

Target Logistics expands Pecos Lodge

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In just over a year's time, Target Logistics' Pecos Lodge has grown from 93 beds to 213. The lodge, in Pecos, opened in the fall of 2012, then added 45 beds in the spring of 2013, 45 or so in September of that year, and finished with 30 beds in December.

Never a company to randomly add onto a lodge and hope for lodgers, "We added based on demand," explained Scott Junk, Target's vice president of marketing. He continued, "We work with our customers, to get them the room counts that they're looking for to satisfy their crews."

The additions were put in place to accommodate new customers, while the company that contracted for the original 93 beds is still in place, and has grown a small amount. And while there have been occasional inquiries from firms in other categories, all current clients are from the oil field. In North Dakota, Target did house some deputy sheriff hires for the county in recent years, but that type of thing has not happened in this area yet.

With all the growth, the Pecos location is still less than halfway to its permitted number of 500 beds. And, being located on 30 acres, Junk said Target could ask authorities to raise the number significantly should the need arise.

Along with the additional rooms, the Pecos Lodge will now features a pub-type dining facility called the Spike Lounge. Junk said it will feature made-to-order pizzas, burgers and Buffalo wings with various sauces.

The regular dining room offers more complete meals designed for health and nutrition as well as flavor. Open 24 hours due to the varying shift schedules of its guests, the main dining room's rush hours are typically 5-8 a.m. and 3-8 p.m. Either time frame can see demand for both breakfast or supper, depending on who is going on shift and who is coming off. Junk noted that the dining staff can also be packing guests' lunches at both times.

Target deals with its own need for personnel housing by having their workers live onsite. This has the effect of helping keep staff as well as allowing them to meet and become familiar with those they serve. In many lodges, the very fact that the facility is located in a remote spot necessitates everyone living onsite.

Junk cited an informal survey in which lodgers were asked what they most wanted in workforce housing. The number one request was that it not be like a hotel, but more like a home away from home. This, he said, has been Target's focus all along, providing each guest with three rooms, a flat screen TV, internet access, quality meals and more in a relaxing atmosphere. The lodge also has strict rules in force regarding alcohol, firearms and certain other activities. Violators of any rules may be asked to leave the premises and, because lodging is arranged and paid for by their employer, violators could find their employment terminated.

With this addition, Target Logistics, an Algeco-Scotsman company, has 5,300 beds across 16 properties in Canada and the United States. They recently purchased an existing property south of Ft. Murray with 278 current beds and a permit for up to 364. Currently being extensively remodeled, the property is expected to be ready for the fall.

In the fall of 2012 Target announced plans for a lodge just east of Odessa, in the Leeco industrial park. In March of 2013 they announced that those plans had been put on hold, citing "a shifting demand for rooms and a significant growth in available housing" in a press release from that time frame.

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