

UNFOLDING OF A LEGEND
Cliff House Chronology

Sometimes the history of a place and of a family extend so far across time that their identities intertwine and become one. Such as place is The Cliff House, and the family is Weare. Elsie Jane Weare, great grandmother of current innkeeper Kathryn, realized her dream and opened The Cliff House in 1872. There have been many changes at the resort since that time. Sensitivity to the changing needs of guests, and a willingness to evolve, have been the hallmarks of The Cliff House success story. With each new generation of the Weare family, Elsie Jane's formula endures: clean rooms, fine food, fresh air, personal hospitality—all in an incomparable scenic location.

The story begins in the 1800's...

1866: Civil War has ended. Boston and Maine Railroad is about to add a spur to York Maine. Elise Jane Weare, wife of Captain Theodore Weare, is inspired by the railroad and invests their money into Bald Head Cliff and begins planning a resort.

1872: The Cliff house opens. Rates in this first year were \$6.00 per week, per person, and include all three meals. Elise Jane runs the hotel and farm, invests in real estate and manages the family business all while raising seven children and looking after her husband, who has become an invalid. The Cliff House's reputation spreads through all of the fine families of the day and even across the Atlantic, to England and the continent.

1910 (approximately): Elise Jane (then in her late 70's), turns control of the Cliff House over to her son Charles. Charles begins a modernization campaign which results in indoor plumbing, electric lights, a bowling alley, the first Oceanview Annex and the Colonial Annex, with the first private baths in the area. As automobiles become more common, Charles erects individual garages and has a gas pump installed for the convenience of his motoring guests.

1920's and 30's: The Cliff House thrives through the roaring 20's and even in the shaky 30's

1940's: The Cliff house is shuttered for the duration of World War II and then drafted. U.S Army Corps of Engineers takes over the property, builds a radar station and keeps a 24-hour vigil for Nazi submarines. In January and February of 1942 German U-Boats sink 152 Allied ships in North Atlantic waters alone. The military position at Bald Head Cliff is so important, the Weare's are barred from their own property.

1946 (approximately): By the end of the war, substantial damage and severe neglect have taken their toll. Rumors flare that the Cliff House may never reopen. Charles, disheartened by the state of his land, and nearly broke after years without the income of his family business, places an ad with the Wall Street Journal: For Sale. 144 rooms, 90 acres, over 2500' of ocean frontage for just 50,000. There are no takers! So Charles turns the property over to his son Maurice. Money is so scarce, Maurice even hand-rolls the mile-long blacktop driveway.

1948: Maurice marries Charlotte Williams, the Cliff House secretary, and together they labor tirelessly and overcome countless obstacles in order to restore the resort's prestige.

The
CLIFF HOUSE
Resort & Spa

1960's: The areas first swimming pool is built at the Cliff House in 1960. The first motel in the area to be included in a resort setting is built in 1963. Maurice and Charlotte also preside over the greatest change of all: The top two floors of the Inn were razed and the kitchen demolished. The Cliff house becomes primarily a motel and coffee shop, using the Inns remaining ground floor to serve breakfast and lunch. Maurice and Charlotte keep the Cliff House spirit alive and stay in step with the fast moving and uncertain times.

1974: The fourth generation of Weare family Maine innkeepers succeeds to the Cliff House directorship, as Kathryn M. Weare steps in. Kathryn files a master plan for the Maine resorts future and launches a bold program of upgrading and expansion.

1990: The season opens with a new entrance and lobby area. A grand staircase connects the Ocean Terrace to a new dining room, as do two elevators. A major conference room and a new recreation area with gift shop, fitness room, sauna and indoor pool are added. As well as a substantial number of guest rooms, all with balconies overlooking the sweeping Maine coastline.

May 2002: The Cliff Spa is opened on the site of the original hotel. With 32 over-sized guest rooms with wood stoves, this new adult-only building features a 75-foot indoor lap pool, a vanishing edge outdoor pool with spectacular costal views, indoor and outdoor whirlpool, a labyrinth, shower and locker areas with individual steam and sauna rooms, an expanded nail salon, fitness center and ten treatment rooms.

September 2004: The long awaited connector project between the main building and spa building is completed. This superlative addition to the conference facilities links most guest rooms, banquet facilities, ballroom and meeting rooms.

Future Plans: In a later phase new guest rooms will extend up over Clifftop and continue around the Ledges with a five-story, crescent-shaped wing. Views here will be even more spectacular than now. Cliffscape will undergo dramatic changes that include a ballroom and additional meeting rooms. An outdoor activity area near the original tennis courts will offer guests more recreational amenities, including bocce ball, croquet, volleyball and horseshoes. Walking paths, one-and-a-half miles in length, will allow guests to enjoy more of the scenery here on the cliff.