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IT'S OFFICIAL – HOTEL MARSHFIELD REPLACES CLEARWATERS NAME, PROPERTY TO OPEN THIS SUMMER

New Name Was Easy Choice Given Hometown Commitment to Fully Renovate, Reopen the Property

MADISON, Wis. (March 11, 2013) – When it came time to select a new name for the former Clearwaters Hotel in Marshfield, Wis., the decision, as it turned out, was quite easy. Rick Roehl, president of Roehl Transport and an investor in Marshfield Hospitality, LLC, the group which acquired the hotel last year, announced today that the property will be known as Hotel Marshfield. “We felt so strongly about bringing this hotel back for the community that the name seemed a natural,” said Roehl.

The hotel is scheduled to reopen this summer after undergoing a massive renovation. Anyone passing by the property at 2700 S. Central Ave. will notice the buzz of activity these days, as crews have taken the interior down to the studs and begun rebuilding. When completed, Hotel Marshfield will have 99 rooms, nine of which will be extended stay suites; expansive meeting and banquet space, considered among the most desirable in the region; a completely transformed restaurant and lounge; and beautifully landscaped courtyard with outdoor pool area for recreation and special gatherings.

This independently operated hotel is expected to be a first choice for corporate and association meetings, business travelers, hospital and clinic travelers, wedding celebrations, and special events. It will also provide a full-service experience for weekend leisure visitors to the area. Its south side location near the new Hwy. 10 bypass makes it especially convenient to access.

Travel Research Confirmed This is the Hotel to Fill Market Gap

The company hired by Marshfield Hospitality to manage the hotel, IDM Group out of Madison, said proprietary reports from Smith Travel Research, considered the gold standard in the tourism industry, confirmed Hotel Marshfield is precisely what the market dictates. To IDM Group’s knowledge, no other hotel developer has accounted for the opening of Hotel Marshfield to accurately analyze the market. “The research confirmed there was a need for a full-service hotel in Marshfield,” said Sean Skellie, vice president of business analysis at IDM Group. “While others continue to eye this market, we’d like to

think we're a giant leap ahead, having already planned for the right mix of guest rooms as well as suites to serve extended stay travelers, especially those traveling to the Marshfield Clinic."

Skellie went on to say that one of the most telling statistical trends in the report related to the positive increase in traveler demand for Marshfield, with 2010, 2011 and 2012 showing increases of 4 percent, 7 percent and 2 percent respectively. "Our financial model suggests that, with this renovation, the need for guest rooms in this market will be more than met."

Homegrown Commitment Shows Up in Local Sourcing, Employment, Donations

Along with hometown ownership, the commitment to supporting the Marshfield area with this hotel renovation is showing up in the actual construction. Allan Nikolai, project manager with local firm Don Nikolai Construction, the contractor for the project, said their philosophy with Hotel Marshfield is to source locally whenever they can, including construction trades. "The electrical, plumbing, HVAC and painting contractors are all local, and we're using local lumberyards and local building supply places whenever we can," said Nikolai. "The owners wanted local craftsmanship and so did we." Nikolai noted that his firm is second generation, with his father starting the company in the early 1960s. On any given day, there will be upwards of 40 local people working at the site.

Guest room furnishings left when the hotel closed in early 2012 were donated to the local chapters of Habitat for Humanity and St. Vincent de Paul. Roehl said being able to bring attention to the good work of both organizations in the course of renovating the property was important to everyone on the project.

Employment Boon for Area

When fully staffed, the hotel will employ upwards of 100 people, including both full-time and part-time positions. Cory Latourell, introduced last week as the new general manager, has been a resident of the Marshfield area for six years and plans to hold local job fairs to fill those positions.

Next Up, Common Council Presentation

The Marshfield Common Council has invited members of the Hotel Marshfield team to present at their March 26 meeting. "We'll be unveiling the floor plan and sharing design boards," said Steve Wykle, president of Marshfield Hospitality. "No one likes to see a building remain vacant and we knew we could do something good for the community with this project, so we're especially eager to provide a preview at that meeting."

Closer to the opening of Hotel Marshfield, there will hard hat tours and reveals of a number of unexpected amenities that travelers would typically only find at resort hotels. "We're working hard to make Hotel Marshfield the type of property that residents feel a special connection to and visitors add to their favorites list," said Wykle.

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