

THE VINEYARDS B & B - Cornville, AZ

VVREO Loan Recipient Testimonial

Tambrala and Bruce Shurman, Proprietors

“As owners of The Vineyards Bed & Breakfast, we feel extremely blessed with our B & B, our guests and our Verde Valley community, especially the Verde Valley Regional Economic Organization (VVREO). We knew early on that having only two B & B suites for our guests would not be sufficient, but we wanted to open with what we had. It was both a blessing and a curse to get to the point of turning down guests because we were booked, all in less than a year of opening! We needed to expand by adding another suite for our guests. We also needed to purchase a passenger van to provide safe and fun transportation for our guests wanting to experience the Verde Valley Wine Trail without drinking and driving. We had exhausted all of our financial resources in purchasing our property and the year-long journey of breathing new life into our property.



With only nine months into our adventure, financial institutions considered us too much of a risk since we were so new to the industry, so every answer was a firm ‘No’ when looking for financial support to expand, despite having substantial equity and a positive cash flow. My Cottonwood Chamber Tourism partner and now dear friend, Lana Tolleson, mentioned to Casey Rooney, Cottonwood Economic Development Director and VVREO business loan representative, that we were looking for financial support. Casey very graciously came out to personally meet us and see our property.

From the moment one arrives on the B & B property they fall in love with everything that our B & B represents and can see the huge potential for growth. Casey was no exception and he shared information about VVREO funding that was available and how to connect with Kurt Haskell and Al Carlow at the [Yavapai College Business Development Center](#) for help in developing a proposal. Casey continued to support our request by encouraging other VVREO board members to visit our property for the proposal presentation, which led to the loan being approved. We began our expansion in October 2015, exactly one year after opening. We are proud to announce the launch of our Wine Trail Wagon in April and the addition of our new Tiki Suite in June of this year. A huge thank you from The Vineyards B & B to Casey, Kurt, Al and all the members of the VVREO board who believe in us!”

- Tambrala and Bruce Shurman, Proprietors