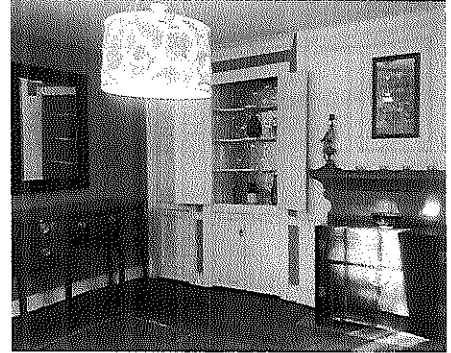
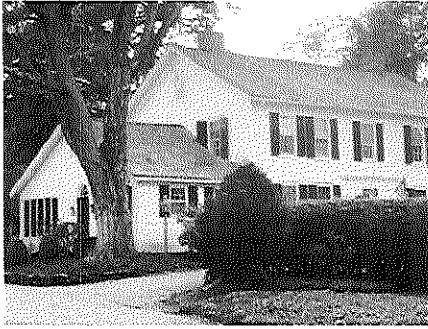
The separate kids' room, with two twin beds, allows for a private retreat within the suite.

This room offers the best views of the Inn, both front and back, and provides easy access to the common Kids' playroom, Movie room, and Library. The Kitchen and Common great rooms are just below.

Perfect for families, this room is designed to offer both comfort and convenience for everyone.

Starting from \$549 USD

Common Areas



Market Research

MILLBROOK, NY HAS EXPERIENCED A STRONG AND CONSISTENT INCREASE IN TOURISM SINCE THE PANDEMIC, POSITIONING THE AREA AS AN EMERGING DESTINATION FOR BOTH WEEKEND GETAWAYS AND EXTENDED STAYS. ACCORDING TO A STUDY BY LONGWOODS INTERNATIONAL CO., 80% OF RESIDENTS SUPPORT THE GROWTH OF TOURISM, RECOGNIZING ITS POSITIVE IMPACT ON THE COMMUNITY BY FOSTERING ECONOMIC DEVELOPMENT, CREATING JOBS, AND ENHANCING THE OVERALL VIBRANCY OF THE AREA.

AS MILLBROOK CONTINUES TO ATTRACT VISITORS, THERE REMAINS A CLEAR GAP IN QUALITY ACCOMMODATIONS, CREATING AN OPPORTUNITY FOR OUR BED & BREAKFAST TO MEET THE INCREASING DEMAND. OUR BUSINESS WILL NOT ONLY CONTRIBUTE TO THE LOCAL ECONOMY THROUGH JOB CREATION AND SUPPORT OF NEARBY BUSINESSES, BUT IT WILL ALSO GENERATE MUCH-NEEDED TAX REVENUE

FOR THE AREA, HELPING TO FUND COMMUNITY SERVICES AND INFRASTRUCTURE. BY ALIGNING WITH THE GROWING TREND IN RURAL TOURISM, WE AIM TO OFFER AN EXPERIENCE THAT BENEFITS BOTH VISITORS AND RESIDENTS ALIKE.

Target Market

AT BONNIES INN AT MILLBROOK, OUR TARGET MARKET IS DIVERSE, REFLECTING THE MANY FACETS OF WHAT MILLBROOK AND THE HUDSON VALLEY HAVE TO OFFER. WE CATER TO A VARIETY OF GUESTS SEEKING DIFFERENT EXPERIENCES, WHETHER IT'S A QUICK GETAWAY, AN EXTENDED STAY, OR A PRIVATE RETREAT. OUR PRIMARY VISITORS INCLUDE:

YOUNG TRAVELERS AND ENTHUSIASTS, BUSINESS TRAVELERS, FAMILIES, COUPLES & PRIVATE RETREAT SEEKERS

EACH OF THESE GUEST PROFILES IS DRAWN TO MILLBROOK FOR ITS MIX OF HISTORY, CULTURE, OUTDOOR ACTIVITIES, AND CULINARY EXPERIENCES—ALL OF WHICH OUR B&B IS UNIQUELY POSITIONED TO ENHANCE.

Key Statistics

EVERY \$1
OF VISITOR
SPENDING

Creates \$1.38 in
Economic Activity

15-20%
increase

Post-Pandemic
Travel to Rural Areas

68% of
Tourists

Come from within a 3-4
hour radius

The Hudson Valley Wine
Region accounts for

20%
of the Region's Tourism
Traffic

Nearly 80%

Of Visitor spending is on
lodging, dining, and
experiences

30% of
Tourists

Are First-time Visitors

Summary

BONNIES INN AT MILLBROOK IS A THOUGHTFULLY CONCEIVED LODGING PROJECT DESIGNED TO MEET THE INCREASING DEMAND FOR HIGH-QUALITY, PERSONALIZED ACCOMMODATIONS IN MILLBROOK, NY.

AS TOURISM IN OUR REGION CONTINUES TO GROW, THE AREA CURRENTLY LACKS SUFFICIENT UPSCALE LODGING OPTIONS. OUR INN WILL FILL THAT GAP, OFFERING AN INVITING, FAMILY-RUN ALTERNATIVE THAT BLENDS HISTORIC COLONIAL CHARM WITH THE COMFORTS MODERN TRAVELERS EXPECT.

OUR MISSION IS TO CREATE A PEACEFUL, WELCOMING RETREAT THAT REFLECTS MILLBROOK'S UNIQUE CHARACTER, SUPPORTS LOCAL BUSINESSES, AND FOSTERS SUSTAINABLE, COMMUNITY-CENTERED TOURISM. THE INN WILL FEATURE FIVE DISTINCTLY STYLED GUEST ROOMS, CURATED SPECIAL OCCASION AND ADVENTURE PACKAGES, AND EXCLUSIVE RENTAL OPTIONS FOR WEDDINGS AND RETREATS—ALL WITH A FOCUS ON PERSONALIZED SERVICE, COMFORT, AND AUTHENTICITY.

THIS PROJECT WILL:

- BOOST LOCAL TOURISM WITH TAILORED EXPERIENCES THAT APPEAL TO VISITORS FROM NYC AND BEYOND.
- SUPPORT THE LOCAL ECONOMY THROUGH JOB CREATION, VENDOR PARTNERSHIPS, AND GUEST SPENDING.
- PRESERVE HISTORIC CHARACTER WHILE ENHANCING INFRASTRUCTURE WITH MINIMAL IMPACT.
- ALIGN WITH MILLBROOK'S IDENTITY AS A CULTURAL AND NATURAL DESTINATION.

WE RESPECTFULLY REQUEST THE TOWN BOARD'S SUPPORT IN APPROVING BONNIES INN AT MILLBROOK.

THIS BUSINESS REPRESENTS NOT ONLY A SOUND ECONOMIC OPPORTUNITY BUT A HEARTFELT COMMITMENT TO ENHANCING THE TOWN'S HOSPITALITY OFFERINGS IN A WAY THAT REFLECTS THE VALUES, CHARM, AND VISION OF MILLBROOK'S FUTURE.

THANK YOU FOR CONSIDERING THIS PROPOSAL—WE LOOK FORWARD TO WORKING TOGETHER TO BRING THIS VISION TO LIFE.

WITH APPRECIATION,
EMILY M. HAY
MANAGER & INNKEEPER
BONNIESINNMILLBROOK.COM
EMILY@BONNIESINNMILLBROOK.COM | (845) 275-8357



20 WELWYN ROAD, MILLBROOK, NY 12545
WWW.BONNIESINNMILLBROOK.COM
INFO@BONNIESINNMILLBROOK.COM
(845) 275-8357
