



MIDWEST ASSOCIATION OF INDEPENDENT INNS

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MWInns Membership Standards & Quality Assurance Criteria Checklist

The Midwest Association of Independent Inns is dedicated to high standards of hospitality. Properties must comply with MWInns standards procedure to be considered for membership. Safety and quality matter and not all lodging properties meet these standards.

Quality has never been more important than today. When travelers choose a MWInns property, we want them to rest assured the inn is committed to safety, cleanliness, service and hospitality.

MWInns is proud to support and promote unique lodging experiences, and to support and educate member inns to provide a quality experience to the traveler.

The following standards are for membership in the Midwest Association of Independent Inns (MWInns) with compliance expected. Upon meeting these standards, your property will be accepted as a provisional member, until staff reviews and verifies all documents, website, searches review sites for satisfactory ratings (e.g., Google, TripAdvisor, Yelp) and completes an inspection, if warranted, based on the staff review.

Please appropriately check each criteria line as requirements are completed. Please provide an explanation on the last page under "Additional Comments" for each "No" checked. If (6) or more criteria are marked "No", certification will be discussed, and may not be granted until the property meets requirements and reports compliance with proof thereof to MWInns office within 60-days.

Date: _____

Website Address: _____

Inn Name: _____ Number of Rooms: _____

Name of Owner: _____

Email: _____

Address: _____

Phone: _____

ADMINISTRATIVE

	<u>Yes</u>	<u>No</u>	<u>N/A</u>
1. State Licenses (B&B, TRH, Hotel, Restaurant), where required, provide copy.	___	___	___
2. Commercial Insurance/Liability Policy Insurance Company Name _____ Policy # _____ or provide copy of insurance certification.	___	___	___
3. Occupancy Permits if Required.	___	___	___
4. Business Tax Registration/Seller's Permit, and local room taxes, where required.	___	___	___
5. Overall guest reviews on sites such as TripAdvisor, Google, Yelp are satisfactory.	___	___	___

MANAGEMENT - Hospitality & Policies

	<u>Yes</u>	<u>No</u>	<u>N/A</u>
1. Website and all Marketing materials accurately describe the Inn, services offered, location, rates and policies (accessibility, pets, children, website accessibility, smoking, etc.).	___	___	___
2. An effective reservation system is used helping to ensure a positive guest experience, preventing overbookings or other reservation issues.	___	___	___
3. Available technology is used to assure the inn's phone/email/text inquiries are answered promptly in a professional and courteous manner.	___	___	___
4. Emergency phone numbers and ways to get in contact with the innkeeper are clearly posted.	___	___	___
5. Written policies for guests (e.g., reservation, cancellation, or refund) are clearly provided on website, reservation confirmations, or posted.	___	___	___
6. Guests adequately informed of inn doors, locks, and nighttime access. All guest suites must have a lock both inside/out.	___	___	___
7. Type of breakfast service option(s) are clearly identified on website, brochure, and other marketing materials.	___	___	___
8. A short tour or online/printed orientation of your inn is offered in a friendly and convenient manner to promote hospitality, service, and interaction.	___	___	___
9. All state and local codes and fire and safety regulations are being met.	___	___	___
10. Each floor has a pressurized and ready to use (gauges or up to date service tag) fire extinguisher in plain view.	___	___	___
11. Smoke detectors where required and in working order.	___	___	___
12. Carbon monoxide detectors are in all required areas and in working order.	___	___	___
13. Adequate lighting on stairways, hallways, and in common areas and are clear of clutter.	___	___	___

BUILDING EXTERIOR, GROUNDS AND MAINTENANCE

	<u>Yes</u>	<u>No</u>	<u>N/A</u>
1. Signage, street numbers, and other identification are clearly visible.	___	___	___
2. Buildings are well maintained.	___	___	___
3. Lawn and gardens are groomed and maintained.	___	___	___
4. Garbage, building materials, lawn equipment, etc. out of guest sight.	___	___	___
5. Sufficient parking is available at the premises.	___	___	___
6. Parking areas, walkways, steps, and entry way are well lit, free of debris and safety hazards.	___	___	___
7. Handrails are provided where needed and appropriate.	___	___	___
8. If the premises have a hot tub, spa, whirlpool, or swimming pool they are clean, in good repair and have appropriate warning and usage signs posted.	___	___	___

INTERIOR & AMENITIES - Cleanliness & Health

	<u>Yes</u>	<u>No</u>	<u>N/A</u>
1. Common areas are well maintained with evidence of attention to detail and to guests' comfort.	___	___	___
2. Impeccable housekeeping (free of dust, dirt, mildew, stains, and rust)	___	___	___
3. All walls, furnishings, draperies, and floor coverings are clean and are in good condition.	___	___	___
4. Temperature/ventilation is adequate – heat/air -throughout.	___	___	___
5. Private areas are noted with appropriate signage or kept locked.	___	___	___

GUEST ROOMS/GUEST BATHROOMS - Safety & Comfort

	<u>Yes</u>	<u>No</u>	<u>N/A</u>
1. Guest rooms are individually decorated or have merit in design.	___	___	___
2. Have shades, drapes, or blinds for windows and doors for complete privacy.	___	___	___
3. Have adequate reading lights, including bedside lamp for reading/working (recommended 60 watts minimum) and operable night light(s).	___	___	___
4. Chair(s) provided for reading/working.	___	___	___
5. Adequate ventilation (central a/c, window a/c, operational windows, fans, screens, vents).	___	___	___
6. Adequate heating (heat vents, radiators, fireplace).	___	___	___
7. Bed and bath linens are in good condition and stain free.	___	___	___
8. Good condition mattresses and box spring with protector covers, mattress pad, fitted and top sheets, blanket(s).	___	___	___
9. Pillow protectors and availability of extra pillows.	___	___	___
10. The bedding is tasteful, in good condition and extra blankets are available.	___	___	___
11. Guest rooms and bathrooms are equipped with personal amenities, drinking glasses and towels.	___	___	___
12. Shelf, counter space, or furniture tops are available for guest belongings.	___	___	___
13. Adequate outlets are easily accessible for multiple electronic devices.	___	___	___
14. A closet or clothes storage space/rack with hangers is provided.	___	___	___
15. Fixtures in the bathroom are in good working order and well maintained, faucets are drip-free with good water pressure.	___	___	___
16. Tubs and showers have a non-slip surface or mat provided.	___	___	___
17. There is always ample supply of hot water available.	___	___	___
18. Wastebasket with disposable liner in each guest room and bath.	___	___	___
19. Well illuminated bathroom mirror at sink with GFCI outlet.	___	___	___
20. Non-skid rugs or bathmats in bathroom.	___	___	___
21. Fire escape route is clearly posted and is visible in or from each guest room, or it has an exterior door.	___	___	___

KITCHEN

	<u>Yes</u>	<u>No</u>	<u>N/A</u>
1. The kitchen is clean and well-maintained.	___	___	___
2. Bleach water or sanitizing agent is used for cleanup of counters.	___	___	___
3. Garbage container can be used without touching the lid.	___	___	___
4. Fire extinguisher that is pressurized and ready to use.	___	___	___
5. Refrigerator is kept at or below 41 degrees.	___	___	___
6. If required, commercial equipment per local code.	___	___	___

RECOMMENDED BEST PRACTICES

The following best practices distinguish B&B's, Inns, and Boutique Hotels from chain hotels and unregulated home shares, and while not required, are expected by guests when they "Seek the Unique" at a Midwest Association of Independent Inns property. We encourage your consideration:

1. Flexible, guest-centered check-in times
2. Concierge-type services with suggestions provided for favorite local attractions, dining establishments, and "inn-sider" tips.
3. Offering of specials and packages
4. A welcome letter or text message with informational material provided.
5. Comfort and convenience amenities such as robes, blow dryers and irons are provided.
6. Provide complementary beverages (soft drinks, tea, coffee, waters) /complementary snacks, treats, or candy.
7. Provide free WiFi or web access at service levels adequate for the maximum number of guests using multiple devices.
8. TV available in guest rooms and/or in common area
9. Refrigerator is available for guest use
10. Ice machine/ice bucket available for guests.
11. Complimentary personal items available upon request.
12. Reading materials, games, cards, other- available for guest use
13. Any level of ServSafe certification for food preparation
14. Dishes, cutlery, and table linens are of a type and quality that positively distinguishes the Inn's food service if provided from that offered in chains.
15. Provide luggage racks, benches, or other means of keeping guests' luggage off the floors, bed or seating (bed bug prevention).
16. Consider professionally installed grab bars by bathtubs, showers, whirlpools.
17. Provide Inn history /tour as guests may enjoy learning of the architectural merit, historical significance and / or unique setting of your property.

ADDITIONAL COMMENTS:

IF YOU MARKED ANY CRITERIA "NO", PLEASE REFER TO THE ITEM NUMBER AND PROVIDE AN EXPLANATION:



MWINNS MEMBERSHIP REQUIREMENT (Please sign and date below)

- ✓ I agree to participate in the MWInns Gift Certificate Program
- ✓ I agree to post the MWInns logo on my website and have it link to www.mwinns.com

Print Name: _____

Signature: _____ Date: _____