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# Vatterott family plans \$2 million renovation at hotel, event center

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The owners of Cedar Creek Conference Center are investing more than \$2 million in upgrades and renovation as nearby tourism and competition builds.

The 200-acre New Haven destination, in Franklin County, is building six new multi-unit cottages, renovating more than three dozen rooms, which includes gutting the bathrooms and installing new fixtures, and making improvements to its Town Hall Restaurant and Tap Room. Cedar Creek hosts private ceremonies, corporate retreats and other travelers and currently has capacity for 125 guests across a range of lodging options, officials said.

“We’re adding more new cottages to our room mix in response to growing demand from people taking multiday tours of area wineries and other regional



CEDAR CREEK CONFERENCE CENTER

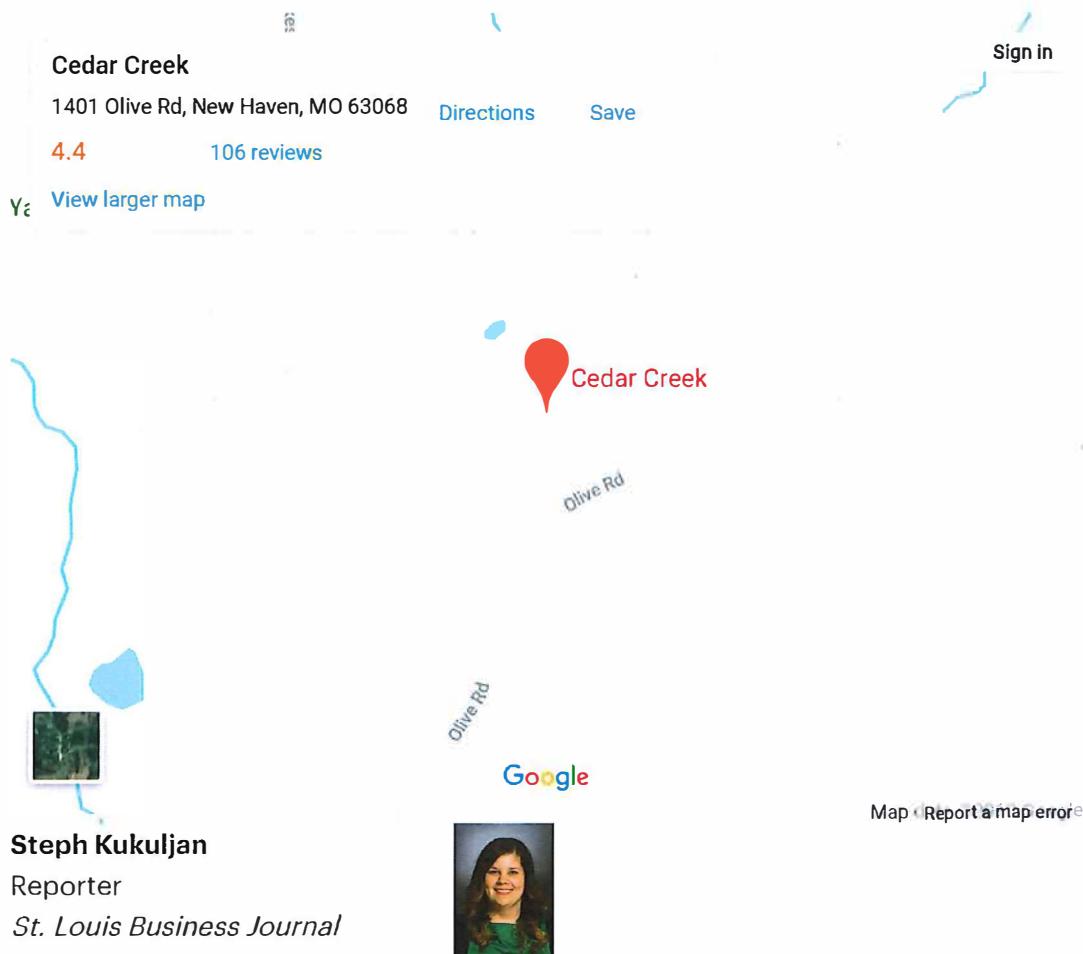
Cedar Creek Conference Center is embarking on a more than \$2 million improvement plan that includes the renovation of 31 rooms in Cedar Lodge.

attractions," said co-Manager Robert Vatterott, whose family has owned the site since 1978.

Tourism to Missouri wineries grew 7.2 percent to 875,700 annual visitors from 2010 to 2016, according to the latest available data from the Missouri Wine and Grape Board. Cedar Creek Conference Center is located 16 miles from Hermann, home to a dozen or so wineries.

More than 130 wineries are located in Missouri, contributing to a \$1.76 billion industry, the Missouri Wine and Grape Board said.

Cedar Creek's renovation comes as other venue spaces in the outer St. Louis region have embarked on their own renovation or construction. Cedar Lake Cellars in Wright City invested a little over \$2 million in a series of additions and upgrades, including a new 7,500-square-foot multipurpose space. Farther south, in Catawissa, Ces and Judy's Catering opened a 7,000-square-foot event space on 25 acres.



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