



River to Valley Initiatives

109 East Blackhawk Ave. Prairie du Chien, WI 53821

www.RiverVI.com

Hospitality Property Marketing Memorandum



PRICE: \$450,000

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Why

The property consists of 16 acres and 82,000 sq. ft. of renovation space in close proximity to the Mississippi River Valley. This historic building also contains a gymnasium with 12,000 sq. ft. to convert into amenities. The main building could be converted into as many as 80 high end rooms.

The property can be acquired at a favorable tax benefit price.

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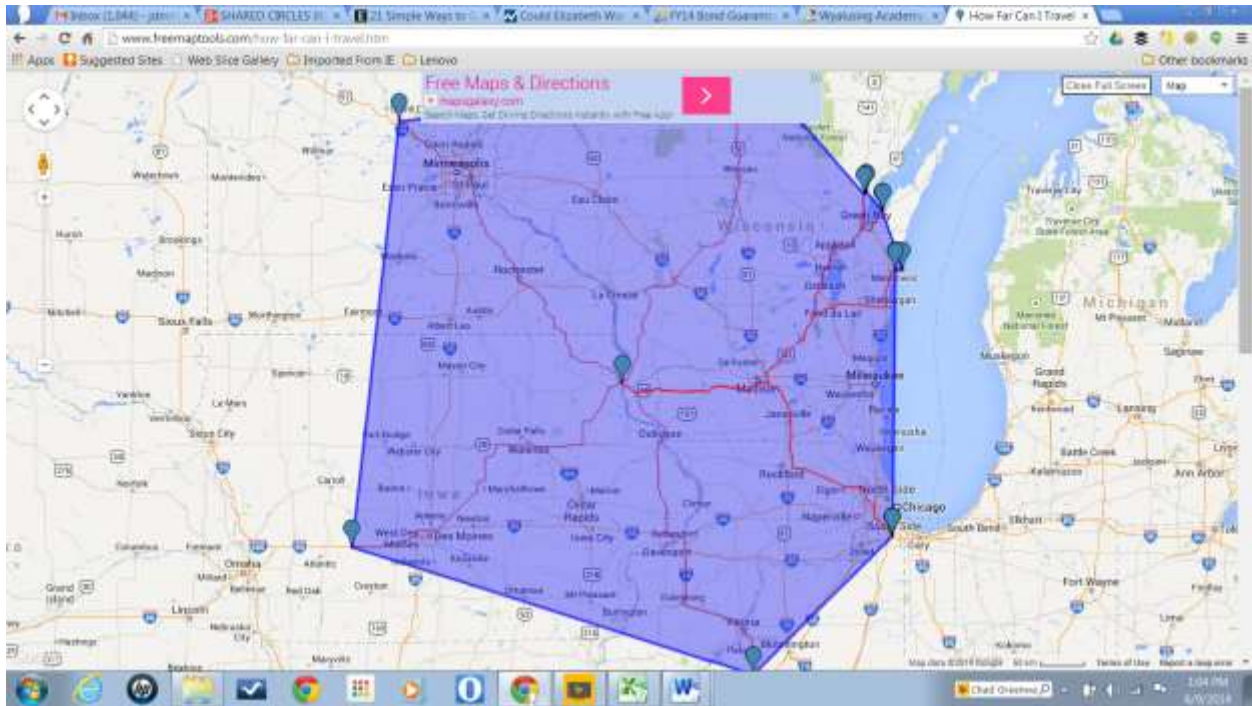
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Market Potential

The area draws from the following populous bases.



Name	State	Population	Miles	Hours
Cedar Rapids	Iowa	128,119	97	1.492
Madison	Wisconsin	240,323	100	1.538
Rochester	Minnesota	108,992	117	1.800
Davenport	Iowa	101,363	136	2.092
Green Bay	Wisconsin	104,868	136	2.092
Rockford	Illinois	150,843	136	2.092
Milwaukee	Wisconsin	598,916	181	2.785
St Paul	Minnesota	290,770	192	2.954
Minneapolis	Minnesota	392,880	203	3.123
Elgin	Illinois	109,927	207	3.185

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Aurora	Illinois	199,932	214	3.292
Des Moines	Iowa	206,688	220	3.385
Naperville	Illinois	143,684	222	3.415
Peoria	Illinois	115,687	231	3.554
Chicago	Illinois	2,715,000	244	3.754
Omaha	Nebraska	421,570	343	5.277
Total		6,029,562		

Circle City

Prairie du Chien is located within what Dr. Philip Lewis, Jr., Ph.d., FASLA has described as the Circle City. The Circle City is defined as an urban constellation that includes the cities of Chicago, Minneapolis, Green Bay, and Milwaukee, and the Quad Cities region. With over 20 million people living within the region, it holds huge market potential.

Some of the hospitality market demand drivers include:

Hospitality Demand Drivers	Visitors
Great River Road	5,000,000
Isle of Capri Casino	330,691
Wyalusing State Park	278,160
Effigy Mounds National Monument	80,000
Brisbois Store – Fur Trade Museum	14,000
Villa Louis	14,000

Great River Road



Isle of Capri



Wyalusing State Park



Effigy Mounds



Brisbois Store



Villa Louis



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The Prairie du Chien area room taxes for 2013 were \$262,240 that translates into \$6,560,500 in room expenditures using the city prescribed 4% tax rate. The Wisconsin Department of Tourism reports the area generating \$16,783,514 in visitor expenditures for 2013 with the average visitor spending \$54.60 day.

The Prairie du Chien market contains 444 hotel/motel room units. Weighted average rates for Franchise Branded units are \$99.88 per night and \$67.00 per night for unbranded units.

The branded chains offer 240 rooms, the unbranded 209.

There are five (5) branded hotel/motels in the market and nine (9) unbranded motel/hotels in the market.

Based on amenities and limited market research the subject property could command an average daily rate (ADR) of \$125 per night, with marketing efforts to raise that rate to \$175 in the 1st five (5) years. Using figures from a similar property cash flow capitalized Net Operating Income (NOI) generates a \$27 Million room only value.

Incentives

The property is priced at a tax base favorable amount. Contact us today for details.

Contacts



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<http://www.realdi.co/>

<https://www.google.com/+RealdiCo>

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Judy Wall 608-412-1271

Phone: 608-412-1271

judywallstreet@hotmail.com

JD Milburn 608-957-6080

Phone: 608.957.6080

Email: JDMilburn50@gmail.com

<https://www.google.com/+JDMilburn>

Julia Henley

Phone: 608.792.9994

Email: JDHenley11@gmail.com

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