

# the bottom line

## WEST CENTRAL WISCONSIN BUSINESS LETTER

### Cobblestone Inn & Suites to open in Durand

TBL has learned that Oshkosh, WI-based WHG Companies, LLC, a management firm that oversees the operations of a number of different motels throughout Wisconsin and Minnesota, will be developing a two-story, 15,000-square-foot, 31-room Cobblestone Inn & Suites Motel along Prospect Street in Durand. The site was previously occupied by a Hardee's Restaurant that has been vacant for some time.

According to WHG Companies President Brian Wogernese, a Chippewa Falls native, the Durand project is one five lodging properties under development over the next two years.

"We created the Cobblestone brand about one and a half years ago and we're looking to develop in markets like Durand...an area that is only 15-25 miles away from a larger city. We took out some of the elements that are common with the national brands, like a swimming pool, elevator and meeting room, to make it more affordable to build in a smaller community," said Wogernese, who added that Cobblestone properties feature an on-site convenience store, free hot breakfast and newspaper, guest laundry facilities and free high-speed Internet service.

"We hope to get started in Durand in early November and have that new property opened this coming spring," he said.

WHG Companies presently owns and operates 12 motels in Wisconsin under the AmericInn, Comfort Suites and Sleep Inn brands as well as a Hawthorn Suites in Oshkosh. The firm also has a Comfort Inn in Rochester, MN.

*DURAND MOTEL cont. on page 3...*

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The Cobblestone Inn & Suites brand is under development in Brillion and New Berlin, WI, Bloomfield and Garner, IA and Staples, MN.

Wogernese said a number of smaller municipalities are inquiring about being able to attract a WHG property. He added that the company is currently considering a Cobblestone Inn & Suites in Bloomer. However, he said that project would not begin until mid-2009 at the earliest.

The project manager in Durand is Kevin Savitt. Oconomowoc, WI-based ARC Design is the architect. **TBL**