

The Compound | Napa  
At The Thomas Earl House

**OPERATIONS & STANDARDS MANUAL**

*The Compound's purpose is to enable groups to meet in a residential retreat environment with privacy, comfort, productivity and appropriate amenities. It is operated by professional management to high levels of operational health, safety, technology and security expertise. It is a low-profile Compound, without signage, and modest in scale and character. It provides a wellness experience, from the design of the rooms and furnishings to air and water quality standards, nutritious locally grown food and pool and spa heated year-round. It is technologically advanced and serves as a platform for state-of-the-art technology to support effective, secure meetings and global communication. It augments the experience with 3<sup>rd</sup> party vendors, ranging from Napa Valley private chefs and sommeliers to personal service providers. It is a sustainable, conscious place, with a stated goal to approach net-zero energy and carbon neutral materials and operations. It is respectful of its neighbors and neighborhood and is designed to have a light footprint on traffic, parking, noise.*

*To accomplish these goals, The Compound | Napa maintains an Operations & Standards Manual. It is the guide for Management, Staff, Vendors and Guests and to meet code<sup>1</sup> and standards requirements of the City of Napa and State of California.*

*The Compound goal is to provide Quality of Service (QoS) modeled after standards of the higher-end segments of the boutique hotel industry.<sup>2</sup>*

**Vendors & Standards**

Vendors are recruited, contracted, managed, scheduled and held accountable to these Standards by the General Manager. All Vendors are vetted, bonded, and required to receive read and sign the House Rules and Standards Manual.

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<sup>1</sup> 2020 California Residential Building Code

<sup>2</sup> Informed by standards and training methods of Forbes Travel Services.

The General Manager endeavors to use local service workers and suppliers to stimulate the local economy, accommodate the need for a flexible work schedules, and minimize traffic and parking.

#### Standards Manual

Compound staff, service workers, suppliers and vendors are bound contractually to the Standards Manual, which specifies best practices and goals. Its purpose is to ensure that the guest experience is consistently held to a high level.

The Standards Manual incorporates the B&B requirement of the City of Napa for B&B<sup>3</sup>. The General Manager is responsible to ensure that Staff and vendors abide by these standards and are enforced internally.

#### Hours of operation

The Compound offers several classes of service. At the highest service level (“Membership”), Guests may arrive any time after 9:00am and depart by 9:00pm. Other Guests can check into their rooms at 3:00pm and requested to leave by 1:00pm.

Outdoor amenities including the pool, Villa kitchen, dining and seating areas, the hours of operation 7:00am to 10:00pm, 7 days a week. The fitness and spa room are available 24 hours a day.

Hours of operation for all vendors are 8:00am - 5:00pm for exterior work. For interior work that is not noisy, the period is extended to 7:00am - 7:00pm, except as subject to the “blackout” period described above.

#### House Rules

Included in contracts and rental agreements. All guests, marketing partners, destination management companies and vendors agree contractually to the House Rules.

House Rules include limitation on guests and vendors with regard to parking vehicles on-site and on the street, noise, hours of operation, smoking, safety, cooking that generates grease or smoke, courtesy to neighbors, etc.

### Parking

Guest teams specify parking requirements in advance and agree to limit their parking requirements to seven vehicles, all off-street located on the drivable lawn. Most of the Guests are expected arrive via van, car-pool and ride-share. Concierge services can arrange pickup at airports and company office. It is important that the General Manager knows in advance how many cars are expected.

Each guest party has a security code to open the security gate (app-based as well as keypad). The code is be changed by IT for each new group.<sup>4</sup>

To minimize the need for private cars, The Compound supplies a hybrid electric 7-passenger mini-van for use by the guests and General Manager, and several bicycles. The General Manager has use of the house minivan to valet people to/from more remote parking lots, e.g. near Soscol.

Each vendor category (food, housekeeping, laundry etc.) has a parking agreement with The Compound, which specifies and limits where and when the service vans are allowed to park.

### Housekeeping

Housekeeping is held to precise room cleanliness and operational readiness i.e. everything works. The Quality of Service (QoS) is calibrated to the QoS standards of the Upper Upscale and Luxury segments of the boutique hotel industry.

Housekeeping is initially provided by a 3<sup>rd</sup> party service. Industry standard is one housekeeper handling 10 rooms per 8-hour shift, including some common areas. The Compound contracts with a local outsource firm to supply one or two housekeepers for 8-hour shift when occupied.

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<sup>4</sup> Security technology is evolving rapidly. For example, if/when License Plate Recognition systems are available, Guests and ride-share drivers provide that information in advance; a video camera automatically open the gate when a car is 50 feet from entering.

Green cleaning supplies and cleaning equipment needed by housekeeping are stored in the housekeeper's closets in the basement, Villa 2<sup>nd</sup> floor, and Carriage House 1<sup>st</sup> floor.

*Housekeeping services parking arrangement: housekeepers are dropped off at the sidewalk service pedestrian entrance; or, may park on the property if there are less than five cars; or in a nearby City parking lot; or where we have an off-street arrangement; or street park; or park one mile away and take ride-share to work, which is reimbursed.*

### Food Services

Food services are held to standards of nutrition, farm-to-table sustainable sources wherever possible, hygienic facility and appliance cleaning and disposal methods.

Breakfast is included in the rental, and other meals are charged separately.<sup>5</sup>

Catering services are scheduled and supervised by the General Manager. Meals are provided by several means, depending on the requirement of the team. Breakfast and snacks are prepared in the 1<sup>st</sup> floor kitchen. Other meals are provided via catering services, restaurant bookings and delivery, prepared food, and grocery delivery for self-cooked meals.

The Compound provides guests with online house accounts with web services for delivery of prepared food and supplies from local stores e.g. Instacart, Uber Eats, Whole Foods, Safeway, Bevmo; and with DoorDash, Postmates and other F&B delivery services at over 85 local Napa restaurants. The General Manager and/or Operator) maintain special group booking arrangements with participating restaurants.

*Food services parking arrangement: Caterers park in the designated parking area, and online food deliveries are dropped off at the rear Kitchen door with controlled (video security) access via North service entrance.*

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<sup>5</sup> Per City of Napa B&B regulations.

### Waste Materials

The Compound waste stream goal is 100% composting, 100% recycling, 0% landfill. Waste materials such as food, beverage and disposables are disposed responsibly in green composting bins. The Compound complies with the Standards of City of Napa Materials Diversion.<sup>6</sup>

*Napa Recycling & Waste services arrangement: The housekeeping staff is responsible for ensuring that staff regulation waste bins are placed at the sidewalk, returned to their normal location, and are clean and in good working order. Large objects are disposed of properly so that they do not clutter the sidewalk.*

### Laundry

Laundry for all linens and towels<sup>7</sup> are handled by an outsourced 3<sup>rd</sup> party laundry company. The laundry pickup/delivery service has access to the basement from the street or front lawn via the north pathway.

Light laundry such as might be occasionally needed by a guest (personal clothing) and occasional towels is handled by the housekeeping staff in the residential-grade washer and dryer in the basement laundry room.

Both the 3<sup>rd</sup> party service and in-house laundry facility use sustainable materials and practices including use of environmentally friendly cleaning materials.

*Laundry services parking arrangement: The 3<sup>rd</sup> party service is contractually bound to pick up and deliver at specified times that are the least intrusive to neighbors and guests. For regular pickup/drop-off, the service van parks in the parking area.*

### Gardening, Landscape & Arborist

The Compound Standard for the sqft of landscape and hardscape space is two gardeners once a week, for a full day. The Arborist will be scheduled seasonally, four times per year, two people 4 to 8 hours depending on the season.

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<sup>7</sup> Suites and en suite bathrooms, public bathrooms, kitchen, pool & spa towels

We shall endeavor to schedule gardener service when the Compound is not occupied (45% of the time).

When guests are occupying the compound, The Compound imposes a “blackout” period.

The choice of trees and bushes minimized dead foliage and leaf-blown; if needed, gardener is required to hand-rake or use relatively quiet electric blowers. Waste materials such as plants and tree cuttings are to be taken offsite by the gardener and arborist and disposed responsibly.

*Gardening & landscaping services parking arrangement: vendor parking on-site is 1<sup>st</sup> method, the backup is parking at the sidewalk near the North pedestrian gate.*

#### Pool, Spa & Fitness Room

The Compound Standard for pool, spa and fitness room maintenance is one service person once a week, for 2 to 3 hours. The pool and spa systems are either chemical-free (e.g. salt or ionizing/oxidizing copper) or close to it. The pool and spa are maintained on a fixed schedule to ensure that the water quality is healthy and that there are no leaks. The Manager is responsible for ensuring that life safety equipment is in place and working properly, and that required signage is properly displayed.

*Pool & spa services parking arrangement: vendor parking on-site is 1<sup>st</sup> method, the backup is parking at the sidewalk near the North pedestrian gate.*

#### Repairs & Maintenance (R&M)

The Compound maintains service contracts with local qualified, licensed and bonded R&M vendors for all the Compound systems including mechanical, electrical, plumbing, carpentry, roofing and flooring. The basement contains a well-stocked closet with inventory of spare MEP parts and consumables (e.g. HVAC and water filters); and full set of tools.

For guests that request complete privacy, the General Manager imposes a blackout period (except for emergencies) – R&M occur when no guests are on-site.

*R&M parking arrangement: on-site is 1<sup>st</sup> method, backup is at the sidewalk. R&M vendors are bound by same parking rules as above.*

### Life Safety

The Compound considers its custodial responsibility to protect the life safety of its Guests, Staff and service workers as its top duty. To that end, The Compound is designed and built to meet and exceed the California 2020 Residential Building Code. All rooms are instrumented and monitored for fire, smoke and carbon monoxide. The elevator and mechanicals are inspected on a fixed schedule and are rigorously maintained, with Certificates posted.

The Compound maintains a policy and protocol on life safety and emergency matters to meet the requirements and standards of the City of Napa Fire Department, Police Department, ambulance services and other emergency first responders.

Fire Department standards include rapid access to all secured gates and doors. The Compound has systems that enable the Fire Department to enter the property without impediment.

The Manager is responsible for compliance with all life safety regulations, including: arranging training of Staff in life safety procedures e.g. in case of a fire or health emergency; understanding the procedures, e.g. opening locked gates and evacuating guests; and scheduling regular inspections and maintenance of equipment.

### Technology

The Compound has a Technical Director, whose role is to design, install, maintain and operate the IT infrastructure and facilities. This person trains and supports the General Manager, is available via audio/video for technical support, and manage the infrastructure remotely. Instrumentation and remote management reduce the need for on-site repair and maintenance calls.

The Technical Director is also responsible for implementing, operating and maintaining the security gates and UPS, including emergency remote gate opening if needed, per Fire department.

*Parking arrangement: The tech support person is not likely to use the front parking area often, as he/she are working out of the San Francisco office.*

### **Sustainability & Environmental Responsibility**

Sustainability is a key component of house operations and standards. Technically, The Compound is designed to operate efficiently in its use of energy and water, and in production of non-recyclable waste materials.

The General Manager is expected to maintain best sustainability practices. Vendors such as housekeeping and laundry, gardening, pool and spa and repair and maintenance are selected in part on their commitment and practice of sustainability and use sustainable materials. The General Manager is also responsible for ensuring that the technical systems including lighting controls, HVAC, room occupancy sensors and water leak monitoring are working properly, and promptly dispatching repair and maintenance when a problem is discovered.

### **Customer Experience & Satisfaction**

The General Manager's and Vendors' KPI and financial incentive is to produce a superb and consistent customer experience. The goal is continuous improvement. The General Manager sets and maintains Service level standards commensurate with high-end boutique B&B's and hotels

The General Manager, Owner and Partners proactively solicit feedback on guest expectations and experiences and are irresponsible for measuring, proactively managing and maintaining Compound's customer satisfaction.<sup>8</sup>

Vendors are expected to perform to The Compound's standards, and also have an opportunity to provide feedback and suggestion to the General Manager to maintain high levels of Customer Satisfaction.

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<sup>8</sup> Customer Satisfaction Score (CSAT), Net Promoter Score (NPS), and Customer Effort Score (CES)