



PUBLIC NOTICE

Common Council Regular Meeting

Tuesday, June 04, 2024 at 5:30 PM

City Hall, 100 E Fountain St, Dodgeville, WI

AGENDA

I. CALL TO ORDER AND ROLL CALL

I. PLEDGE OF ALLEGIANCE

II. CONSENT AGENDA

- [1.](#) Approval of Minutes from May 21, 2024.
- [2.](#) Approval of Mobile Home Park License Renewals for 2024-2025: Martin Mobile Home Park, Slaney Mobile Home Park & Starr Mobile Home Park.
3. Approval of Dance License Renewals for 2024-2025: Dodger Bowl Lanes & Banquet Hall, Jeffrey's House of Foolishness, The Red Room Bar & Restaurant, Dino's Bar & Grill, and MAG Entertainment dba Duke's Brew Pub & Ale House.
- [4.](#) Approval of Claims from June 4, 2024.

III. PUBLIC COMMENT *Citizen or delegation presentations, requests or comments and discussion of same, pursuant to Wis. Stat. Sec. 19.83 (2) and Sec. 19.84 (2). Ten minute limit except by consent of council. No action will be taken on any item that is not specifically listed on the agenda.*

IV. REPORTS/RECOMMENDATIONS

- [5.](#) Hotel Study Update
- [6.](#) 2023 Consumer Confidence Report
- [7.](#) Police Chief Report
8. Clerk/Treasurer Report
- [9.](#) Mayor Report including update on the Well's Fargo Building.

V. APPOINTMENTS

10. Consideration of an appointment to the Police and Fire Commission.
11. Consideration of an appointment to the Library Board.

VI. NEW BUSINESS

12. Discussion and possible action for Council members to waive their special meeting fee from May 28, 2024.
13. Discussion and possible action to Renew Extension of Premises requests from Bob's Bitchin BBQ and Dino's Bar & Grill for 2024-2025.
- [14.](#) Approval of the following liquor license renewals for 2024-2025:
Class "A" Retailers Fermented Malt Beverage & Class "A" Intoxicating Liquor License

Renewals: Dean's Liquor LLC-Dean W. Rogers, Agent; Kwik Trip, Inc. dba Kwik Trip #340 - Scott F. Oomens, Agent; Kwik Trip, Inc. dba Kwik Trip #765 - Harry G. Hying, Agent; New Horizons Supply Cooperative – Jennifer Christianson, Agent; Piggly Wiggly Midwest, LLC dba Piggly Wiggly Supermarket #403 – Nicholas M Bearer, Agent; Walgreen Co. dba Walgreens #10962 - Rebecca S. Wentworth, Agent; Wal-Mart Stores East, LP dba Walmart #847 – David C. Murphy, Agent; Lori Cerutti, Designs by Lori LLC dba Roots to Branches, Lori L Cerutti, Agent.

Class "B" Retailer's Fermented Malt Beverage & "Class B" Intoxicating Liquor License Renewals for: Bobs Bitchin BBQ, LLC - Robert L. Page, Agent; Dodger Bowl Lanes & Catering LLC dba Dodger Bowl – Ashley E Price, Agent; Jeffrey W Krier dba Jeffrey's House of Foolishness – Jeffrey W Krier, Agent; MAG Entertainment LLC dba Duke's Brew Pub & Ale House - Dennis J. Marklein, Agent; The Red Room, Inc. dba Red Room Bar & Restaurant – Kelly I. U'Ren, Agent; Whitish & Wickless, LLC dba Dino's Bar & Grill - Richard D. Whitish, Agent; Corralejo Mexican Grill, LLC - Thalia Leon Parras, Agent.

Class "B" Retailer's Fermented Malt Beverage and "Class C" Wine License for: Cathryn's Market LLC dba Cathryn's Market - Cathryn M. Gonyer, Agent.

Class "B" Retailer's Fermented Malt Beverage License Renewal for: Southern Wisconsin Huts LLC. dba Pizza Hut – Clint J. Miller, Agent

15. Approval of Cigarette, Tobacco, and Electronic Vaping Device Retail License Renewals for 2024-2025: Dean's Liquor LLC; Kwik Trip, Inc. dba Kwik Trip Store #340 and Kwik Trip Store #765; New Horizons Supply Cooperative; Piggly Wiggly Midwest, LLC dba Piggly Wiggly Supermarket #403; and Walgreen Co. dba Walgreens #10962.
- [16.](#) Consideration of a request from Public Works to purchase a snow blower for the skid loader.
- [17.](#) Discussion and possible action to approve filling the reconfigured Assistant Director of Public Works position.

VII. OLD BUSINESS

- [18.](#) Discussion & Possible action regarding the Library Expansion & Remodel Project, Flexible Facilities Grant Application, and Request for Council Support and matching funds from the City.
19. Discussion and possible action regarding the former Armory building including potential uses for the facility.
- [20.](#) Consideration of an agreement with Julia Oellerich for Grant Writing services for the City of Dodgeville.
21. Consideration of a proposal from the Mayor regarding the creation of multiple Steering Committees.

VIII. CLOSED SESSION

22. Adjourn to Closed Session pursuant to Wis. State Statute 19.85(1)(e), which permits convening in closed session for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, specifically for discussion on setting a salary range for the reconfigured Assistant Director of Public Works position; and pursuant to Wis. Stat. sec. 19.85(1)(g), which permits convening in closed session to confer with legal counsel who is rendering oral or written advice concerning strategy to be adopted by the Council with respect to litigation in which it is or is likely to become involved, specifically related to an invoice for compost.

IX. OPEN SESSION

- 23. Reconvene to Open Session
- 24. Any Action Needed as a Result of Closed Session
- 25. Approval of a salary range for the reconfigured Assistant Director of Public Works position.
- 26. Discussion and possible action on a policy for public use of the City's compost.

X. ANY OTHER BUSINESS AS ALLOWED BY LAW

XI. ADJOURN

- 27. Motion to Adjourn

Any person who has a qualifying disability, as defined by the Americans with Disabilities Act, that requires the meeting or material at the meeting to be in an accessible location or format, must contact the City Clerk at the address listed above or call 930-5228, prior to the meeting so that any necessary arrangements can be made to accommodate each request.

**MINUTES****Common Council Regular Meeting****Tuesday, May 21, 2024 at 5:30 PM****City Hall, 100 E Fountain St, Dodgeville, WI**

MINUTES**I. CALL TO ORDER AND ROLL CALL**

The meeting was called to order by Mayor Hottmann at 5:30 pm. PRESENT: Roxanne Reynolds-Lair, Shaun Sersch, Jeff Weber, Dan Meuer, Jerry Johnson, Julie Johnson-Solberg, Larry Tremelling ABSENT: Tom DeVoss

I. PLEDGE OF ALLEGIANCE**II. CONSENT AGENDA**

Motion by Johnson-Solberg, second by Johnson to approve the following consent agenda. Voice vote. Motion carried 7-0.

1. Approval of Minutes from May 7, 2024
2. Approval of Temporary Class "B" Alcohol Beverage Licenses for Dodgeville Home Talent 2024 Summer Home Games.
3. Approval of Claims from May 21, 2024
General - \$194,722.09, Water - \$12,682.78, Sewer - \$60,885.64 for a total of \$268,290.51

III. PUBLIC COMMENT

-Jody Vanderloo introduced the new Library Director Carrie Portz.

-Kim McCutchin was present to discuss a bill he received for compost from the Cemetery. He believed the compost was free and didn't feel the bill from Public Works was warranted. DPW Lee received several calls regarding the amount that was taken from Mr. McCutchin. Councilman Meuer stated that a camera is present and the could see if others have also taken. Lee explained that in the past small quantities were allowed to be used by property owners, but not large amounts. Mayor Hottmann stated that the City will work on signage to better communicate the indent of the compost area. No action was taken. Hottmann and Lee will have a follow up discussion.

IV. REPORTS/RECOMMENDATIONS

- 4. *Police Chief Report:* Chief Wilhelm presented an incident report for the department for April 2024. He will plan to present reports monthly. The Chief will plan to work on junk ordinance enforcement this summer. He will assign an officer per ward to enforce these issues and be a point of contact for those areas. Officer Pepper will be working on a school safety plan this summer as well as community resource officer duties. Officer Andrews will completing her academy training and is working on field training. The new squad is on the assembly line and expected late summer.
- 5. *Clerk/Treasurer Report:* The Finance Committee has reviewed and approved financial reports through April 2024. Clerk Aulik stated that the Governor has declared May 22, 2024 as Wastewater Professionals Appreciation Day and May 19-25th is also the 50 Anniversary of EMS Week. The Board of Review met May 20th and has now adjourned for 2024. The County has already filed the Statement of Assessment on behalf of the City with the Dept of Revenue. The City received their 2024 Basic Recycling Grant Award of \$15,164.97.
- 6. *Mayor's Report:* Mayor Hottmann spoke on some items coming in the future. A hotel survey was completed and will be presented on the June 6, 2024. The housing development behind Gorgon Funeral Home was awarded \$1.4 million of WEDA tax credits for 54 housing units to break ground in Spring of 2025. Hottmann discussed using the 105 W Fountain space as a community area in the future but the City is still awaiting the final site assessment. Hottmann also discussed revisiting the dog park; more signage for parking; and issues with delinquent tax parcels. Child care discussions are also in their infancy stages - TIF moneys could be used for child care solutions.

V. NEW BUSINESS

- 7. *Consideration of a request from the Police Department to approve an agreement with Central Square for Computer Aided Dispatch (CAD) services.* Chief Wilhelm presented a quote and agreement for updates to their CAD system. This was a budgeted item. The service comes through Iowa County and we would be paying the County back for the service. Linden is also jumping on at the same time who will also split the one time service costs. The total cost is \$3,643 with annual costs. Reporting is also an optional add-on at a later date. Motion by Tremelling, second by Reynolds-Lair to approve the quote and preauthorize the agreement with Central Square and Iowa County with review from the City attorney. Voice vote. Motion carried 7-0.
- 8. *Approval of Library Board Appointment: Roxanne Reynolds-Lair to replace Julie Johnson-Solberg as Council Representative.* Motion by Weber, second by Meuer to approve the appointment of Roxanne Reynolds-Lair to the Library Board and to approve Julie Johnson-

Solberg's resignation. Voice vote. Motion carried 7-0.

- 9. *Discussion regarding the Library Expansion/Remodel Project, Flexible Facilities Grant Application, and Request for Council Support and matching funds from the City.* Library Board President Jody Vanderloo discussed the Flexible Facilities Grant that is due on July 11, 2024. The Library is eligible up to \$4.25M of grant funds. The grant app requires a commitment from the city that the remaining funds be secured or committed to complete the proposed project. The project must be completed by Sept 2026. Vanderloo pointed out that the Library is undersized compared to similar sized Cities and addressed some of the needs of the City and/or additional services they could provide if they had more space. She asked if the City still intends to move out of the Library space or move to a temporary space. The Foundation is willing to contribute \$1M and is asking the City to commit to the remainder should they receive the grant award. They are estimating \$5M of additional funds would be needed. The Library Board is looking for a Grant Writer to assist with completion of this grant. Should the grant be awarded in September, there is still an opportunity to back out of the project. Mayor Hottmann and Clerk Aulik will discuss financing options with Ehlers to bring back to the next Council meeting.

- 10. *Discussion and possible action to consider purchasing the Wells Fargo property up for auction this month.* Mayor Hottmann stated the building is up for auction with an opening bid of \$300K. He discussed the possibility of buying the property as future development opportunity. He discussed the possibility of reaching out to Well's Fargo to see if they would allow the City to purchase the property for \$100K and donate the rest to the Community. The consideration is to potentially sell it as a developer's agreement. Motion by Sersch, second by Weber to allow Mayor Hottmann to reach out to Well's Fargo to discuss the possibility of purchasing the property of a lesser amount and to see if Well's Fargo would consider donating the remaining value. Voice vote. Motion carried 7-0.

- 11. *Discussion regarding former Armory building including potential uses of the facility and how to engage the community in the discussion.* Discussion was held regarding the space and land surrounding the former armory building. It could house City Hall and has room for a new street garage. Motion by Tremelling, second by Weber for Council members to meet at a special meeting on the 28th at 5:30 pm to tour the Armory. Voice vote. Motion carried 7-0.

- 12. *Discussion and possible action to give the Mayor permission to develop a proposal for the creation of steering committees for various community related projects. Examples*

Include: Armory Building, Ley Pavilion, Housing, Room Tax, Dog Park, Parking, Childcare, Comprehensive Plan Review, UTV, bike paths/connecting paths). Motion by Johnson-Solberg second by Weber to allow the Mayor to develop the proposal of the creation of steering committees. Reynolds-Lair discussed having some general direction for the steering committees so they have priorities. Voice vote. Motion carried 7-0.

13. *Proclamation: National Public Works Week May 19-25, 2024.* Mayor Hottman proclaimed May 19-25, 2024 National Public Works Week.

14. *Proclamation in recognition of the twinning of the City of Dodgeville and the City of Oakham, England.* Mayor Hottmann made a proclamation in recognition of the twinning of the City of Dodgeville and the City of Oakham, England.

VI. OLD BUSINESS

15. *Discussion and possible action to approve funding to hire a contract grant writer. Potential projects to include: Armory Building, Ley Pavilion Updates, Library Project, Cyber Security, WEDC grants, Outdoor recreation through DNR for bike paths, and more.* The item from the previous meeting. Mayor Hottmann discussed a 3 year contract or could propose an agreement of offering a possibility of a grant writer. It was discussed contracting at hourly rate for the first couple of grants. Motion by Sersch, second by Reynolds-Lair to pursue contracting with a local grant writer at \$50/hr for the completion of two Flexible Facility grants by July 11 for the Armory and Library. Roll call vote. Motion carried 7-0.

VII. ANY OTHER BUSINESS AS ALLOWED BY LAW

None.

VIII. ADJOURN

16. *Motion to Adjourn.* Motion by Tremelling, second by Johnson to adjourn the meeting. Voice vote. Motion carried 8-0. Time: 7:21 pm

City of Dodgeville – Police Department
Licenses and Permits - Application Investigation 2024
Prepared by Chief of Police – Brandon E. Wilhelm

Application for Alcohol Beverage License

The following businesses/operators, making a written application or renewal application, for a retail alcohol beverage license, have provided information that is consistent with those courts and police records inspected and reviewed by the Dodgeville Police Department and its employees.

Name of Business: Cathryn’s Market
Name(s) of Owner/Agent: Cathryn and Cliff Gonyer

Name of Business: Designs by Lori/Roots to Branches
Name(s) of Owner/Agent: Lori Cerutti

Name of Business: Red Room Bar and Restaurant
Name(s) of Owner/Agent: Laura & Kelly U’ren

Name of Business: Dodger Bowl Lanes & Catering LLC
Name(s) of Owner/Agent: Ashley Price

Name of Business: Dean’s Liquor
Name(s) of Owner/Agent: Dean Rogers

Name of Business: New Horizons Supply Cooperative
Name(s) of Owner/Agent: Jennifer Christianson

Name of Business: Dino’s
Name(s) of Owner/Agent: Richard & Dean Whitish

Name of Business: Wal-Mart Stores East, LP
Name(s) of Owner/Agent: David Murphy

Name of Business: Walgreens #10962
Name(s) of Owner/Agent: Rebecca Wentworth

Name of Business: Piggly Wiggly Supermarket #403
Name(s) of Owner/Agent: Nicholas M. Bearer

Name of Business: Corralejo Mexican Grill
Name(s) of Owner/Agent: Thalia H. Leon Porras

Name of Business: Jeffrey's House of Foolishness
Name(s) of Owner/Agent: Jeff Krier

Name of Business: Bob's Bitchin BBQ, LLC.
Name(s) of Owner/Agent: Robert Page

Name of Business: Kwik Trip #765
Name(s) of Owner/Agent: Harry Hying

Name of Business: Kwik Trip #340
Name(s) of Owner/Agent: Scott Oomens

Name of Business: Pizza Hut
Name(s) of Owner/Agent: Clint Miller

Chief of Police report with recommendation

The Chief of Police has conducted a background investigation on the owners/agents identified for each business. Information revealed that the application or renewal application for an operator's license for the above-named businesses/individual agents or owners, is in compliance with regulations, ordinances and applicable laws. Additionally, an on-site inspection was conducted, in person, by the Chief of Police at the location of the license described on the application. The inspection revealed compliance with the requirement of law. Any deviations from ordinance or applicable law appeared to be unintentional and recommendations were made for compliance.

This report to the Common Council is a recommendation for approval for the application or license holder as the records provide no justification for law enforcement denial.

Application for Cigarette, Tobacco & Electronic Vaping Device Retail License

The following businesses, making a written application or renewal application, for a retail license to sell cigarette, tobacco and electronic vaping products, have provided information that is consistent with those courts and police records inspected and reviewed by the Dodgeville Police Department and its employees.

Kwik Trip #765
Kwik Trip #340
Walgreen #10962
Piggly Wiggly Supermarket #403
Dean's Liquor LLC
New Horizons Supply Coop

Chief of Police report with recommendation

Information revealed that the application, or renewal application, for a retail license to sell cigarette, tobacco and electronic vaping products, is in compliance with regulations, ordinances and applicable laws. Additionally, an on-site inspection was conducted, in person, by the Chief of Police, at the location of the license described on the application. The inspection revealed compliance with the requirements of the law. Any deviations from ordinance or applicable law appeared to be unintentional and recommendations were made for compliance.

This report to the Common Council is a recommendation for approval for the application or license holder as the records provide no justification for law enforcement denial.

Application for a Mobile Home Park License

The applicants listed below are making written application or renewal application for a Mobile Home Park License and have provided information that is accurate, complete, and consistent with those court and police records inspected and reviewed by the Dodgeville Police Department and its employees.

Martin Mobile Home Park (E Spring St.)- Evelyn Martin

Starr Mobile Home Park, LLC. (County Road YZ)- Timothy & Ronald Starr

Slaney Mobile Home Park (Spring St, 1st, 2nd, 3rd & 4th St)-Lois Slaney

Chief of Police report with Approval

This report to the Common Council is that there are no significant discrepancies that would provide justification for denial for these applicants or license holders. Additionally, an on-site inspection was conducted, in person, by the Chief of Police at the location of the license described in the application. The inspection revealed compliance with the requirements of law.

Any deviation from ordinances will be addressed via letters sent in the Summer of 2024 and re-examined during the 2025 license application renewal.

Application for Dance License

The following businesses/operators, making a written application or renewal application for a City of Dodgeville Dance License, have provided information which is consistent with those courts and police records inspected and reviewed by the Dodgeville Police Department and its employees.

- Name of Business: Jeffrey's House of Foolishness
- Dodger Bowl
- Red Room
- Duke's Brew Pub & Ale House
- Dino's

Information revealed that the application or renewal application for a dance license is in compliance with regulations, ordinances and applicable laws. Additionally, an on-site inspection was conducted, in person, by a the Chief of Police, at the location of the license described on the application. The inspection revealed compliance with the requirement of the law. The records for the establishment have also been reviewed and found that no violations of the license have been reported within the past year.

Chief of Police report with recommendation

This report to the Common Council is a recommendation for approval or renewal and approval for this applicant or license holder.

COMMON COUNCIL - CLAIMS REPORT

Tuesday, June 4, 2024

AMOUNT

MOUND CITY BANK

Accounts Payable

Capital Project Fund	\$	2,708.11
TOTAL	\$	2,708.11

FARMERS SAVINGS BANK

Accounts Payable

American Rescue Plan (ARPA)	\$	1,186.69
Affordable Housing Fund	\$	-
General Fund	\$	62,684.47
Debt Service Fund	\$	-
Water Fund	\$	18,010.92
Sewer Fund	\$	17,473.34
Library Fund	\$	7,373.02
TID 3 Fund	\$	97,077.53
TOTAL	\$	203,805.97

TOTAL ACCOUNTS PAYABLE \$ 206,514.08

Payroll

General Fund (100)	\$	84,809.29
Water Fund (200)	\$	12,374.48
Sewer Fund (300)	\$	8,308.09
Special Purpose Library Fund (150)	\$	9,960.59
TOTAL PAYROLL	\$	115,452.45

TOTALS BY FUND

GENERAL (100, 140, 150, 160, 161,170)	\$	265,799.70
WATER (200)	\$	30,385.40
SEWER (300)	\$	25,781.43
TOTAL ALL PAYMENTS	\$	321,966.53

Report Criteria:

Invoices with totals above \$0.00 included.
Only paid invoices included.

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid	Voided
GENERAL FUND								
Total GENERAL FUND:					62,684.47	62,684.47		
SPEC.PURP.LIB. FUND								
Total SPEC.PURP.LIB. FUND:					7,373.02	7,373.02		
CAPITAL PROJECT FUND								
Total CAPITAL PROJECT FUND:					2,708.11	2,708.11		
AMERICAN RESCUE PLAN ACT								
Total AMERICAN RESCUE PLAN ACT:					1,186.69	1,186.69		
WATER								
Total WATER:					18,010.92	18,010.92		
SEWER								
Total SEWER:					17,473.34	17,473.34		
TIF 3								
Total TIF 3:					97,077.53	97,077.53		
Grand Totals:					206,514.08	206,514.08		

Dated: _____

Mayor: _____

City Council: _____

Clerk/Treasurer: _____

Report Criteria:

Report type: Summary

Check.Type = {<->} "Adjustment"

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Check GL Account	Amount
06/24	06/04/2024	1042	1393	TC NETWORKS INC	161-21000-000-000	1,186.69
06/24	06/03/2024	62541	378	FOX VALLEY TECHNICAL COLLEGE	100-21000-000-000	295.00- V
05/24	05/23/2024	62585	34	ALLIANT ENERGY/WP&L (UTILITY PAYMENTS)	150-21000-000-000	105.50
05/24	05/23/2024	62586	88	BAKER & TAYLOR ENTERTAINMENT	150-21000-000-000	833.22
05/24	05/23/2024	62587	274	DEMCO	150-21000-000-000	4,215.85
05/24	05/23/2024	62588	1987	Family of Debra Ann Dougherty	100-21000-000-000	50.00
05/24	05/23/2024	62589	1328	GFC LEASING - WI	150-21000-000-000	487.70
05/24	05/23/2024	62590	408	GORDON FLESCH CO INC	200-21000-000-000	750.85
05/24	05/28/2024	62591	1592	DENNIS J MARKLEIN	150-21000-000-000	650.00
06/24	06/04/2024	62599	1299	ABT MAILCOM	200-21000-000-000	1,726.40
06/24	06/04/2024	62600	1988	Adam Haas	100-21000-000-000	50.00
06/24	06/04/2024	62601	13	ADP INC	100-21000-000-000	261.30
06/24	06/04/2024	62602	781	ADVANTAGE COPY	100-21000-000-000	91.50
06/24	06/04/2024	62603	34	ALLIANT ENERGY/WP&L (UTILITY PAYMENTS)	100-21000-000-000	22,930.62
06/24	06/04/2024	62604	1596	ASSOCIATED APPRAISAL CONSULTANTS INC.	100-21000-000-000	1,513.66
06/24	06/04/2024	62605	1538	AT&T MOBILITY	100-21000-000-000	1,193.92
06/24	06/04/2024	62606	1337	BADGER METER	200-21000-000-000	201.60
06/24	06/04/2024	62607	85	BADGER WELDING SUPPLIES INC	100-21000-000-000	149.23
06/24	06/04/2024	62608	87	BAER INSURANCE INC	100-21000-000-000	1,743.00
06/24	06/04/2024	62609	88	BAKER & TAYLOR ENTERTAINMENT	150-21000-000-000	544.11
06/24	06/04/2024	62610	1776	Blain's Farm & Fleet	100-21000-000-000	628.48
06/24	06/04/2024	62611	120	BOARDMAN & CLARK LLP	100-21000-000-000	20,000.00
06/24	06/04/2024	62612	128	BOUND TREE MEDICAL LLC	100-21000-000-000	205.99
06/24	06/04/2024	62613	1645	CAPITAL ONE (WALMART)	100-21000-000-000	887.25
06/24	06/04/2024	62614	188	CINTAS CORPORATION #446	100-21000-000-000	40.64
06/24	06/04/2024	62615	210	COLLINS & HYING LLC	100-21000-000-000	144.65
06/24	06/04/2024	62616	211	COMLEC SERVICES INC	100-21000-000-000	1,480.00
06/24	06/04/2024	62617	1074	DATCP	100-21000-000-000	3,000.00
06/24	06/04/2024	62618	273	DELUXE DISTRIBUTORS	300-21000-000-000	317.70
06/24	06/04/2024	62619	294	DODGEVILLE AREA AMBULANCE	100-21000-000-000	315.00
06/24	06/04/2024	62620	1838	Dodgeville FFA	100-21000-000-000	240.00
06/24	06/04/2024	62621	307	DODGEVILLE SCHOOL DISTRICT	100-21000-000-000	2,744.59
06/24	06/04/2024	62622	1823	Elan Financial Services	100-21000-000-000	2,105.12
06/24	06/04/2024	62623	340	EMERGENCY SERVICE MARKETING CORP INC	100-21000-000-000	305.00
06/24	06/04/2024	62624	1328	GFC LEASING - WI	100-21000-000-000	459.10
06/24	06/04/2024	62625	467	J & C Floor Shop Inc	100-21000-000-000	1,540.96
06/24	06/04/2024	62626	468	J & R SUPPLY INC	100-21000-000-000	2,856.98
06/24	06/04/2024	62627	508	JOES OVERHEAD DOORS & SEAMLESS GUTTERS	100-21000-000-000	1,610.00
06/24	06/04/2024	62628	589	LANGE ENTERPRISES OF WISCONSIN INC	100-21000-000-000	3,685.06
06/24	06/04/2024	62629	622	LW ALLEN LLC	300-21000-000-000	9,003.24
06/24	06/04/2024	62630	1452	MACQUEEN EQUIPMENT	100-21000-000-000	418.97
06/24	06/04/2024	62631	649	MAST WATER INC	100-21000-000-000	34.00
06/24	06/04/2024	62632	662	MEDPRO MIDWEST GROUP	100-21000-000-000	882.88
06/24	06/04/2024	62633	668	MHTC-MH	100-21000-000-000	964.87
06/24	06/04/2024	62634	713	MUELLER IMPLEMENT INC	100-21000-000-000	61.98
06/24	06/04/2024	62635	296	NAPA AUTO PARTS	100-21000-000-000	1,096.50
06/24	06/04/2024	62636	746	O'REILLY AUTO PARTS	100-21000-000-000	679.69
06/24	06/04/2024	62637	790	Premium Waters	100-21000-000-000	41.99
06/24	06/04/2024	62638	835	RITCHIE IMPLEMENT INC	100-21000-000-000	617.52
06/24	06/04/2024	62639	851	RULE CONSTRUCTION LTD	430-21000-000-000	97,077.53
06/24	06/04/2024	62640	919	SPRING-GREEN LAWN CARE	100-21000-000-000	53.65
06/24	06/04/2024	62641	926	STAPLES ADVANTAGE	100-21000-000-000	22.48
06/24	06/04/2024	62642	964	TEAMSTERS LOCAL #695	100-21000-000-000	720.00

M = Manual Check, V = Void Check

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Check GL Account	Amount
06/24	06/04/2024	62643	1015	TOP PACK DEFENSE LLC	100-21000-000-000	417.15
06/24	06/04/2024	62644	1018	TOWN & COUNTRY ENGINEERING INC	200-21000-000-000	5,615.60
06/24	06/04/2024	62645	1027	Truck Country of Wisc	100-21000-000-000	811.69
06/24	06/04/2024	62646	1881	True North Consultants Inc	100-21000-000-000	2,450.00
06/24	06/04/2024	62647	1040	UPLAND HILLS HEALTH INC	100-21000-000-000	602.56
06/24	06/04/2024	62648	1074	WI DATCP	100-21000-000-000	697.00
06/24	06/04/2024	62649	1147	ZOLL MEDICAL CORPORATION	100-21000-000-000	285.00
05/24	05/24/2024	700049	1397	DEERE CREDIT INC	160-21000-000-000	1,783.01
06/24	06/03/2024	700050	1397	DEERE CREDIT INC	160-21000-000-000	925.10
Grand Totals:						206,219.08

Summary by General Ledger Account Number

GL Account	Debit	Credit	Proof
100-21000-000-000	362.48	62,751.95-	62,389.47-
100-21550-000-000	720.00	.00	720.00
100-24600-100-000	2,744.59	.00	2,744.59
100-51300-000-000	20,042.31	.00	20,042.31
100-51410-000-000	46.56	.00	46.56
100-51420-225-000	215.00	.00	215.00
100-51440-310-000	40.95	.00	40.95
100-51530-250-000	1,513.66	.00	1,513.66
100-51600-600-000	40.64	.00	40.64
100-51710-200-000	451.78	.00	451.78
100-51710-210-000	921.73	.00	921.73
100-51710-240-000	789.02	.00	789.02
100-51710-300-000	243.11	.00	243.11
100-51710-310-000	1,412.12	.00	1,412.12
100-51930-000-000	1,743.00	.00	1,743.00
100-52100-175-000	417.15	.00	417.15
100-52100-240-000	168.75	.00	168.75
100-52100-300-000	311.39	.00	311.39
100-52100-310-000	331.34	.00	331.34
100-52100-400-100	6.88	.00	6.88
100-52150-000-000	315.00	.00	315.00
100-52150-225-000	.00	295.00-	295.00-
100-52200-300-000	43.61	.00	43.61
100-52200-310-000	556.11	.00	556.11
100-52200-600-000	366.98	.00	366.98
100-52200-725-000	1,610.00	.00	1,610.00
100-52300-200-000	112.11	.00	112.11
100-52300-300-000	416.86	.00	416.86
100-52300-310-000	479.20	.00	479.20
100-52300-500-000	687.88	.00	687.88
100-52300-505-000	1,480.00	.00	1,480.00
100-52300-520-000	520.29	.00	520.29
100-52300-605-000	1,093.55	.00	1,093.55
100-52300-720-000	457.64	.00	457.64
100-52400-210-000	30.45	.00	30.45
100-52400-300-000	45.81	.00	45.81
100-53100-300-000	89.42	.00	89.42
100-53230-000-000	1,090.39	67.48-	1,022.91
100-53240-000-000	1,773.54	.00	1,773.54

M = Manual Check, V = Void Check

GL Account	Debit	Credit	Proof
100-53415-000-000	3,920.94	.00	3,920.94
100-53420-000-000	4,333.84	.00	4,333.84
100-54910-300-000	64.98	.00	64.98
100-54910-310-000	93.79	.00	93.79
100-54910-400-000	179.97	.00	179.97
100-54910-600-000	55.68	.00	55.68
100-55200-300-000	108.56	.00	108.56
100-55200-310-000	1,170.57	.00	1,170.57
100-55200-400-000	290.13	.00	290.13
100-55200-600-000	393.56	.00	393.56
100-55300-180-000	50.00	.00	50.00
100-55300-300-000	55.17	.00	55.17
100-55300-600-000	208.99	.00	208.99
100-55310-000-000	234.31	.00	234.31
100-55330-000-000	240.00	.00	240.00
100-55420-220-000	632.00	.00	632.00
100-55420-300-000	15.75	.00	15.75
100-55420-310-000	159.72	.00	159.72
100-55420-600-000	9.98	.00	9.98
100-55420-620-000	149.23	.00	149.23
100-55425-000-000	65.00	.00	65.00
100-56600-210-000	2,450.00	.00	2,450.00
100-56700-210-000	3,000.00	.00	3,000.00
100-57653-000-000	1,540.96	.00	1,540.96
150-21000-000-000	.00	7,373.02-	7,373.02-
150-55115-000-000	4,215.85	.00	4,215.85
150-55115-221-000	338.79	.00	338.79
150-55115-223-000	142.99	.00	142.99
150-55115-224-000	487.70	.00	487.70
150-55115-321-000	1,377.33	.00	1,377.33
150-55115-341-000	13.28	.00	13.28
150-55115-371-000	41.58	.00	41.58
150-55115-391-000	105.50	.00	105.50
150-55115-392-000	650.00	.00	650.00
160-21000-000-000	.00	2,708.11-	2,708.11-
160-58100-000-000	2,696.31	.00	2,696.31
160-58200-000-000	11.80	.00	11.80
161-21000-000-000	.00	1,186.69-	1,186.69-
161-51710-000-000	1,186.69	.00	1,186.69
200-21000-000-000	.00	18,010.92-	18,010.92-
200-53700-622-000	8,879.16	.00	8,879.16
200-53700-641-000	828.00	.00	828.00
200-53700-653-000	201.60	.00	201.60
200-53700-654-000	925.00	.00	925.00
200-53700-680-100	863.20	.00	863.20
200-53700-681-000	698.36	.00	698.36
200-53700-682-000	5,615.60	.00	5,615.60
300-21000-000-000	88.32	17,561.66-	17,473.34-
300-53600-000-821	5,212.98	.00	5,212.98
300-53600-000-827	89.82	.00	89.82
300-53600-000-828	480.48	88.32-	392.16
300-53600-000-831	9,914.94	.00	9,914.94
300-53600-000-834	474.33	.00	474.33
300-53600-000-840	863.20	.00	863.20
300-53600-000-851	525.91	.00	525.91
430-21000-000-000	.00	97,077.53-	97,077.53-
430-57330-000-000	97,077.53	.00	97,077.53

M = Manual Check, V = Void Check

GL Account	Debit	Credit	Proof
Grand Totals:	207,120.68	207,120.68-	.00

Dated: _____

Mayor: _____

City Council: _____

City Recorder: _____

Report Criteria:

Report type: Summary

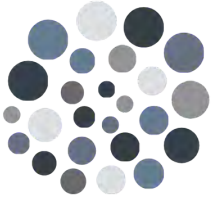
Check.Type = {<>} "Adjustment"

GL Account	Debit	Credit	GL Account	Debit	Credit
999-10001-000-000	.00	79,031.54-			
			Totals:	115,452.45	115,452.45-

05/26/2024 Fund Summary

Fund	Debit	Credit	Fund	Debit	Credit	Fund	Debit	Credit
100	84,809.29	36,248.89-	150	9,960.59	.00	200	12,374.48	86.01-
300	8,308.09	86.01-	999	.00	79,031.54-			
						Totals:	115,452.45	115,452.45-

COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY



PREPARED FOR

DODGEVILLE, WISCONSIN

PREPARED BY

Core Distinction Group, LLC

Lisa Pennau - Founding Partner
l.pennau@coredistinctiongroup.com

Jessica Junker - Managing Partner
j.junker@coredistinctiongroup.com

Offices in Wisconsin

INCLUDES

- Introduction/Objective
- Community Overview
- Executive Summary
- Economic Overview
- Lodging Demand
- Lodging Supply
- Lodging/Competitive Data
- Regional Data
- Room Share Overview
- Economic Impact
- Conclusion



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL

Date Monday, April 8, 2024

Attn: Larry Bierke - Iowa County, WI

Address 222 N Iowa Street

City, State, Zip Dodgeville, WI 53533

In accordance with our agreement, Core Distinction Group, LLC. has completed a Comprehensive Hotel Market Feasibility Study to determine if Dodgeville, WI has the potential to support a new hotel. In addition, the aforementioned study includes a complete Pro Forma based on construction costs and operating costs provided by the brand(s) requested by you.

As in all studies of this type, the estimated results are based upon competent and efficient management and an effective marketing program and presume no significant change in the competitive position of the hotel industry from that set forth in this report. We have no responsibility to update this report for events and circumstances occurring after completion of our research conducted in February & March 2024. These projections are based upon estimates, assumptions and other information developed from our research and we do not warrant that they will be attained. We do not consider the legal and regulatory requirements applicable to this project, including zoning, permits, licenses and other state and local government regulations.

This report has been prepared for your use and guidance in determining whether hotel development should be pursued in your community and to share with developers, hotel franchise companies, and potential lenders/investors. Neither our name nor the material submitted may be used in any prospectus or used in offerings or representations in connection with the sale of securities or participation interests without our express written permission.

Please do not hesitate to call if Core Distinction Group can be of any further assistance in the interpretation and application of our findings, recommendations and conclusions. We appreciate the cooperation you extended to us during the course of our agreement and look forward to working with you again in the future.

Sincerely,

Jessica Junker
Partner



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Introduction

The following Comprehensive Lodging Feasibility Study Report will review the potential development of a hotel in Dodgeville, WI.

Intended Use - This report is to be used by the Client for determining feasibility and attracting a new hotel.

Intended User - Iowa County, WI is the only intended user for this report.

Core Distinction Group LLC (CDG) has been engaged to provide this Comprehensive Lodging Feasibility Study Report for the Dodgeville, WI market area. This Lodging Feasibility Study provides an overview of information concerning the market area and the factors that would affect the possible development of a hotel facility in this community.

The consultant from Core Distinction Group LLC met with representatives of the community and the surrounding area to gather information pertinent to hotel development. Comprehensive research was performed and reviewed regarding the community's economic indicators, competitive lodging supply, and lodging demand generators. CDG performed field research to determine the relationship between the community and its lodging need. Economic indicators were studied to determine the stability and future growth potential of the general market. The research was conducted as a macro and micro market analysis of the Dodgeville, WI and the areas immediately surrounding area to determine their viability to support the potential of a hotel development.

This report will present projections for stabilized hotel operation based upon current operating performance in the market area. Occupancy, Average Daily Room Rate, and Sales Revenue projections for the hotel were based upon a detailed review of the field research data. Also, recommendations as to the property type, suggested property size, services, and amenities were included. These projections and recommendations were based upon the market demand research for a potential lodging facility.

This report provides statistical and highlighted narratives to support the conclusions regarding the market area and its ability to support potential hotel development.



Introduction (continued)

General Assumptions - For the purpose of this assignment, we assumed the proposed property will be operated as an upper-mid scaled to upper scaled, franchised hotel with a central reservations system that is fully-integrated with a recognized marketing platform. If this or any of the following are not followed, it could affect the overall feasibility of subject property.

Operational Assumptions - For the purpose of this assignment, we assume the subject property would be managed by a professional hotel management company at an industry standard fee between five and seven percent.

Franchise Fees - For the purpose of this assignment, we assume the subject property would pay franchise fees quoted to Core Distinction Group, LLC by either the developer or franchise representative. In the event that Core Distinction Group is not able to receive a quote, fees will be based on the franchise's registered Franchise Disclosure Document.



COMMUNITY OVERVIEW

For the purpose of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group, LLC representatives gathered information and history about the market to give users of this report a brief summary of the community. This section offers that Community Overview.



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL



Community Overview and History

Dodgeville, Wisconsin, is a captivating small town nestled in the heart of Iowa County, embodying the quintessential charm of the American Midwest. The town's origins date back to the early 19th century, making it one of the oldest communities in Wisconsin. This rich history is palpable in the architecture and the stories that permeate the town, from the stately Iowa County Courthouse to the carefully preserved historical homes that line the quiet streets.

The geography of Dodgeville is as diverse as its history, situated amidst rolling hills and lush valleys. This unique topography offers breathtaking scenic beauty and a natural playground for outdoor enthusiasts. Activities such as hiking, biking, and bird watching are popular, especially in the nearby Governor Dodge State Park, which boasts over 5,000 acres of protected land, including trails, lakes, and unique geological formations.

Economically, Dodgeville has a balanced mix of agriculture, retail, and manufacturing. The presence of Lands' End, a major clothing retailer, as the town's largest employer, underscores the blend of traditional and modern industries. This economic diversity not only provides stability but also enriches the community with a variety of job opportunities and services that are uncommon in similarly sized towns. Additionally, local farms and businesses contribute to a vibrant farmers market, where residents and visitors alike can enjoy fresh, locally-sourced produce and artisan goods.

Community life in Dodgeville is marked by a strong sense of togetherness and civic pride. Annual events, such as the Dodgeville DodgeFest, bring the community together to celebrate with music, food, and entertainment. The town also supports a variety of local businesses, from quaint boutiques and eateries to historic inns, that add to its charming small-town ambiance. These establishments not only cater to the local population but also attract visitors, contributing to Dodgeville's reputation as a welcoming and friendly destination.

Dodgeville's commitment to preserving its natural and historical heritage while embracing growth and diversity makes it a unique place to live, work, and visit. The town exemplifies the balance between tradition and progress, offering a quality of life that is deeply rooted in community values and the natural beauty of its surroundings. Whether one is drawn to Dodgeville for its scenic landscapes, its rich history, or the warmth of its community, it remains a cherished gem in the heart of Wisconsin.



EXECUTIVE SUMMARY

For the purpose of this Comprehensive Hotel Market Feasibility Study, an executive summary will provide an overview of the document to follow. The Executive Summary will contain the following information:

- Methodology
- Current Hotel Segment Recommendations for Market Studied
- Current Hotel Size Recommendations for Market Studied
- Current Hotel Room Configuration Recommendations for Market Studied
- Current Economic Impact of Hotel in Market Studied

Further detailed information on findings from research analysis conducted will be highlighted throughout this report. Further detail on the projections and conclusions can be found in the Projections section of this report.

Executive Summary

It is the opinion of Core Distinction Group, that at the time of this study, the community of Dodgeville, Wisconsin and the immediate surrounding areas within Iowa County, WI offer the current and future demand to support the proposed hotel development in this Comprehensive Hotel Market Feasibility Study . The conclusion and recommendations within this Comprehensive Hotel Market Feasibility Study was based on but not limited to the following criteria:

-  Overall Economic Condition of Community
-  Overall Market Demand Areas
-  Location of Proposed Property
-  Local Demand Generator Need
-  Lodging Demand in Community
-  Lodging Supply in Community
-  Trending Lodging Data of Current Lodging Supply
-  Impact of New Hotel Development on Current Lodging Supply
-  Cost of Construction of New Hotel Development
-  Potential Revenue of New Hotel Development
-  Cost of Operation of New Hotel Development



Executive Summary (continued)

Based on the information provided to Core Distinction Group at the time of researching the subject community, the following recommendations are made:

Property segment recommended for the potential development of a hotel is an Upscale to Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that a new hotel would capture displaced Lodging Demand currently staying in markets surrounding Dodgeville, WI. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve Dodgeville and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and seasonality.

Property size recommendation of a newly developed hotel was researched to be between 65-75 guestrooms in this report. This would position it to be smaller in size to the average room size of 49-75 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms.



Executive Summary (continued)

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 10-15 full time equivalent jobs. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel. Below you will find a summary of the total Estimated Economic Impact of the potential new hotel project over the first five years open:

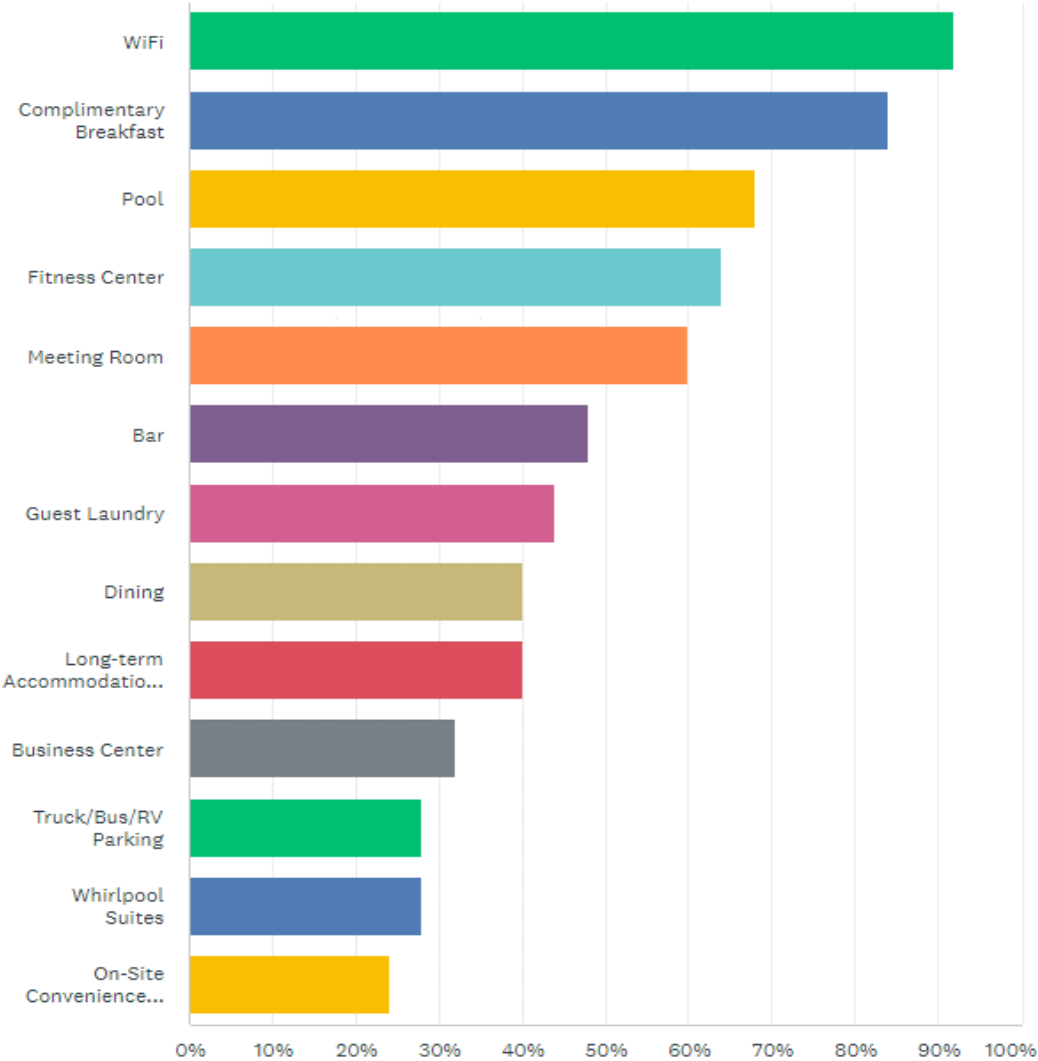
Estimated Increase in Sales Tax	\$891,694
Estimated Increase in Lodging Tax	\$873,992
Estimated Increase in Real Estate Tax	\$798,623
Estimated Increase in Restaurant Sales Revenue	\$4,138,156
Estimated Increase in Entertainment Revenue	\$4,138,156
Estimated Increase in Alcohol Sales Revenue	\$1,931,140
Estimated Increase in Tips Revenue	\$1,103,508
Total Estimated Increase in Economic Impact	\$13,875,269

*Details found in Economic Impact Summary



Executive Summary (continued)

Property features, amenities, and services of the hotel should satisfy the market it is attempting to attract. Standard features and amenities required for a proposed hotel in this market should include:



ECONOMIC OVERVIEW

For the purpose of this Comprehensive Hotel Market Feasibility Study, an Economic Overview will provide an overview of the economic condition of the market studied. In most cases, the data shown in this section of the report is not pertinent to the overall demand for lodging but can be taken into consideration. The Economic Overview will contain the following information:

- Daytime Employment
 - Business Employment by Type
- Demographic Detail Report
 - Population by Radius
 - Population by Age
 - Population by Race
 - Population by Occupation
 - Households by Marital Status
 - Population by Education
 - Population by Occupation
 - Worker Travel Time to Job
 - Households
 - Households by Income
 - Occupied Housing
 - Housing Units
 - Housing Value
 - Housing Units

Daytime Employment Report

Dodgeville, WI 53533

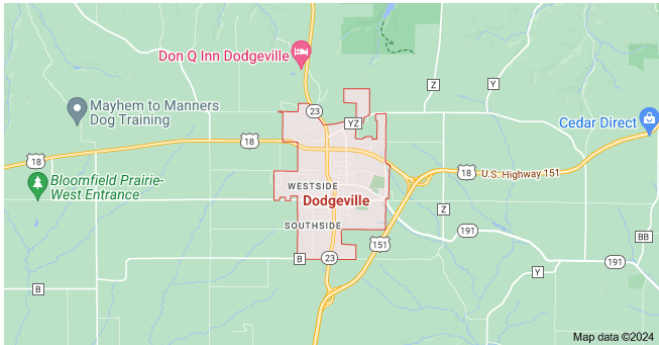


Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	372	6,755	18
Retail & Wholesale Trade	50	4,583	92
Hospitality & Food Service	18	267	15
Real Estate, Renting, Leasing	9	33	4
Finance & Insurance	37	165	4
Information	8	72	9
Scientific & Technology Services	30	142	5
Management of Companies	0	0	0
Health Care & Social Assistance	76	334	4
Educational Services	8	232	29
Public Administration & Sales	57	543	10
Arts, Entertainment, Recreation	3	13	4
Utilities & Waste Management	10	31	3
Construction	13	45	3
Manufacturing	13	99	8
Agriculture, Mining, Fishing	0	0	0
Other Services	40	196	5



Demographic Detail Report

Dodgeville, WI 53533



Radius	1 Mile		5 Mile		10 Mile	
Population						
2028 Projection	4,227		6,583		13,315	
2023 Estimate	4,177		6,511		13,234	
2010 Census	3,980		6,232		13,001	
Growth 2023 - 2028	1.20%		1.11%		0.61%	
Growth 2010 - 2023	4.95%		4.48%		1.79%	
2023 Population by Age	4,177		6,511		13,234	
Age 0 - 4	233	5.58%	348	5.34%	671	5.07%
Age 5 - 9	254	6.08%	377	5.79%	720	5.44%
Age 10 - 14	301	7.21%	449	6.90%	852	6.44%
Age 15 - 19	289	6.92%	438	6.73%	846	6.39%
Age 20 - 24	233	5.58%	357	5.48%	707	5.34%
Age 25 - 29	214	5.12%	329	5.05%	662	5.00%
Age 30 - 34	236	5.65%	358	5.50%	712	5.38%
Age 35 - 39	273	6.54%	408	6.27%	793	5.99%
Age 40 - 44	278	6.66%	416	6.39%	799	6.04%
Age 45 - 49	263	6.30%	398	6.11%	775	5.86%
Age 50 - 54	264	6.32%	408	6.27%	821	6.20%
Age 55 - 59	289	6.92%	462	7.10%	962	7.27%
Age 60 - 64	283	6.78%	470	7.22%	1,016	7.68%
Age 65 - 69	245	5.87%	417	6.40%	935	7.07%
Age 70 - 74	200	4.79%	344	5.28%	783	5.92%
Age 75 - 79	138	3.30%	235	3.61%	532	4.02%
Age 80 - 84	88	2.11%	146	2.24%	326	2.46%
Age 85+	95	2.27%	153	2.35%	322	2.43%
Age 65+	766	18.34%	1,295	19.89%	2,898	21.90%
Median Age	41.00		42.30		44.10	
Average Age	40.30		41.30		42.50	

Demographic Detail Report

Dodgeville, WI 53533						
Radius	1 Mile		5 Mile		10 Mile	
2023 Population By Race	4,177		6,511		13,234	
White	3,969	95.02%	6,214	95.44%	12,729	96.18%
Black	47	1.13%	73	1.12%	131	0.99%
Am. Indian & Alaskan	20	0.48%	26	0.40%	39	0.29%
Asian	73	1.75%	96	1.47%	135	1.02%
Hawaiian & Pacific Island	3	0.07%	3	0.05%	3	0.02%
Other	66	1.58%	99	1.52%	197	1.49%
Population by Hispanic Origin	4,177		6,511		13,234	
Non-Hispanic Origin	4,063	97.27%	6,349	97.51%	12,934	97.73%
Hispanic Origin	114	2.73%	162	2.49%	301	2.27%
2023 Median Age, Male	39.80		41.20		43.20	
2023 Average Age, Male	39.10		40.20		41.70	
2023 Median Age, Female	42.20		43.40		45.10	
2023 Average Age, Female	41.50		42.20		43.30	
2023 Population by Occupation Classification	3,333		5,251		10,823	
Civilian Employed	2,290	68.71%	3,590	68.37%	7,394	68.32%
Civilian Unemployed	99	2.97%	143	2.72%	207	1.91%
Civilian Non-Labor Force	944	28.32%	1,518	28.91%	3,222	29.77%
Armed Forces	0	0.00%	0	0.00%	0	0.00%
Households by Marital Status						
Married	843		1,358		2,862	
Married No Children	458		765		1,686	
Married w/Children	386		592		1,176	
2023 Population by Education	2,953		4,686		9,785	
Some High School, No Diploma	89	3.01%	155	3.31%	369	3.77%
High School Grad (Incl Equivalency)	1,190	40.30%	1,755	37.45%	3,374	34.48%
Some College, No Degree	1,045	35.39%	1,617	34.51%	3,322	33.95%
Associate Degree	87	2.95%	142	3.03%	347	3.55%
Bachelor Degree	292	9.89%	570	12.16%	1,448	14.80%
Advanced Degree	250	8.47%	447	9.54%	925	9.45%



Demographic Detail Report

Dodgeville, WI 53533						
Radius	1 Mile		5 Mile		10 Mile	
2023 Population by Occupation	4,345		6,787		13,847	
Real Estate & Finance	38	0.87%	69	1.02%	242	1.75%
Professional & Management	818	18.83%	1,322	19.48%	3,027	21.86%
Public Administration	49	1.13%	84	1.24%	179	1.29%
Education & Health	389	8.95%	624	9.19%	1,466	10.59%
Services	342	7.87%	552	8.13%	1,147	8.28%
Information	37	0.85%	53	0.78%	105	0.76%
Sales	556	12.80%	867	12.77%	1,596	11.53%
Transportation	0	0.00%	1	0.01%	20	0.14%
Retail	565	13.00%	850	12.52%	1,525	11.01%
Wholesale	79	1.82%	131	1.93%	240	1.73%
Manufacturing	388	8.93%	595	8.77%	1,083	7.82%
Production	499	11.48%	728	10.73%	1,301	9.40%
Construction	278	6.40%	390	5.75%	765	5.52%
Utilities	99	2.28%	144	2.12%	275	1.99%
Agriculture & Mining	90	2.07%	191	2.81%	461	3.33%
Farming, Fishing, Forestry	13	0.30%	50	0.74%	134	0.97%
Other Services	105	2.42%	136	2.00%	281	2.03%
2023 Worker Travel Time to Job	2,180		3,395		6,898	
<30 Minutes	1,471	67.48%	2,280	67.16%	4,625	67.05%
30-60 Minutes	580	26.61%	865	25.48%	1,668	24.18%
60+ Minutes	129	5.92%	250	7.36%	605	8.77%
2010 Households by HH Size	1,638		2,559		5,349	
1-Person Households	503	30.71%	763	29.82%	1,556	29.09%
2-Person Households	535	32.66%	876	34.23%	1,914	35.78%
3-Person Households	235	14.35%	362	14.15%	762	14.25%
4-Person Households	228	13.92%	343	13.40%	663	12.39%
5-Person Households	94	5.74%	144	5.63%	309	5.78%
6-Person Households	31	1.89%	51	1.99%	106	1.98%
7 or more Person Households	12	0.73%	20	0.78%	39	0.73%
2023 Average Household Size	2.40		2.40		2.40	
Households						
2028 Projection	1,750		2,717		5,501	
2023 Estimate	1,729		2,687		5,467	
2010 Census	1,637		2,559		5,351	
Growth 2023 - 2028	1.21%		1.12%		0.62%	
Growth 2010 - 2023	5.62%		5.00%		2.17%	



Demographic Detail Report

Dodgeville, WI 53533			
Radius	1 Mile	5 Mile	10 Mile
2023 Households by HH Income	1,730	2,686	5,468
<\$25,000	330 19.08%	482 17.94%	966 17.67%
\$25,000 - \$50,000	296 17.11%	433 16.12%	927 16.95%
\$50,000 - \$75,000	301 17.40%	462 17.20%	988 18.07%
\$75,000 - \$100,000	284 16.42%	459 17.09%	870 15.91%
\$100,000 - \$125,000	190 10.98%	288 10.72%	556 10.17%
\$125,000 - \$150,000	142 8.21%	212 7.89%	429 7.85%
\$150,000 - \$200,000	130 7.51%	235 8.75%	449 8.21%
\$200,000+	57 3.29%	115 4.28%	283 5.18%
2023 Avg Household Income	\$81,558	\$86,256	\$87,102
2023 Med Household Income	\$67,954	\$72,820	\$70,931
2023 Occupied Housing	1,729	2,687	5,467
Owner Occupied	1,144 66.17%	1,843 68.59%	3,980 72.80%
Renter Occupied	585 33.83%	844 31.41%	1,487 27.20%
2010 Housing Units	1,881	2,936	6,054
1 Unit	1,359 72.25%	2,253 76.74%	4,877 80.56%
2 - 4 Units	370 19.67%	480 16.35%	715 11.81%
5 - 19 Units	69 3.67%	93 3.17%	276 4.56%
20+ Units	83 4.41%	110 3.75%	186 3.07%
2023 Housing Value	1,144	1,842	3,981
<\$100,000	119 10.40%	179 9.72%	374 9.39%
\$100,000 - \$200,000	547 47.81%	787 42.73%	1,592 39.99%
\$200,000 - \$300,000	408 35.66%	632 34.31%	1,123 28.21%
\$300,000 - \$400,000	58 5.07%	133 7.22%	449 11.28%
\$400,000 - \$500,000	8 0.70%	50 2.71%	172 4.32%
\$500,000 - \$1,000,000	4 0.35%	48 2.61%	199 5.00%
\$1,000,000+	0 0.00%	13 0.71%	72 1.81%
2023 Median Home Value	\$182,815	\$194,281	\$202,182
2023 Housing Units by Yr Built	1,914	2,985	6,192
Built 2010+	145 7.58%	190 6.37%	267 4.31%
Built 2000 - 2010	297 15.52%	387 12.96%	645 10.42%
Built 1990 - 1999	213 11.13%	352 11.79%	821 13.26%
Built 1980 - 1989	214 11.18%	316 10.59%	572 9.24%
Built 1970 - 1979	235 12.28%	390 13.07%	730 11.79%
Built 1960 - 1969	143 7.47%	232 7.77%	381 6.15%
Built 1950 - 1959	88 4.60%	139 4.66%	327 5.28%
Built <1949	579 30.25%	979 32.80%	2,449 39.55%
2023 Median Year Built	1975	1973	1967

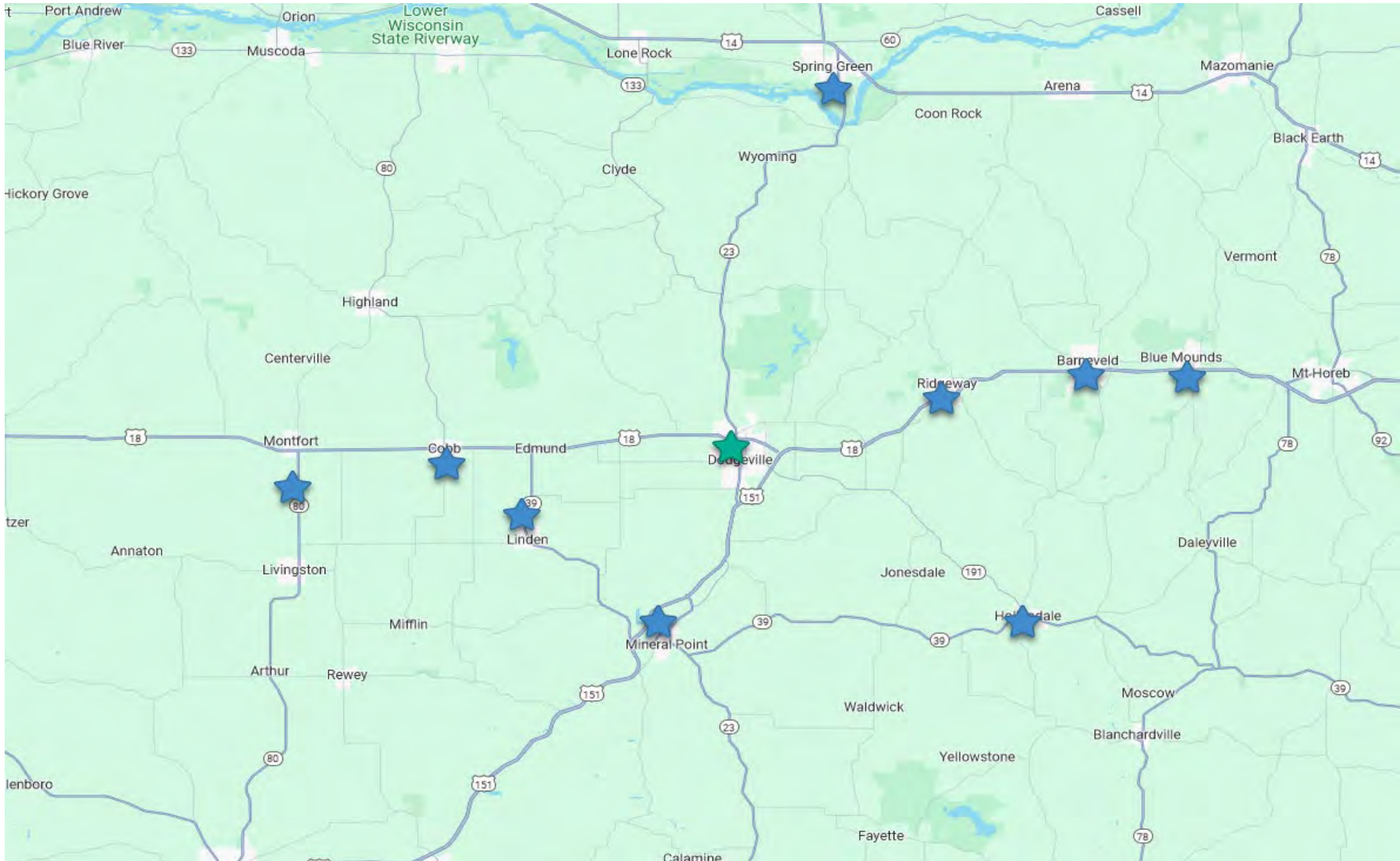


MARKET DEMAND AREAS

The economic vitality of the market and the surrounding markets or feeder markets, is an important consideration in forecasting lodging demand and future revenue potential. The market lodging demand area for a lodging facility is the geographical region where the sources of demand and the competitive supply are located. In the following document you will find a map of the estimated market lodging demand area for the subject market.

- Market Demand Area Map
- Feeder Market Community Overviews

Market Lodging Demand Area: (Focus Area of Sales Efforts of Additional Lodging)



★ Immediate Feeder Market

★ Secondary Feeder Market

** Feeder Market = Outlying Community that feeds travelers into desired market (Sales Focus Area)

Source: Google Maps; Core Distinction Group, LLC.

Feeder Market Community Overviews

Spring Green, WI: Spring Green, Wisconsin, is renowned for its rich artistic heritage and architectural wonders, most notably the Taliesin estate, designed by the legendary architect Frank Lloyd Wright. Nestled along the Wisconsin River, this picturesque town is a magnet for art enthusiasts and architecture aficionados alike. The American Players Theatre, another major attraction, offers high-quality classical theater in an outdoor setting, drawing visitors from across the region. Spring Green's vibrant arts scene is complemented by its charming downtown area, which boasts a variety of shops, galleries, and eateries, making it a quintessential cultural destination in the Midwest.

Blue Mounds, WI: Blue Mounds, Wisconsin, is home to the Blue Mound State Park, the highest point in southern Wisconsin. This park is a haven for outdoor enthusiasts, offering spectacular views, hiking trails, biking paths, and camping facilities. The park's unique geological features and diverse ecosystems attract nature lovers and photographers, especially during the vibrant fall color season. In addition, the nearby Cave of the Mounds is a National Natural Landmark, known for its beautiful limestone cave formations, making Blue Mounds a must-visit for both adventure seekers and those looking to explore the natural beauty of Wisconsin.

Hollandale, WI: Hollandale, Wisconsin, though smaller and more tranquil, serves as a peaceful retreat for those looking to escape the hustle and bustle of city life. Its proximity to the Pecatonica State Trail offers opportunities for hiking, biking, and nature walks in a serene setting. While Hollandale may not boast the large tourist attractions of its neighbors, its charm lies in its quiet streets, friendly community, and the picturesque countryside that surrounds it. This makes Hollandale an ideal spot for a relaxing day trip or a peaceful stop on a scenic drive through Wisconsin's heartland.

Mineral Point, WI: Mineral Point, Wisconsin, is a town steeped in history and creativity. Recognized for its Cornish heritage and as a center for arts and crafts, Mineral Point features a beautifully preserved downtown area with stone buildings that house galleries, studios, and artisan shops. The town's Shake Rag Alley Center for the Arts offers workshops and events that celebrate the area's artistic legacy. Additionally, Pendarvis, a historic site, showcases the town's early mining history and its Cornish influences. Mineral Point's blend of history, art, and culture, coupled with its annual events like the Fall Art Tour, make it a captivating destination for visitors.



Feeder Market Community Overviews (continued)

Montfort, WI: Montfort, Wisconsin, is a quaint village that serves as a gateway to the rolling hills and rich agricultural land of Grant County. While it may be smaller and less known than other tourist destinations, Montfort prides itself on its community events, such as the annual Montfort Summer Frolic, which celebrates the town's spirit and heritage. The nearby attractions include the Grant River Recreation Area, popular for camping, fishing, and boating, providing a natural escape for families and outdoor enthusiasts.

Cobb, WI: Cobb, Wisconsin, is a small village that epitomizes the heartland of America with its friendly atmosphere and agricultural backdrop. Cobb's location makes it a convenient stop for cyclists and outdoor enthusiasts exploring the region's scenic beauty, including the nearby Cheese Country Trail. Its annual community events, like Cobb Corn Roast, highlight the village's close-knit community and agricultural roots.

Linden, WI: Linden, Wisconsin, with its rich mining history and welcoming community, is a small village that offers a glimpse into the past and the simple pleasures of rural life. The area around Linden is dotted with remnants of its mining past, inviting exploration and photography. Although Linden may not host large tourist attractions, its proximity to natural beauty and other historic towns in the region makes it a peaceful stopover for visitors touring the Driftless Area's unique landscapes and cultural heritage sites.

Barneveld, WI: Barneveld, Wisconsin, is surrounded by natural beauty, including the nearby Military Ridge State Trail, which offers miles of outdoor recreation for biking, hiking, and wildlife observation. Barneveld's small but growing community is characterized by its friendly atmosphere, local businesses, and an increasing interest in attracting visitors to explore the beauty and tranquility of the area.

Ridgeway, WI: Ridgeway, Wisconsin, encapsulates the serene beauty and rich history of Iowa County. While it may present a quiet facade, Ridgeway harbors a fascinating past marked by the intriguing phenomenon known as the "Ridgeway Phantom." Ridgeway is a gateway to outdoor recreation, located near the Military Ridge State Trail, a 40-mile path that offers scenic vistas for bikers, hikers, and nature lovers. Ridgeway's annual events, like the Ridgeway Halloween Party, showcase the town's community spirit and hospitality, making it an inviting destination for those looking to experience the charm and history of small-town Wisconsin amidst the natural beauty of the Driftless Area.



SITE/S ANALYSIS

For the purposes of this Comprehensive Hotel Market Feasibility Study, a representative with Core Distinction Group LLC evaluated all sites requested by the client. The potential location/s are detailed in the following pages including analysis of each site.

- Site Rating
 - Visibility
 - Accessibility
 - Traffic Counts
 - Site Prep
 - Major Utilities
 - Zoning
 - Area Support Services
 - Demand
 - Generators
 - Competition Position
- Location
- Land Area
- Frontage
- Drainage
- Environmental Hazards
- Ground Stability
- Utilities
- Parking
- Easement, Encroachments, Restrictions

It is important to analyze the site with respect to regional and local transportation routes and demand generators, including ease of access. A detail of traffic information will follow the individual site information in this report.

Vicinity of the Intersection of Highway 151 and Highway 18					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Demand Generator Position	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			84%	38	45

Location	Located in the vicinity of the Highway 151 and Highway 18 interchange in Dodgeville, Wisconsin.
Land Area	The site size for proposed location would be two to three acres.
Frontage	This proposed property should offer high visibility and/or frontage to Highway 151 and/or Highway 18.
Topography	The area offers many options with very little issues. The topography does not appear to have development issues at this time.
Drainage	No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit.
Environmental Hazards	An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group’s scope of work and expertise. It is assumed that property is not adversely affected by these
Ground Stability	A soil report was not provided for review. However, these issues are out of Core Distinction Group’s scope of work and expertise. It is assumed that property is not adversely affected by these hazards.
Utilities	It is to the understanding of Core Distinction Group that water, electricity and sewer are available in the general area.
Parking	This area is assumed to offer a site that will be able to accommodate the appropriate number of parking spaces.
Easements, Encroachments and Restrictions	Core Distinction Group was not provided a title report on said site and was not made aware of any easements, encroachments or restrictions that would affect this site.





Vicinity of Highway 18, in Commerce Area of Dodgeville					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Demand Generator Position	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			87%	39	45

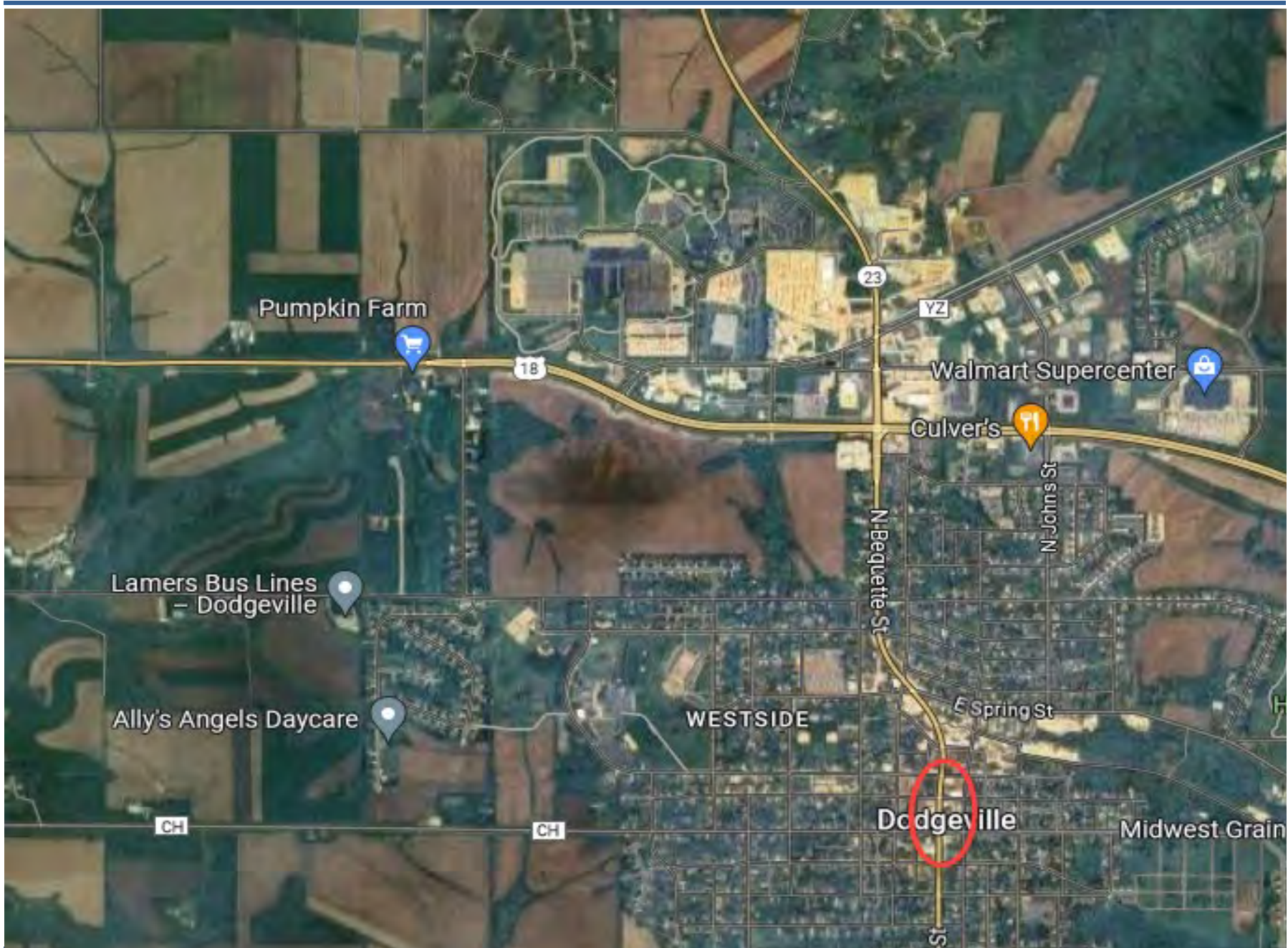
Location	Located along Highway 18, in the commerce area of Dodgeville, WI.
Land Area	The recommended site size for proposed property is two to three acres.
Frontage	This proposed property should offer high visibility and/or frontage to Highway 18.
Topography	The area offers many options with very little issues. The topography does not appear to have development issues at this time.
Drainage	No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit.
Environmental Hazards	An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group’s scope of work and expertise. It is assumed that property is not adversely affected by these
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Easements, Encroachments and Restrictions	Core Distinction Group was not provided a title report on said site and was not made aware of any easements, encroachments or restrictions that would affects this site.



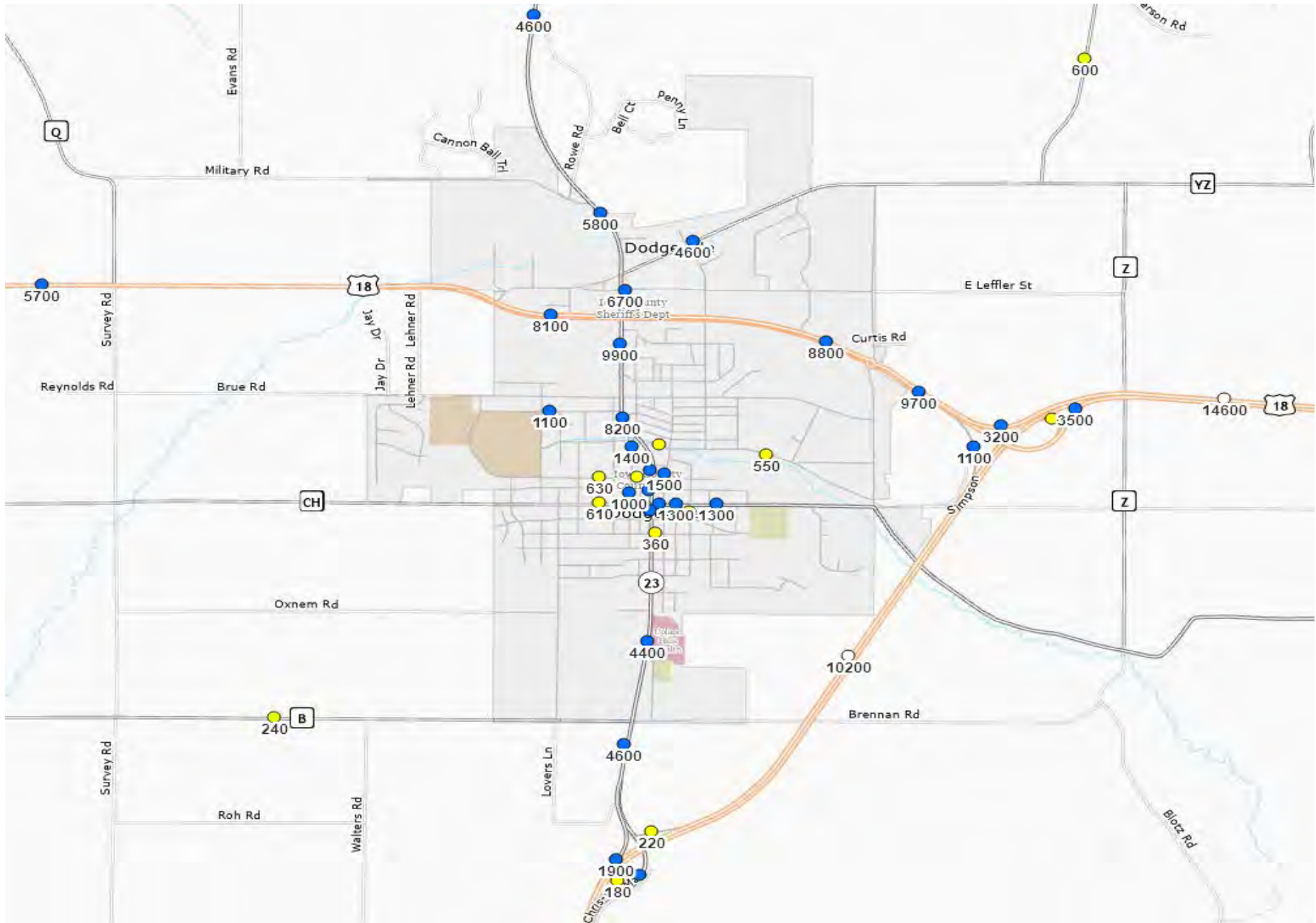


Vicinity of the Downtown Area in Dodgeville, Wisconsin					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Demand Generator Position	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			82%	37	45

Location	Located in the vicinity on the downtown area in Dodgeville, Wisconsin.
Land Area	The recommended site size for proposed property is one to one and a half acres.
Frontage	This proposed location should offer frontage and/or high visibility to Iowa Street in Dodgeville, Wisconsin.
Topography	The area offers many options with very little issues. The topography does not appear to have development issues at this time.
Drainage	No drainage issues were observed at the time of visit and none were disclosed to Core Distinction Group at the time of Site Visit.
Environmental Hazards	An environmental assessment report was not provided for review. However, these issues are out of Core Distinction Group’s scope of work and expertise. It is assumed that property is not adversely affected by these
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Parking	This area is assumed to offer a site that will be able to accommodate the appropriate number of parking spaces.
Easements, Encroachments and Restrictions	Core Distinction Group was not provided a title report on said site and was not made aware of any easements, encroachments or restrictions that would affects this site.



Traffic Counts



COMMUNITY INTERVIEWS

A representative with Core Distinction Group LLC met with representatives of the community and the surrounding area to gather information pertinent to hotel development. In addition, Core Distinction Group, LLC conducted an online survey to better understand the overall market need. The research was conducted as a macro and micro market analysis of the market and areas immediately surrounding the area to determine their viability to support the potential of a hotel development. The following key points were discussed and analyzed for the purpose of this Comprehensive Hotel Market Feasibility Study:

- Current and Potential Future Need for Lodging in the Market Studied
- Current Hotel Being Utilized by Interviewee
- Current Essential Amenities Being Utilized by Interviewee
- Scale or Quality Preferences of Interviewee

Community Interview Summary

During the research phase of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group asked demand generators and leaders within the community all or some of the following *questions:



Does your business or organization have a need for overnight accommodations?



If yes, what is the approximate weekly or monthly need?



Does your business or organization have a need for long-term or extended stay overnight accommodations?



If yes, what is the approximate length of stay and how many guests per month/year?



Where do you currently recommend these individuals to stay?



In your opinion, do you believe the community in question would benefit from a new, branded hotel?



If yes or no, please help us understand your stance on a new hotel. Why you do or do not feel it would benefit the community.



In your opinion, what amenities does this hotel offer that are important to your clients?



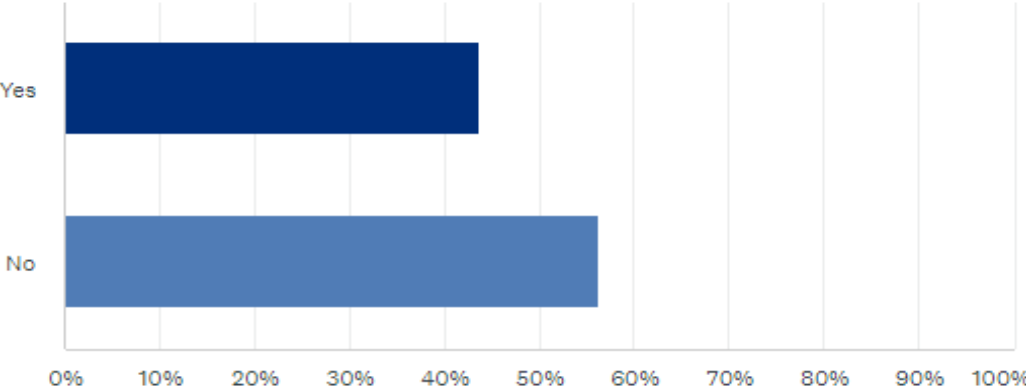
Do you have additional comments or contacts you would recommend we speak to?

**Questions are not limited to the above questions. Representatives from Core Distinction Group look to expand on each question, if needed, to identify all lodging needs in the community.*

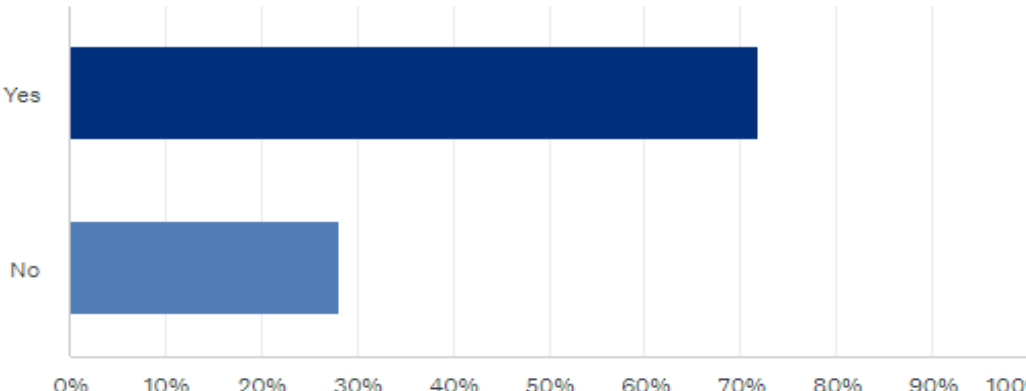


Community Interviews Overall Key Responses

When Core Distinction Group asked individual businesses in the area if they had a need for new, quality accommodations in the community, 42% identified a specific need:



When Core Distinction Group asked individuals and businesses in the area if there is a need in Dodgeville, WI for a new hotel, nearly 72% stated yes:



LODGING DEMAND OVERVIEW

For the purposes of this Comprehensive Hotel Market Feasibility Study, it is important to understand the overall demand of lodging in the market as well as surrounding markets. This section reviews need in the areas based on the following market segments:

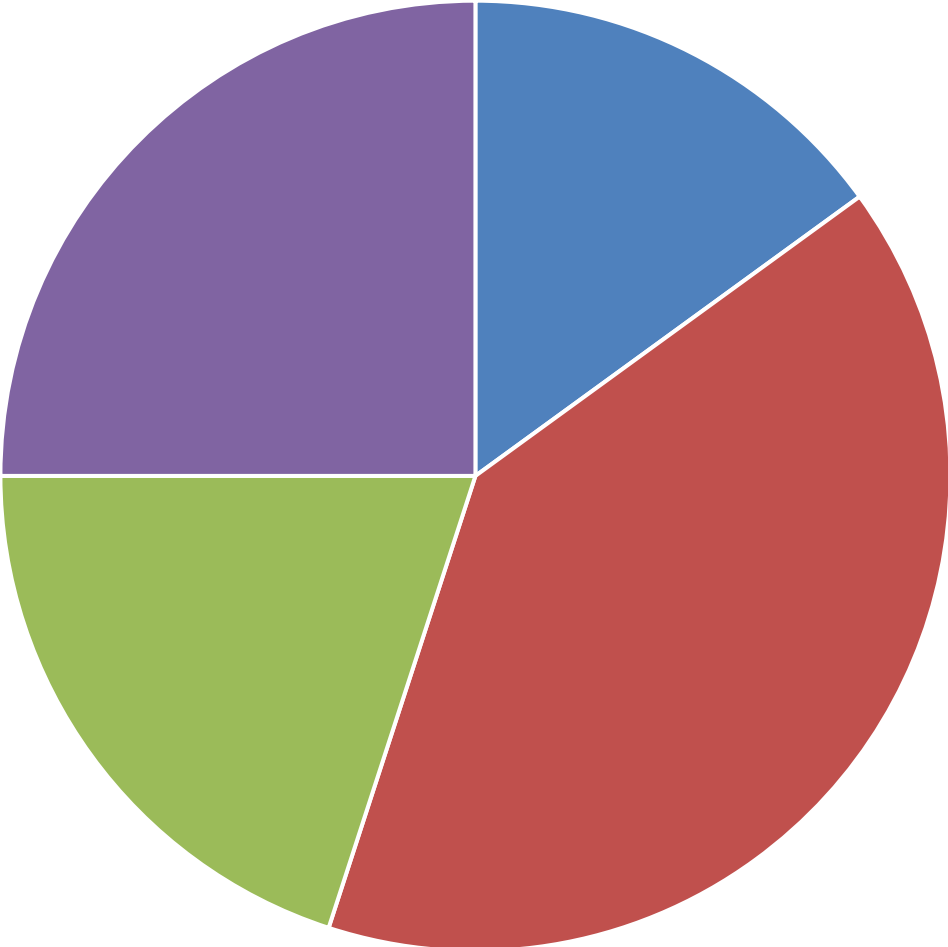
- Market Segmentation Projections
 - SMERF Demand
 - Corporate Demand
 - Area Events & Attractions
 - Transient/Walk-In Demand
- Employer/Local Economy Overview
- Demand Generators and Attractions

In addition to a breakdown and overview of the market's lodging demand segmentation, this sections also details the sources of said lodging demand and in some cases, identifies when the demand peaks.

Market Segmentation Projection for Dodgeville, WI are as follows:

Local Business / Corporate Demand:	40%
Transient:	25%
SMERF Demand:	20%
Area Events & Attractions:	15%
Total Need:	100%

Demand Driver Share



SMERF Demand: SMERF stands for social, military, education, religious and fraternal meetings. In communities where corporate meetings and business travelers keep hotels occupied on weekdays, SMERF business, which is predominantly weekend business, can fill rooms Friday through Sunday.

Corporate Demand: Corporate demand consists mainly of individual businesspeople passing through the subject market or visiting area businesses, in addition to high-volume corporate accounts generated by local firms. Brand loyalty (particularly frequent-traveler programs), as well as location and convenience with respect to businesses and amenities, influence lodging choices in this segment. Companies typically designate hotels as “preferred” accommodations in return for more favorable rates, which are discounted in proportion to the number of room nights produced by a commercial client. Corporate demand is strongest Monday through Thursday nights, declines significantly on Friday and Saturday, and increases somewhat on Sunday night. It is relatively constant throughout the year, with marginal declines in late December and during other holiday periods.

Area Events & Attractions/Leisure Demand: Leisure demand consists of individuals and families spending time in an area or passing through en route to other destinations. Travel purposes include sightseeing, recreation, or visiting friends and relatives. Leisure demand also includes room nights booked through Internet sites such as Expedia, Hotels.com, and Priceline; however, leisure may not be the purpose of the stay. This demand may also include business travelers and group and convention attendees who use these channels to take advantage of any discounts that may be available on these sites. Leisure demand is strongest on Friday and Saturday nights and all week during holiday periods and the summer months. These peak periods represent the inverse of commercial visitation trends, underscoring the stabilizing effect of capturing weekend and summer tourist travel.

Transient/Walk-In Demand: This demand can peak during any day of the week depending on the market. transient/walk-in demand is based on many factors including traffic through the area and potential overflow from feeder markets. This demand may include business and leisure travelers.

Identifying which segments have the potential to produce 80 percent of your hotel’s revenue is imperative to the success of developing these segments to ensure hotel is achieving fair market share. This starts with understanding the market in which any given hotel operates. A fundamental understanding of the competitive environment, key economic drivers and historical trends are essential to understanding which market segments are relevant. At this time, the proposed hotel should experience the same Market Segmentation as the overall market. The proposed hotel in Dodgeville, WI would be the newest hotel in the immediate regional area and would be positioned to serve a wide variety of Lodging Demand. Also, as a proposed upper midscale hotel, it would be able to flex rates and services to accommodate a full range of Lodging Demand.



Employer/Economy Overview:

Dodgeville, Wisconsin, a picturesque town located in the heart of the Midwest, showcases a vibrant economy that is a mix of traditional and modern industries. Despite its modest size, Dodgeville stands out as an economic hub in Iowa County, thanks in large part to a diverse array of businesses and institutions that serve as the backbone of its local economy. Among these, certain large employers play a pivotal role, offering stability, innovation, and community support that contribute significantly to the town's prosperity and quality of life.

One of the most prominent names in Dodgeville's economic landscape is Lands' End, a renowned global retailer specializing in clothing, outerwear, and home products. Founded in 1963, Lands' End has grown to become not just the largest employer in the area but also a symbol of Dodgeville's economic resilience and entrepreneurial spirit. The company's headquarters in Dodgeville is a major source of employment for the community, providing jobs in a range of functions from design and marketing to customer service and logistics. Lands' End's presence has spurred economic growth, supported local suppliers and services, and contributed to the town's reputation as a center for business and innovation.

Beyond retail, healthcare is another critical component of Dodgeville's economy. Upland Hills Health, a comprehensive healthcare system, serves as a major employer and a cornerstone of the community's well-being. Offering a wide range of services, from primary care to specialized treatments, Upland Hills Health not only ensures access to quality healthcare for residents but also contributes significantly to the local economy through employment and investment in medical infrastructure. This institution's growth and development reflect Dodgeville's commitment to ensuring the health and safety of its population.

The agricultural sector, though more traditional, remains a vital part of Dodgeville's economic foundation. The surrounding countryside is home to a variety of farms that produce dairy, beef, corn, and soybeans, reflecting Wisconsin's rich agricultural heritage. These farms not only sustain families and preserve the rural landscape but also feed into a broader economic ecosystem, supplying local markets, restaurants, and businesses. Agribusiness, including equipment suppliers and food processing, supports this sector, creating a synergy between rural and urban economic activities in the Dodgeville area.



Employer/Economy Overview:

Manufacturing also contributes to the diversity of Dodgeville's economy. While not as large as retail or healthcare, several manufacturing firms operate in the area, producing goods ranging from industrial equipment to consumer products. These businesses benefit from Dodgeville's strategic location, skilled workforce, and supportive community, contributing to the town's economic diversity and resilience. The manufacturing sector's adaptability and innovation have helped Dodgeville navigate economic challenges and maintain a stable employment market.

Education and public services further bolster Dodgeville's economy, providing employment and fostering community development. The Dodgeville School District, for example, is not only one of the town's larger employers but also a critical part of the community's fabric. Schools serve as centers for learning, community engagement, and personal development, preparing the next generation for success in a changing world. Additionally, local government and public services employ a significant number of residents, ensuring the smooth operation of the town and the well-being of its citizens.

Lastly, tourism and hospitality offer a growing economic opportunity for Dodgeville, drawing visitors to the area's natural beauty, historic sites, and community events. The town's proximity to attractions such as Governor Dodge State Park, combined with local festivals, shopping, and dining, contributes to a vibrant tourism sector. Hotels, restaurants, and retail businesses thrive on this influx of visitors, creating jobs and adding to the town's economic vitality.

In summary, Dodgeville, WI, with its blend of large employers across various sectors, exemplifies a dynamic and robust economy. The synergy between traditional industries like agriculture and manufacturing with service-oriented sectors such as retail, healthcare, and tourism creates a balanced economic environment. This diversification not only provides resilience against economic fluctuations but also enriches the community's quality of life, making Dodgeville a thriving and attractive place to live and work.



Attractions & Demand Generators:

Centennial Park: This park includes a baseball field with backstop, fences, and covered grandstand as well as picnic tables, grills, and a tennis court. Three picnic shelters for rent. There are horseshoe pits, playground equipment and restrooms provided for community use.

Courthouse Pocket Park: Located on the south side of the Iowa County Courthouse. The park features several picnic tables and benches for people to relax.

Dodgeville Arboretum and Natural Trail: Offering two to three acres in size containing woods, a prairie grass area, and walking trails that are open to the public. The school uses this space as outdoor classrooms when weather permits. The Dodgeville Lions Club has maintained this forest by making signs, building steps, cutting brush and trees, and building benches.

Gary C Comer Pool: Offering two pools with the main pool having a 14-foot-deep end with two diving boards, lap lane, 2-foot shallow end with stair entry and a hydraulic chair lift for those who need assistance in and out of the water along with slide. The wading pool is for children five and under accompanied by an adult, a zero-depth entry and bubbling tower fountain to splash around.

Harris Park: A 30-acre park that includes two baseball fields, multi -purpose football and soccer fields, sand volleyball court, playground with shelter, an ice area and paved 2-mile walking path. 27,000 square foot, multi-purpose facility provides an area for winter hockey, community events and wedding receptions. (Ley Pavilion) Amenities include restrooms, kitchen area, storage and office space. Concession stand with 2 picnic areas and picnic shelter for rent. Full and shooting basketball court.

Metcalf Park: Located on the northeast side of Dodgeville. Trees have been planted around the outer border of the park.

Oakham Lawn Park: Dodgeville's second newest park established in 2010. This property is located by the old general hospital and was donated to the City by Mary Kelly. There is one picnic shelter available for use at Oakham Lawn Park on a first come first serve basis.

Springer Park: A special use/neighborhood park located on Highway 23 in the northern section of the city. Springer Park is 3.6 acres and features a roofed picnic table, public restrooms and an information building. Additionally, the Dodgeville Historical Society uses this park building as an interpretive center for local and regional history.



Attractions & Demand Generators:

Wilson Park: An 8-acre neighborhood park located in west-central Dodgeville. It is utilized in the summer by the Dodgeville Recreation Department for programs such as little league baseball, softball, t-ball and more. Two softball fields, playground equipment and picnic shelter areas for rent.

Governor Dodge State Park: Located just 3 miles north of the city of Dodgeville and named after Henry Dodge, the State Park is one of Wisconsin's largest with over 5,000 acres of steep hills, bluffs, and deep valleys plus two lakes and a popular waterfall. Activities include boating (electric motors only), fishing, picnicking, and swimming on the park's two lakes, Cox Hollow and Twin Valley. There are boat launches and swimming areas at each of the lakes. Away from the lakes one can find 40 miles of multi-use trails that are popular for hiking, cross-country ski, equestrian and mountain bike trails, and snowmobiling.

Blackhawk Lake Recreation Area: The area consists of over 2,050 total acres. The lake itself is 220 acres and full of bluegill, crappie, northern pike, walleye, and largemouth bass. The recreation area is a total of 330 acres, which includes our campground, boat launch, and picnic areas. The area also offers 1,500 acres of designated wildlife area that is used for hiking and seasonal public hunting.

Military Ride Trail: The Military Ridge Trail is a 40 mile multi-use trail that runs from Fitchburg to Dodgeville and caters to over 200,000 users annually. This beautiful trail traverses woods, wetlands, prairies, and farmland and small towns. It connects Fitchburg, Verona, Klevenville, Riley, Mount Horeb, Blue Mounds, Barneveld, Ridgeway, and Dodgeville. The east end of the trail connects to 100s of miles of trail that extend into Madison and throughout Wisconsin. The trail includes long stretches of lovely woods with tree canopy, interspersed with occasional vista openings, providing users relief from the hot summer sun.

Bloomfield Trail: Hundreds of beautiful acres of recreation area open to the public year round. Grassland birds, prairie plants and more.

Dodge Mining Camp Cabin: A great glimpse into the minds, daily lives and building practices of the people who settled in the lead region of Southwest Wisconsin. The cabin, built in 1827, has been designated Iowa County's oldest building. The interpretive center documents the story of Governor Henry Dodge, the Black Hawk War, the crude beginnings of lead mining in Iowa County, and the actual construction handiwork of lead miners more than 170 years ago.



Attractions & Demand Generators:

White Oak Savanna: White Oak Savanna, located just outside Dodgeville, Wisconsin, is a breathtakingly beautiful natural area that showcases the unique ecology of the Midwest's savanna ecosystems. This ecological reserve and event destination sprawls over acres of land, offering a stunning display of white oak trees, native prairies, and wildflowers that bloom in a kaleidoscope of colors throughout the warmer months. It's a haven for wildlife enthusiasts, hikers, and anyone interested in the conservation of natural habitats, providing an opportunity to observe birds, insects, and other wildlife in their natural setting. Beyond its ecological significance, White Oak Savanna is also known for hosting a variety of events, including weddings, corporate retreats, and educational programs, all set against the backdrop of its stunning natural beauty.

Lands' End: The Lands' End headquarters in Dodgeville, Wisconsin, is a landmark testament to the company's growth from a humble beginning to a global leader in the clothing industry. Situated in the picturesque landscape of rural Wisconsin, this sprawling campus not only serves as the nerve center for Lands' End's operations but also symbolizes the company's commitment to quality, customer service, and community values. Established in 1963, Lands' End has built its reputation on high-quality, durable clothing and an unconditional guarantee that reflects the ethos of trust and reliability. The Dodgeville headquarters embodies this spirit, housing thousands of employees in a setting that promotes creativity, collaboration, and sustainability. Beyond its role as a major employer and economic driver in the region, the Lands' End headquarters is a focal point of pride for the local community. It hosts events, supports local initiatives, and contributes to making Dodgeville a vibrant place to live and work. The campus mirrors the company's catalog's clean, welcoming aesthetic, offering a tangible connection between the brand's values and its operational heart. For visitors and locals alike, the Lands' End headquarters is a visible symbol of a company that has successfully balanced global reach with a deep-rooted commitment to its founding principles and the community from which it has grown.

Upland Hills Health Hospital: The City of Dodgeville is the proud home of the Upland Hills Health Hospital. They are a non-profit community healthcare organization, comprise of a 22-bed hospital, 44-bed Nursing and Rehabilitation Center and physician clinics, run by a volunteer board of directors. The members of the Board of Directors represent the many communities they serve. Any profits made by Upland Hills Health go back into the organization to improve services and care.



Attractions & Demand Generators:

Frank Lloyd Wright's Taliesin: Frank Lloyd Wright's Taliesin in Spring Green, Wisconsin, is not just an estate but a monumental expression of Wright's architectural philosophy. Established as his personal residence, studio, and architectural laboratory in 1911, Taliesin sits on 800 acres of beautiful landscape that includes buildings from nearly every decade of Wright's career. Visitors can explore the home, which integrates seamlessly with its natural surroundings, embodying Wright's principles of organic architecture. The estate also serves as a center for architectural education and cultural events, continuing Wright's legacy. Tours of Taliesin not only offer insight into the life and work of one of America's most influential architects but also provide a chance to experience the harmony between human habitation and the natural world.

The House on the Rock: The House on the Rock, located near Spring Green, Wisconsin, is an architectural marvel and tourist attraction that defies easy categorization. Conceived and built by Alex Jordan Jr. in the 1950s, it began as a personal retreat but has since evolved into a complex of rooms, streets, gardens, and shops that stretch over a scenic bluff. The attraction is famed for its eclectic and eccentric collection of rooms, each designed with a unique theme that ranges from the world's largest indoor carousel to rooms filled with mechanical orchestras, antique dolls, and an infinity room that extends 218 feet out over the valley without support underneath. The House on the Rock is a testament to individual creativity and imagination, drawing visitors from around the globe who are captivated by its fantastical displays and the panoramic views of the surrounding landscape.

Trout Creek State Fishery Area: Trout Creek State Fishery Area, located near Barneveld, Wisconsin, is a pristine natural haven that draws anglers and nature enthusiasts alike. This fishery area is particularly celebrated for its excellent trout fishing opportunities, thanks to the carefully managed streams that provide an ideal habitat for trout populations. The area encompasses a variety of habitats, including upland woods, wetlands, and meadows, offering not just fishing but also beautiful trails for hiking and wildlife observation.

Blue Mound State Park: Blue Mound State Park, positioned atop the highest point in southern Wisconsin, offers breathtaking panoramic views of the surrounding countryside. This state park is a year-round destination, featuring a range of activities from hiking and biking on its extensive trail network during the warmer months to cross-country skiing and snowshoeing in the winter. The park is also home to unique Native American burial mounds, adding a historical aspect to its natural beauty.



LODGING SUMMARY-PRIMARY

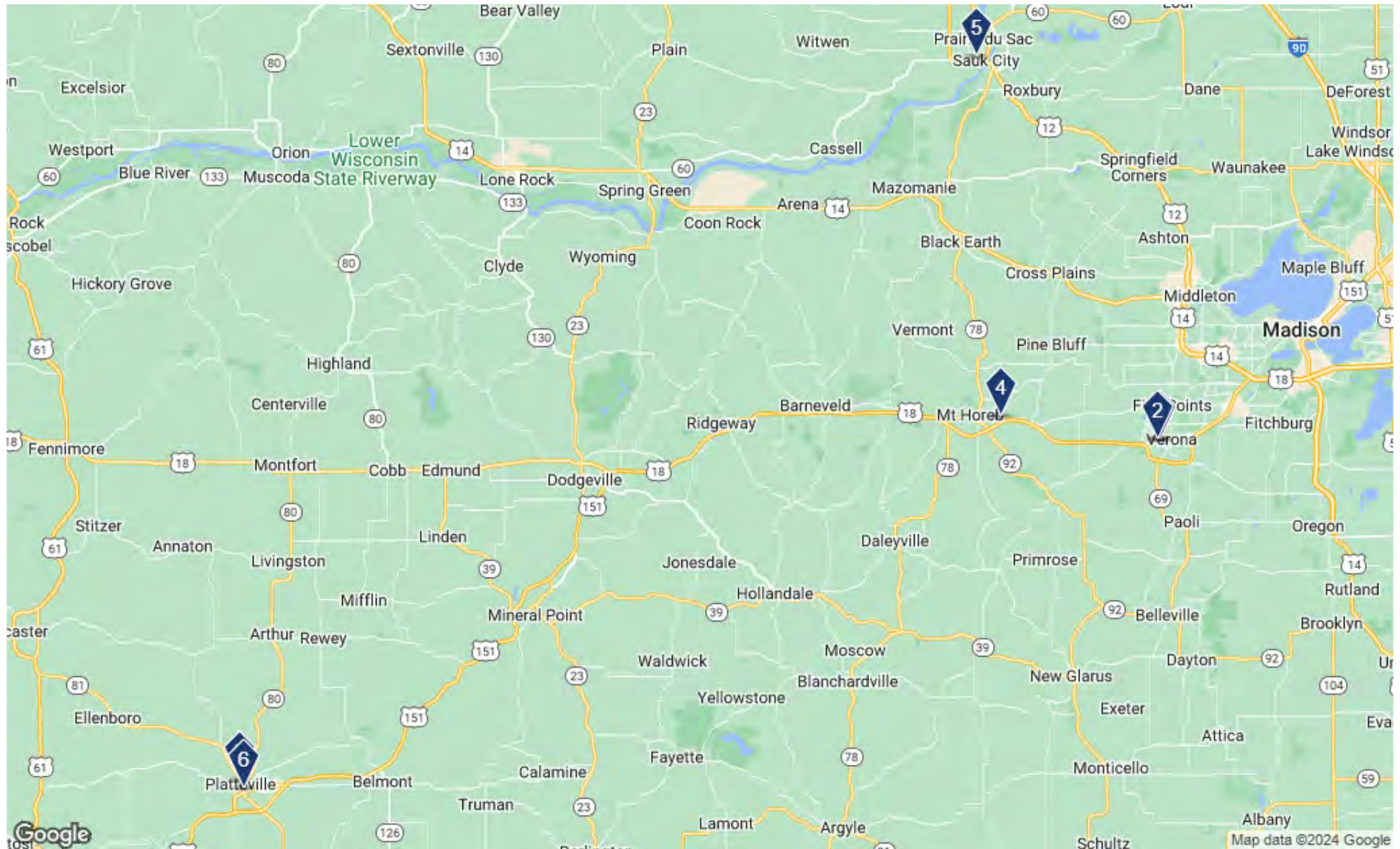
For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation. There are many instances where independent and/or economy hotels do not report to the reporting agency.

In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain a Smith Travel Research (STR)/CoStar report. This can also include a Secondary Competitive Set. The following information will be presented in Lodging Supply:

- Competitive Set Property Map
- Smith Travel Research (STR)/CoStar Data by Measure
- Smith Travel Research (STR)/CoStar Data 12 Month Average
- Primary Competitive Set Listed Rates
- Primary Competitive Set Listed Hotel Trends and Projections

Data can be found in Appendix.

Property Map Overview



Property Summary Report

Holiday Inn Express & Suites Madison-Verona

515 W Verona Ave
Verona, WI 53593 - Madison West Submarket

Upper Midscale
Class



HOSPITALITY

Brand	Holiday Inn Express
Hotel Opened	May 2008
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	May 2008
Year Renov	2016
Rooms	109
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	1,184 SF

LAND

Land Acres	2.16 AC
Zoning	G2
Parcels	0608-164-9801-2

PARKING

Spaces	108 Surface
Ratio	0.99/Room

BUILDING AMENITIES

- Business Center
- Hot Tub
- Pool
- Smoke-Free
- Fitness Center
- Meeting Event Space
- Public Access Wifi

TRANSPORTATION

Parking	108 available (Surface);Ratio of 0.99/Room
Airport	33 min drive to Dane County Regional Airport
Walk Score	Somewhat Walkable (52)

PROPERTY CONTACTS

True Owner	Verona Hotel Group 230 W Verona Ave Verona, WI 53593 (608) 497-4500 (p)
Previous True Owner	Fischl Construction 230 Horizon Dr Verona, WI 53593 (608) 848-9800 (p)
Parent Company	IHG Hotels & Resorts

Recorded Owner	Verona Hotel Group LLC 515 W Verona Ave Verona, WI 53593
Architect	Fischl Construction Corp



Property Summary Report

Fairfield Inn & Suites Madison Verona

613 W Verona Ave
Verona, WI 53593 - Madison West Submarket

Upper Midscale
Class



HOSPITALITY

Brand	Fairfield Inn
Hotel Opened	Jan 2016
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Jan 2016
Rooms	90
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	660 SF

LAND

Land Acres	1.13 AC
Zoning	G2
Parcels	0608-164-9732-2

PARKING

Spaces	54 Surface
Ratio	0.60/Room

BUILDING AMENITIES

- Business Center
- Meeting Event Space
- Public Access Wifi
- Fitness Center
- Pool
- Smoke-Free

TRANSPORTATION

Parking	54 available (Surface);Ratio of 0.60/Room
Airport	34 min drive to Dane County Regional Airport
Walk Score	Car-Dependent (46)

PROPERTY CONTACTS

True Owner	Nine Mound Hospitality, LLC
Previous True Owner	Lee Fischl 230 Horizon Dr Verona, WI 53593 (608) 848-2217 (p)
Parent Company	Marriott International

Recorded Owner	Nine Mound Dev Llc 230 Horizon Dr Verona, WI 53593
Previous True Owner	Fischl Construction 230 Horizon Dr Verona, WI 53593 (608) 848-9800 (p)



Property Summary Report

Holiday Inn Express & Suites Platteville

55 S Elm St
Platteville, WI 53818 - Wisconsin South Area Submarket

Upper Midscale
Class



HOSPITALITY

Brand	Holiday Inn Express
Hotel Opened	Oct 2017
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Oct 2017
Rooms	72
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	275 SF

LAND

Land Acres	0.98 AC
Zoning	B
Parcels	271-00224-0000

PARKING

Spaces	6 Surface
Ratio	0.08/Room

BUILDING AMENITIES

- Business Center
- Fitness Center
- Pool

TRANSPORTATION

Parking	6 available (Surface);Ratio of 0.08/Room
Airport	39 min drive to Dubuque Regional Airport
Walk Score	Very Walkable (88)

PROPERTY CONTACTS

True Owner	Golder Hospitality 2085 County Road D E Maplewood, MN 55109 (651) 556-1414 (p) (877) 863-8244 (f)
Parent Company	IHG Hotels & Resorts

Recorded Owner	Miners Development Llc 2085 County Road D E Saint Paul, MN 55109
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Property Summary Report

GrandStay Hotel & Suites Mount Horeb

175 Lillehammer Ln
Mount Horeb, WI 53572 - Madison West Submarket

Upper Midscale
Class



HOSPITALITY

Brand	GrandStay Hotels
Hotel Opened	May 2015
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	May 2015
Rooms	60
Location	Suburban
Stories	3
Primary Corridors	Interior
Meeting Space	764 SF

LAND

Land Acres	3.00 AC
Zoning	Commercial
Parcels	0607-074-4100-1

PARKING

Spaces	63 Surface
Ratio	1.05/Room

BUILDING AMENITIES

- Business Center
- Fitness Center
- Hot Tub
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

TRANSPORTATION

Parking	63 available (Surface);Ratio of 1.05/Room
Airport	42 min drive to Dane County Regional Airport
Walk Score	Car-Dependent (17)

PROPERTY CONTACTS

True Owner	Mt Horeb Hotel Partners LLC 175 Lillehammer Ln Mount Horeb, WI 53572	Recorded Owner	Mt Horeb Hotel Partners Llc 1424 N High Point Rd Middleton, WI 53562
Parent Company	GrandStay Hospitality, LLC		



Property Summary Report

Holiday Inn Express Sauk City

747 Phillips Blvd
Sauk City, WI 53583 - Wisconsin South Area Submarket

Upper Midscale
Class



HOSPITALITY

Brand	Holiday Inn Express
Hotel Opened	Nov 2022
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Nov 2022
Rooms	72
Location	Suburban
Stories	4
Primary Corridors	Interior
Meeting Space	364 SF

LAND

Land Acres	1.79 AC
Zoning	TIF
Parcels	181-0127-00000

PARKING

Spaces	21 Surface
Ratio	0.29/Room

BUILDING AMENITIES

- Business Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

TRANSPORTATION

Parking	21 available (Surface);Ratio of 0.29/Room
Airport	36 min drive to Dane County Regional Airport
Walk Score	Somewhat Walkable (69)

PROPERTY CONTACTS

True Owner	Roger Brian Brandstetter
Previous True Owner	Cornerstone Hotel Management 5008 Linde Ln De Forest, WI 53532 (608) 846-2631 (p) (608) 846-2637 (f)



Recorded Owner	Sauk Hotel Group, LLC 5008 Linde Ln Deforest, WI 53532
Parent Company	IHG Hotels & Resorts



Property Summary Report

Country Inn & Suites Platteville

630 S Water St
Platteville, WI 53818 - Wisconsin South Area Submarket

Upper Midscale
Class



HOSPITALITY

Brand	Country Inn & Suites by Choice
Hotel Opened	Sep 1999
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1999
Rooms	49
Location	Suburban
Stories	2
Primary Corridors	Interior
Meeting Space	300 SF

LAND

Land Acres	1.30 AC
Zoning	Commercial
Parcels	271-01739-0000

BUILDING AMENITIES

- Business Center
- Pool

TRANSPORTATION

Airport	39 min drive to Dubuque Regional Airport
Walk Score	Very Walkable (73)

PROPERTY CONTACTS

True Owner	Platteville Lodging Llc 3025 Harbor Ln N Minneapolis, MN 55447 (608) 348-7373 (p)	Recorded Owner	Platteville Lodging Llc 3025 Harbor Ln N Minneapolis, MN 55447 (608) 348-7373 (p)
Parent Company	Choice Hotels International, Inc.		



STR Global - CoStar - Data by Measure - Primary Comp Set

Occupancy (%)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	42.0%	50.9%	27.8%	10.0%	15.2%	25.6%	34.8%	35.2%	32.3%	30.5%	22.2%	23.6%	29.2%
2021	25.7%	29.8%	35.4%	35.3%	42.4%	55.3%	62.6%	58.3%	51.3%	53.7%	40.4%	33.9%	43.8%
2022	30.1%	38.9%	46.3%	50.9%	57.7%	67.3%	69.9%	72.1%	62.8%	62.8%	46.4%	39.7%	53.5%
2023	38.0%	43.8%	51.8%	52.4%	57.1%	65.7%	66.3%	67.7%	61.3%	64.9%	48.3%	41.8%	55.0%
2024	38.0%												38.0%
Avg	32.6%	39.9%	36.5%	32.1%	38.4%	49.4%	55.8%	55.2%	48.8%	49.0%	36.3%	32.4%	42.2%

ADR (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	\$102.96	\$107.15	\$103.33	\$73.54	\$73.86	\$87.19	\$98.95	\$87.79	\$83.98	\$80.05	\$72.78	\$71.84	\$86.95
2021	\$75.44	\$78.39	\$81.66	\$82.82	\$89.44	\$101.02	\$122.26	\$126.21	\$126.96	\$117.59	\$100.80	\$96.66	\$104.98
2022	\$98.56	\$102.15	\$104.16	\$112.97	\$120.81	\$116.99	\$127.88	\$143.71	\$124.27	\$127.23	\$111.42	\$108.05	\$119.15
2023	\$107.43	\$110.58	\$112.55	\$114.78	\$137.03	\$125.58	\$140.82	\$146.69	\$125.97	\$136.08	\$111.53	\$104.00	\$125.17
2024	\$98.42												\$98.42
Avg	\$92.32	\$95.90	\$96.38	\$89.78	\$94.70	\$101.73	\$116.36	\$119.24	\$111.74	\$108.29	\$95.00	\$92.18	\$103.69

RevPAR (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	\$43.29	\$54.58	\$28.67	\$7.35	\$11.19	\$22.34	\$34.45	\$30.86	\$27.15	\$24.41	\$16.18	\$16.93	\$26.45
2021	\$19.38	\$23.37	\$28.88	\$29.20	\$37.94	\$55.85	\$76.48	\$73.61	\$65.17	\$63.17	\$40.77	\$32.77	\$46.91
2022	\$29.64	\$39.76	\$48.27	\$57.47	\$69.71	\$78.78	\$89.37	\$103.55	\$77.99	\$79.91	\$51.68	\$42.94	\$63.74
2023	\$40.77	\$48.43	\$58.34	\$60.16	\$78.29	\$82.49	\$93.31	\$99.36	\$77.25	\$88.26	\$53.90	\$43.46	\$68.84
2024	\$37.40												\$37.40
Avg	\$30.77	\$39.24	\$35.27	\$31.34	\$39.61	\$52.32	\$66.77	\$69.34	\$56.77	\$55.83	\$36.21	\$30.88	\$45.70

Revenue (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	\$509,956	\$580,731	\$337,780	\$83,831	\$131,842	\$254,671	\$405,797	\$363,553	\$309,455	\$287,556	\$184,412	\$199,487	\$3,649,071
2021	\$228,353	\$248,656	\$340,212	\$332,932	\$446,944	\$636,746	\$900,948	\$867,087	\$742,966	\$744,197	\$464,783	\$385,979	\$6,339,803
2022	\$349,111	\$422,994	\$568,601	\$655,206	\$821,138	\$898,041	\$1,052,817	\$1,219,835	\$889,048	\$941,371	\$700,733	\$601,723	\$9,120,618
2023	\$571,327	\$612,930	\$817,479	\$815,771	\$1,096,955	\$1,118,580	\$1,307,407	\$1,392,221	\$1,047,539	\$1,236,713	\$730,855	\$608,896	\$11,356,673
2024	\$524,099												\$524,099
Avg	\$369,155	\$414,694	\$338,996	\$208,382	\$289,393	\$445,709	\$653,373	\$615,320	\$526,211	\$515,877	\$324,598	\$292,733	\$4,994,437

STR Global - CoStar - 12 Month Moving Average - Primary Comp Set

Occupancy (%)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	60.1%	59.7%	56.8%	52.7%	48.8%	45.0%	42.0%	38.9%	36.2%	33.0%	30.7%	29.1%
2021	27.7%	26.1%	26.7%	28.8%	31.1%	33.5%	35.9%	37.9%	39.4%	41.4%	42.9%	43.8%
2022	59.5%	44.8%	45.8%	47.1%	48.4%	49.3%	50.0%	51.1%	52.1%	52.8%	53.2%	53.5%
2023	53.9%	54.1%	54.5%	54.6%	54.6%	54.6%	54.5%	54.4%	54.4%	54.7%	54.8%	55.0%
2024	55.0%											
Avg	43.9%	42.9%	41.8%	40.8%	40.0%	39.3%	39.0%	38.4%	37.8%	37.2%	36.8%	36.5%

ADR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	\$117.06	\$117.08	\$117.31	\$116.94	\$115.07	\$113.42	\$111.26	\$105.78	\$101.95	\$96.42	\$93.41	\$90.51
2021	\$87.71	\$83.98	\$82.01	\$82.34	\$83.51	\$85.65	\$89.98	\$94.89	\$99.06	\$102.29	\$103.43	\$104.43
2022	\$105.52	\$106.68	\$108.11	\$110.10	\$112.72	\$114.28	\$115.04	\$117.39	\$117.30	\$118.28	\$118.78	\$119.15
2023	\$119.29	\$119.57	\$119.98	\$120.02	\$121.58	\$122.41	\$123.87	\$124.42	\$124.58	\$125.52	\$125.49	\$125.17
2024	\$124.64											
Avg	\$102.39	\$100.53	\$99.66	\$99.64	\$99.29	\$99.54	\$100.62	\$100.34	\$100.51	\$99.36	\$98.42	\$97.47

RevPAR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	\$70.41	\$69.85	\$66.60	\$61.67	\$56.13	\$51.03	\$46.76	\$41.18	\$36.93	\$31.81	\$28.67	\$26.31
2021	\$24.28	\$21.88	\$21.90	\$23.70	\$25.97	\$28.72	\$32.29	\$35.92	\$39.05	\$42.34	\$44.36	\$45.71
2022	\$46.58	\$47.84	\$49.48	\$51.81	\$54.50	\$56.39	\$57.48	\$60.03	\$61.08	\$62.50	\$63.22	\$63.74
2023	\$64.29	\$64.70	\$65.40	\$65.52	\$66.37	\$66.86	\$67.53	\$67.66	\$67.74	\$68.61	\$68.79	\$68.84
2024	\$68.55											
Avg	\$47.35	\$45.87	\$44.25	\$42.69	\$41.05	\$39.88	\$39.53	\$38.55	\$37.99	\$37.08	\$36.52	\$36.01

Revenue (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	\$9,765,436	\$9,688,777	\$9,236,794	\$8,553,630	\$7,785,430	\$7,078,482	\$6,485,829	\$5,712,327	\$5,122,332	\$4,411,864	\$3,977,134	\$3,649,072
2021	\$3,367,468	\$3,035,393	\$3,037,825	\$3,286,927	\$3,602,029	\$3,984,105	\$4,479,255	\$4,982,789	\$5,416,300	\$5,872,941	\$6,153,312	\$6,339,804
2022	\$6,460,562	\$6,634,900	\$6,863,290	\$7,185,564	\$7,559,758	\$7,821,052	\$7,972,922	\$8,325,670	\$8,471,751	\$8,668,925	\$8,904,875	\$9,120,618
2023	\$9,342,835	\$9,532,771	\$9,781,648	\$9,942,213	\$10,218,030	\$10,438,569	\$10,693,159	\$10,865,545	\$11,024,036	\$11,319,378	\$11,349,500	\$11,356,673
2024	\$11,309,445											
Avg	\$6,566,452	\$6,362,085	\$6,137,310	\$5,920,279	\$5,693,730	\$5,531,294	\$5,482,542	\$5,347,558	\$5,269,316	\$5,142,403	\$5,065,223	\$4,994,438

Primary Competitive Hotel Properties Data Summary

Primary Competitive Set			
Property Name	Industry Segment	Open Date	Room Count
Holiday Inn Express & Suites Madison-Verona	Upper Midscale	2008	109
Fairfield Inn & Suites Madison -Verona	Upper Midscale	2016	90
Holiday Inn Express & Suites Platteville	Upper Midscale	2017	72
GrandStay Hotel & Suites Mount Horeb	Upper Midscale	2015	60
Holiday Inn Express Sauk City	Upper Midscale	2022	72
Country Inn & Suites Platteville	Upper Midscale	1999	49
Primary Competitive Set Room Count Average			75
<i>Source: CoStar/STR Core Distinction Group, LLC</i>			



Primary Competitive Hotel Properties Data Summary

Primary Competitive Set Current			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	38.0%	\$98.42	\$37.40
3 Month Average	42.6%	\$105.11	\$44.82
12 Month Average	55.0%	\$124.64	\$68.55

Source: CoStar/STR Core Distinction Group, LLC

Primary Competitive Set Prior Year			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
12 Month Average	53.6%	\$119.00	\$64.00

Source: CoStar/STR Core Distinction Group, LLC

Primary Competitive Set Year Over Year Percentage Change			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
Percent of Change	2.6%	7.3%	5.6%

Source: CoStar/STR Core Distinction Group, LLC



Primary Competitive Hotel Rate Shops

Primary Competitive Set Listed Rates - Weekday				
Property Name	MAR	JUN	SEP	DEC
Holiday Inn Express & Suites Madison-Verona	\$140	\$160	\$160	\$180
Fairfield Inn & Suites Madison -Verona	\$130	\$155	\$170	\$175
Holiday Inn Express & Suites Platteville	\$110	\$115	\$115	\$115
GrandStay Hotel & Suites Mount Horeb	\$85	\$125	\$140	\$120
Holiday Inn Express Sauk City	\$90	\$140	\$140	\$100
Country Inn & Suites Platteville	\$105	\$130	\$130	\$115
Primary Competitive Set Average	\$110	\$138	\$143	\$134
Primary Competitive Set Rate Average				\$131

Source: CoStar/STR Core Distinction Group, LLC

Primary Competitive Set Listed Rates - Weekend				
Property Name	MAR	JUN	SEP	DEC
Holiday Inn Express & Suites Madison-Verona	\$100	\$160	\$175	\$145
Fairfield Inn & Suites Madison -Verona	\$100	\$165	\$180	\$155
Holiday Inn Express & Suites Platteville	\$135	\$155	\$145	\$145
GrandStay Hotel & Suites Mount Horeb	\$110	\$185	\$180	\$150
Holiday Inn Express Sauk City	\$100	\$175	\$225	\$120
Country Inn & Suites Platteville	\$130	\$200	\$220	\$125
Primary Competitive Set Average	\$113	\$173	\$188	\$140
Primary Competitive Set Rate Average				\$153

Source: CoStar/STR Core Distinction Group, LLC



Primary Competitive Hotel Trends & Projections

Primary Competitive Set Trend			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	38.0%	\$98.42	\$37.40
3 Month Average	42.6%	\$105.11	\$44.82
12 Month Average	55.0%	\$124.64	\$68.55

Source: CoStar/STR Core Distinction Group, LLC

Projected Primary Competitive Set Rates	
Time Frame	Average Daily Rate
3 Month Average	\$105.11
12 Month Average	\$124.64
Future Quoted Rate Average	\$137.41
Projected Average Daily Rates	\$122.39

Source: Google Travel/ CoStar/STR Core Distinction Group, LLC



LODGING SUMMARY-SECONDARY

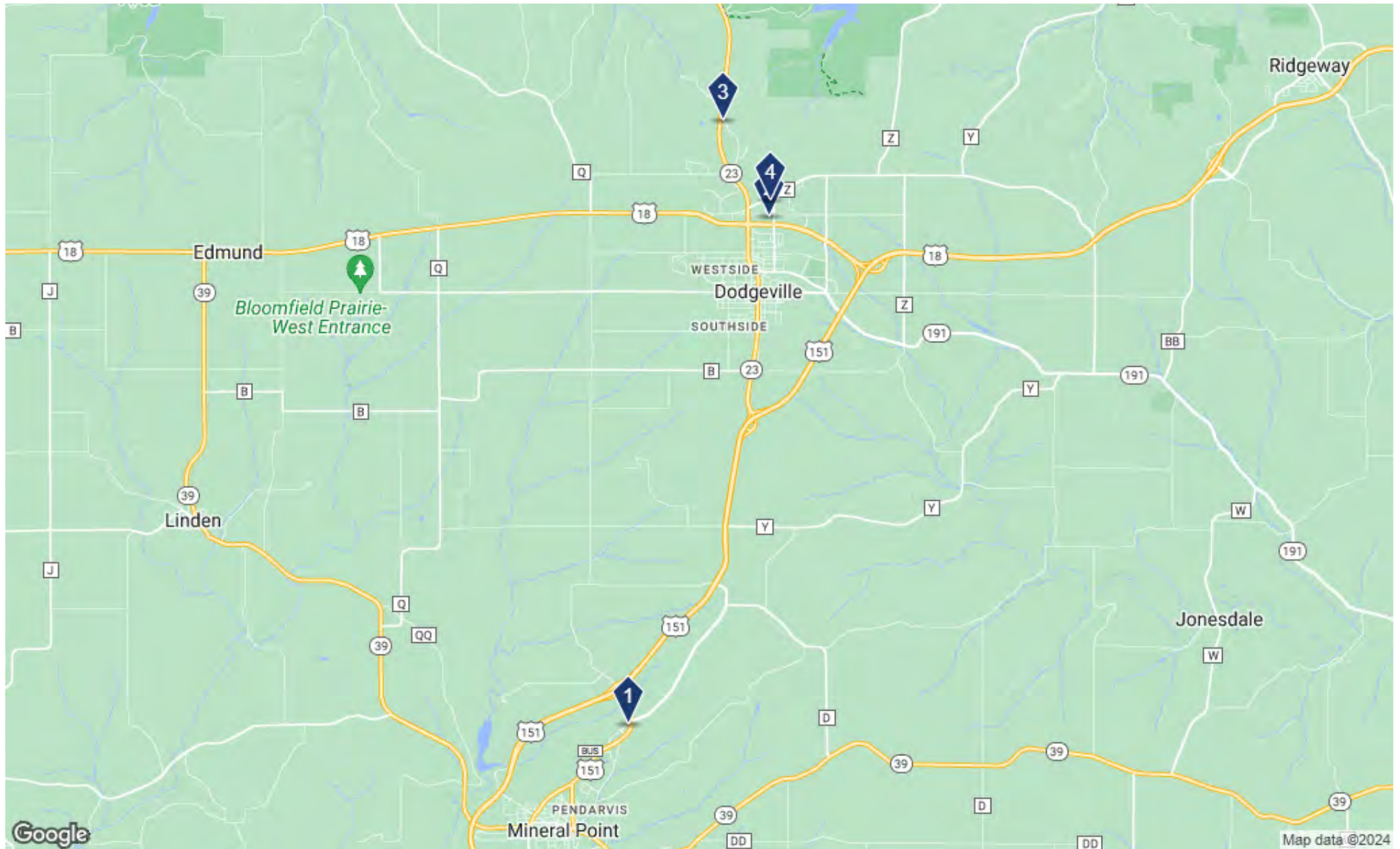
For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation. There are many instances where independent and/or economy hotels do not report to the reporting agency.

In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain a Smith Travel Research (STR)/CoStar report. This can also include a Secondary Competitive Set. The following information will be presented in Lodging Supply:

- Competitive Set Property Map
- Smith Travel Research (STR)/CoStar Data by Measure
- Smith Travel Research (STR)/CoStar Data 12 Month Average
- Primary Competitive Set Listed Rates
- Primary Competitive Set Listed Hotel Trends and Projections

Data can be found in Appendix.

Property Map Overview



Property Summary Report

Quality Inn Mineral Point

1345 Business Park Rd
Mineral Point, WI 53565 - Wisconsin South Area Submarket

Midscale
Class



HOSPITALITY

Brand	Quality Inn
Hotel Opened	Apr 1999
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1999
Rooms	50
Location	Suburban
Stories	2
Primary Corridors	Interior
Meeting Space	8,037 SF

LAND

Land Acres	3.94 AC
Zoning	G2
Parcels	251-1113.01

BUILDING AMENITIES

- Business Center
- Pool

TRANSPORTATION

Walk Score	Car-Dependent (12)
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PROPERTY CONTACTS

True Owner	Nupur Hospitality LLC 1345 Business Park Rd Mineral Point, WI 53565 (608) 987-4747 (p)	Recorded Owner	Nupur Hospitality LLC 1345 Business Park Rd Mineral Point, WI 53565 (608) 987-4747 (p)
Previous True Owner	Ishwar Hospitality Llc 1345 Business Park Rd Mineral Point, WI 53565 (920) 924-0237 (p)	Parent Company	Choice Hotels International, Inc.



Property Summary Report

Best Western Dodgeville Inn & Suites

1130 N St. Johns St
Dodgeville, WI 53533 - Wisconsin South Area Submarket

Midscale
Class



HOSPITALITY

Brand	Best Western
Hotel Opened	May 1997
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1997
Year Renov	2012
Rooms	39
Location	Suburban
Stories	2
Primary Corridors	Exterior
Meeting Space	756 SF

LAND

Land Acres	2.74 AC
Zoning	Commercial
Parcels	216-1082.10, 216-1082.D

PARKING

Spaces	57 Surface
Ratio	1.46/Room

BUILDING AMENITIES

- Fitness Center
- Pool
- Smoke-Free
- Meeting Event Space
- Public Access Wifi

SALE

Sold Price	Not Disclosed
Date	Aug 2014
Sale Type	Investment
Cap Rate	12.00%

TRANSPORTATION

Parking	57 available (Surface);Ratio of 1.46/Room
Walk Score	Car-Dependent (45)



Property Summary Report

AmericInn Dodgeville

3637 State Road 23
Dodgeville, WI 53533 - Wisconsin South Area Submarket

Midscale
Class



HOSPITALITY

Brand	AmericInn
Hotel Opened	Aug 1989
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	Aug 1989
Rooms	63
Location	Suburban
Stories	3
Primary Corridors	Interior

LAND

Land Acres	2.27 AC
Zoning	B2
Parcels	008-1089.AAA

PARKING

Spaces	63 Surface
Ratio	1.00/Room

BUILDING AMENITIES

- Business Center
- Fitness Center
- Pool

SALE

Sold Price	\$3,850,000 (\$61,111/Room)
Date	Mar 2023
Sale Type	Investment
Cap Rate	13.50%

TRANSPORTATION

Parking	63 available (Surface);Ratio of 1.00/Room
Walk Score	Car-Dependent (3)

PROPERTY CONTACTS

True Owner	Otter Hospitality 2102 N Fremont St Monterey, CA 93940 (831) 601-3679 (p)	Recorded Owner	The Oak Management LLC
Previous True Owner	Vivid Inc 1704 S Springs Dr Spring Green, WI 53588 (608) 755-8100 (p)	Parent Company	Wyndham Hotels & Resorts



Property Summary Report

Super 8 Dodgeville

1308 N Johns St
Dodgeville, WI 53533 - Wisconsin South Area Submarket

Economy
Class



HOSPITALITY

Brand	Super 8
Hotel Opened	Mar 1989
Operation Type	Franchise
Operation Status	Open

BUILDING

Type	Hotel
Year Built	1989
Rooms	43
Location	Suburban
Stories	1
Primary Corridors	Interior
Meeting Space	530 SF

LAND

Land Acres	1.39 AC
Zoning	Hospitality
Parcels	216-1290, 216-1293

BUILDING AMENITIES

- Business Center
- Fitness Center

SALE

Sold Price	\$1,500,000 (\$34,884/Room)
Date	Jun 2016
Sale Type	Investment

TRANSPORTATION

Walk Score	Car-Dependent (45)
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PROPERTY CONTACTS

True Owner	Mound View Inn 1755 E Business Hwy Platteville, WI 53818 (608) 348-9518 (p)	Recorded Owner	Aps Develeopers Llc 1755 E Business Highway 151 PLATTEVILLE, WI 53818 (608) 348-9518 (p)
Previous True Owner	Arthur & Barb Bartsch W5625 30th St Monroe, WI 53566 (608) 325-2995 (p)	Parent Company	Wyndham Hotels & Resorts



STR Global - CoStar - Data by Measure - Secondary Comp Set

Occupancy (%)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	30.4%	38.0%	26.8%	21.1%	23.8%	40.8%	51.7%	46.6%	44.2%	42.3%	30.1%	26.0%	35.2%
2021	28.7%	34.3%	39.7%	45.7%	47.9%	59.8%	69.0%	62.9%	59.7%	54.5%	42.5%	37.3%	49.6%
2022	35.3%	40.1%	42.1%	46.0%	50.4%	61.4%	68.4%	63.4%	57.9%	57.1%	44.1%	36.2%	50.3%
2023	35.7%	40.0%	42.7%	44.8%	52.7%	61.2%	67.6%	62.0%	56.8%	50.1%	37.7%	31.9%	48.7%
2024	30.1%												30.1%
Avg	29.6%	36.2%	33.3%	33.4%	35.9%	50.3%	60.4%	54.8%	52.0%	48.4%	36.3%	31.7%	41.8%

ADR (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	\$71.32	\$77.23	\$70.51	\$63.71	\$67.17	\$78.31	\$92.50	\$82.75	\$76.58	\$73.08	\$66.63	\$65.29	\$73.76
2021	\$67.95	\$71.59	\$74.70	\$78.18	\$85.79	\$99.68	\$118.12	\$107.72	\$107.60	\$91.81	\$78.58	\$79.96	\$93.23
2022	\$78.75	\$83.56	\$82.31	\$83.81	\$91.19	\$107.01	\$122.67	\$110.47	\$98.69	\$93.12	\$82.44	\$79.95	\$95.67
2023	\$79.57	\$84.54	\$84.27	\$84.21	\$92.88	\$110.76	\$122.68	\$111.21	\$102.05	\$91.91	\$82.30	\$79.97	\$96.98
2024	\$79.48												\$79.48
Avg	\$69.64	\$74.41	\$72.61	\$70.95	\$76.48	\$89.00	\$105.31	\$95.24	\$92.09	\$82.45	\$72.61	\$72.63	\$81.12

RevPAR (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	\$21.67	\$29.34	\$18.93	\$13.47	\$15.99	\$31.95	\$47.85	\$38.52	\$33.86	\$30.90	\$20.08	\$16.98	\$26.63
2021	\$19.53	\$24.56	\$29.62	\$35.74	\$41.11	\$59.57	\$81.54	\$67.73	\$64.19	\$50.06	\$33.39	\$29.80	\$46.26
2022	\$27.80	\$33.52	\$34.61	\$38.54	\$45.95	\$65.72	\$83.93	\$70.06	\$57.17	\$53.18	\$36.37	\$28.95	\$48.09
2023	\$28.39	\$33.80	\$36.01	\$37.71	\$48.98	\$67.78	\$82.99	\$68.93	\$57.95	\$46.05	\$30.99	\$25.51	\$47.18
2024	\$23.90												\$23.90
Avg	\$20.60	\$26.95	\$24.28	\$24.61	\$28.55	\$45.76	\$64.70	\$53.13	\$49.03	\$40.48	\$26.74	\$23.39	\$35.68

Revenue (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	\$131,021	\$160,174	\$114,436	\$78,815	\$96,657	\$186,928	\$289,255	\$232,848	\$198,106	\$186,801	\$117,460	\$102,635	\$1,895,136
2021	\$118,030	\$134,086	\$179,058	\$209,066	\$248,537	\$348,471	\$492,931	\$409,429	\$375,511	\$302,595	\$195,338	\$180,156	\$3,193,208
2022	\$168,045	\$182,995	\$209,236	\$225,455	\$277,752	\$384,491	\$507,373	\$423,533	\$334,468	\$321,443	\$212,790	\$175,002	\$3,422,583
2023	\$171,636	\$184,562	\$217,676	\$220,618	\$296,111	\$396,505	\$501,655	\$416,701	\$339,015	\$278,391	\$181,307	\$154,191	\$3,358,368
2024	\$144,499												\$144,499
Avg	\$124,526	\$147,130	\$146,747	\$143,941	\$172,597	\$267,700	\$391,093	\$321,139	\$286,809	\$244,698	\$156,399	\$141,396	\$2,544,172

STR Global - CoStar - 12 Month Moving Average - Secondary Comp Set

Occupancy (%)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	48.4%	48.0%	46.2%	43.9%	41.6%	40.4%	39.8%	38.0%	37.2%	36.2%	35.6%	35.1%
2021	35.0%	34.7%	35.8%	37.8%	39.9%	41.4%	42.9%	44.3%	45.6%	46.6%	47.6%	48.6%
2022	49.1%	49.6%	49.8%	49.8%	50.0%	50.1%	50.1%	50.1%	50.0%	50.2%	50.4%	50.3%
2023	50.3%	50.3%	50.3%	50.2%	50.4%	50.4%	50.4%	50.2%	50.1%	49.6%	49.0%	48.7%
2024	48.2%											
Avg	41.7%	41.4%	41.0%	40.9%	40.8%	40.9%	41.4%	41.2%	41.4%	41.4%	41.6%	41.9%

ADR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	\$86.98	\$86.96	\$86.78	\$86.52	\$85.58	\$84.00	\$82.61	\$79.48	\$77.93	\$76.65	\$76.19	\$75.76
2021	\$75.54	\$75.10	\$75.35	\$76.17	\$77.61	\$80.17	\$84.09	\$87.06	\$90.11	\$91.59	\$91.93	\$92.36
2022	\$92.74	\$93.30	\$93.77	\$94.19	\$94.61	\$95.36	\$95.87	\$96.17	\$95.29	\$95.41	\$95.64	\$95.67
2023	\$95.71	\$95.77	\$95.89	\$95.95	\$96.08	\$96.45	\$96.42	\$96.46	\$96.77	\$96.71	\$96.85	\$96.98
2024	\$97.15											
Avg	\$81.26	\$81.03	\$81.07	\$81.35	\$81.60	\$82.09	\$83.35	\$83.27	\$84.02	\$84.12	\$84.06	\$84.06

RevPAR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	\$42.13	\$41.71	\$40.08	\$38.02	\$35.59	\$33.97	\$32.84	\$30.22	\$29.01	\$27.76	\$27.12	\$26.63
2021	\$26.44	\$26.08	\$26.99	\$28.82	\$30.95	\$33.22	\$36.08	\$38.56	\$41.05	\$42.68	\$43.78	\$44.86
2022	\$45.57	\$46.25	\$46.68	\$46.91	\$47.32	\$47.82	\$48.03	\$48.23	\$47.65	\$47.91	\$48.16	\$48.09
2023	\$48.14	\$48.16	\$48.28	\$48.21	\$48.47	\$48.64	\$48.56	\$48.46	\$48.52	\$47.92	\$47.48	\$47.18
2024	\$46.80											
Avg	\$34.29	\$33.90	\$33.54	\$33.42	\$33.27	\$33.60	\$34.46	\$34.39	\$35.03	\$35.22	\$35.45	\$35.75

Revenue (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2020	\$2,518,032	\$2,566,836	\$2,544,493	\$2,485,428	\$2,396,451	\$2,351,331	\$2,337,595	\$2,150,930	\$2,064,824	\$1,975,648	\$1,930,320	\$1,895,136
2021	\$1,882,145	\$1,856,057	\$1,920,680	\$2,050,932	\$2,202,811	\$2,364,354	\$2,568,031	\$2,744,612	\$2,922,016	\$3,037,810	\$3,115,688	\$3,193,209
2022	\$3,243,223	\$3,292,132	\$3,322,309	\$3,338,698	\$3,367,914	\$3,403,934	\$3,418,376	\$3,432,479	\$3,391,437	\$3,410,285	\$3,427,737	\$3,422,583
2023	\$3,426,175	\$3,427,741	\$3,436,182	\$3,431,344	\$3,449,703	\$3,461,717	\$3,455,998	\$3,449,167	\$3,453,713	\$3,410,661	\$3,379,178	\$3,358,366
2024	\$3,331,229											
Avg	\$2,200,089	\$2,211,447	\$2,232,587	\$2,268,180	\$2,299,631	\$2,357,843	\$2,452,813	\$2,447,771	\$2,493,420	\$2,506,729	\$2,523,004	\$2,544,173

Secondary Competitive Hotel Properties Data Summary

Secondary Competitive Set			
Property Name	Industry Segment	Open Date	Room Count
Quality Inn Mineral Point	Midscale	1999	50
Best Western Dodgeville Inn & Suites	Midscale	1997	39
AmericInn Dodgeville	Midscale	1989	63
Super 8 Dodgeville	Economy	1989	43
Secondary Competitive Set Room Count Average			49
<i>Source: CoStar/STR Core Distinction Group, LLC</i>			



Secondary Competitive Hotel Properties Data Summary

Secondary Competitive Set Current			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	30.1%	\$79.48	\$23.90
3 Month Average	33.2%	\$80.69	\$26.76
12 Month Average	48.2%	\$97.15	\$46.80

Source: CoStar/STR Core Distinction Group, LLC

Secondary Competitive Set Prior Year			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
12 Month Average	50.3%	\$96.00	\$48.00

Source: CoStar/STR Core Distinction Group, LLC

Secondary Competitive Set Year Over Year Percentage Change			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
Percent of Change	-4.2%	1.5%	-2.8%

Source: CoStar/STR Core Distinction Group, LLC



Secondary Competitive Hotel Rate Shops

Secondary Competitive Set Listed Rates - Weekday				
Property Name	MAR	JUN	SEP	DEC
Quality Inn Mineral Point	\$70	\$75	\$80	\$80
Best Western Dodgeville Inn & Suites	\$80	\$110	\$120	\$90
AmericInn Dodgeville	\$80	\$100	\$100	\$75
Super 8 Dodgeville	\$65	\$80	\$75	\$70
Secondary Competitive Set Average	\$74	\$91	\$94	\$79
Secondary Competitive Set Rate Average				\$84
<i>Source: CoStar/STR Core Distinction Group, LLC</i>				

Secondary Competitive Set Listed Rates - Weekend				
Property Name	MAR	JUN	SEP	DEC
Quality Inn Mineral Point	\$75	\$105	\$105	\$90
Best Western Dodgeville Inn & Suites	\$95	\$180	\$165	\$110
AmericInn Dodgeville	\$100	\$135	\$135	\$100
Super 8 Dodgeville	\$75	\$90	\$100	\$75
Secondary Competitive Set Average	\$86	\$128	\$126	\$94
Secondary Competitive Set Rate Average				\$108
<i>Source: CoStar/STR Core Distinction Group, LLC</i>				



Secondary Competitive Hotel Trends & Projections

Secondary Competitive Set Trend			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	30.1%	\$79.48	\$23.90
3 Month Average	33.2%	\$80.69	\$26.76
12 Month Average	48.2%	\$97.15	\$46.80

Source: CoStar/STR Core Distinction Group, LLC

Projected Secondary Competitive Set Rates	
Time Frame	Average Daily Rate
3 Month Average	\$80.69
12 Month Average	\$97.15
Future Quoted Rate Average	\$108.44
Projected Average Daily Rates	\$95.43

Source: Google Travel/ CoStar/STR Core Distinction Group, LLC



REGIONAL INDUSTRY DATA OVERVIEW

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group reviewed Regional/Market/Submarket data to help gain knowledge of the market and surrounding areas. The following information will be analyzed in Regional Industry Overview Data:

- Regional Competitive Hotel Properties Data Summary
- Market Overview
- Performance Data
- Past Construction Data
- Under Construction Data
- Sales Data
- Economy Data
- Submarket Data

Data can be found in Appendix.

Regional Competitive Hotel Properties Data Summary Wisconsin South Area

Regional Submarket Competitive Set Performance			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	34.0%	\$116.29	\$39.53
3 Month Average	37.0%	\$118.90	\$43.95
12 Month Average	51.0%	\$134.46	\$68.60

Source: CoStar/STR Core Distinction Group, LLC

Regional Submarket Performance by Class (Running 12 Months)			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
Upscale & Upper Midscale	50.7%	\$132.81	\$67.30
Midscale & Economy	48.3%	\$90.65	\$43.80

Source: CoStar/STR Core Distinction Group, LLC



ECONOMIC IMPACT SUMMARY

In this section of the report, Core Distinction Group has compiled a summary of what the potential direct and indirect economic impact could be for the proposed hotel development. This projection offers revenue and job creation information based on this hotel's recommendations stated throughout this report, as well as the occupancy and average rate projected.

- Direct Economic Impact
 - City Sales Tax Revenue
 - Lodging/Bed Tax Revenue
 - Real Estate Tax Revenue
- Indirect Economic Impact
 - Rooms Sold
 - Average Indirect Food Revenue and Jobs Needed
 - Average Indirect Entertainment/Activities Revenue and Jobs Needed
 - Average Indirect Alcoholic Beverages Revenue and Jobs Needed

Direct Economic Impact

When considering the potential Direct Economic Impact of a new hotel in the community, you look at the direct tax revenue the community is gaining from the project. This takes into consideration Lodging/Bed Taxes when applicable, Sales Taxes and Real Estate Taxes. Below you will find the estimated tax revenue of this project broken down in each category:

Sales Tax Revenue Per Year	
Year	Sales Tax
Year One	\$155,390
Year Two	\$166,352
Year Three	\$178,090
Year Four	\$190,659
Year Five	\$201,203
First Five Years Total:	\$891,694

Based on the minimum combined 2024 sales tax rate for Dodgeville, Wisconsin is 5.5%. This is the total of state, county, and city tax rates.

Lodging/Bed Tax Revenue Per Year	
Year	Lodging/Bed Tax
Year One	\$152,118
Year Two	\$162,949
Year Three	\$174,551
Year Four	\$186,979
Year Five	\$197,394
First Five Years Total:	\$873,992

Based on a current 5.5% Average Transient Lodging Tax in the Dodgeville, WI.

Real Estate Tax Revenue Per Year (Based on Estimates)	
Year	Real Estate Tax
Year One	\$159,725
Year Two	\$159,725
Year Three	\$159,725
Year Four	\$159,725
Year Five	\$159,725
First Five Years Total:	\$798,623

This information does not account for the collateral economic impact as well. There are many collateral economic impacts that can be accounted for. Additional revenue (and usage) from your sewer, water, trash disposal, utilities and so on all noted in the Pro Forma. The construction period can also promote additional economic growth. All of these add up and vary.



Indirect Economic Impact Estimates

When considering the potential Indirect Economic Impact of a new hotel in the community, you look at the spending of the guest within the community. For the purpose of this summary, we have identified the potential spending on food/dining. This does not take into consideration any taxes increased by said purchases. Below you will find the average rooms sold each year for the potential hotel project:

Rooms Sold Per Year Average		
Year	Occupancy	Rooms Sold
Year One	64.7%	16,996
Year Two	67.3%	17,676
Year Three	69.9%	18,383
Year Four	72.7%	19,118
Year Five	75.3%	19,787

Taking this into consideration, the estimates of rooms sold each day can be found below:

Average Rooms Per Night Sold	
Year One	47
Year Two	48
Year Three	50
Year Four	52
Year Five	54



Indirect Economic Impact Estimates (continued)

The average cost of food in the United States of America is \$45 per day. Based on the spending habits of previous travelers, when dining out an average meal in the United States of America should cost around \$18 per person. Breakfast prices are usually a little cheaper than lunch or dinner. The price of food in sit-down restaurants in the United States of America is often higher than fast food prices or street food prices. The total estimated indirect food revenue in your community is estimated* to be around:

Average Indirect Food Revenue Per Day	
Year One	\$2,095
Year Two	\$2,179
Year Three	\$2,266
Year Four	\$2,357
Year Five	\$2,440

Average Indirect Food Revenue Per Year	
Year One	\$764,810
Year Two	\$795,402
Year Three	\$827,219
Year Four	\$860,307
Year Five	\$890,418
First Five Years Total:	\$4,138,156

* Based on the assumption of one person per room night sold.

Based on this information, it can be assumed this additional revenue will also create indirect food service jobs. When considering the additional food revenue into your community, industry standards states that around 30% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Food Service Jobs Needed	
Year One	12.4
Year Two	12.9
Year Three	13.4
Year Four	13.9
Year Five	14.4

* Based on 32 hours a week and the median average base hourly rate of Food Service Workers of \$11.12 per hour, at the time of this report according to www.payscale.com.



Indirect Economic Impact Estimates (continued)

Entertainment and activities in the United States of America typically cost an average of \$45 per person, per day. This includes fees paid for admission tickets to museums and attractions, day tours, and other sightseeing expense.

Average Indirect Entertainment/Activities Revenue Per Day	
Year One	\$2,095
Year Two	\$2,179
Year Three	\$2,266
Year Four	\$2,357
Year Five	\$2,440

Average Indirect Entertainment/Activities Revenue Per Year	
Year One	\$764,810
Year Two	\$795,402
Year Three	\$827,219
Year Four	\$860,307
Year Five	\$890,418
First Five Years Total:	\$4,138,156

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect tour guide or tourism industry jobs. When considering the additional food revenue into your community, industry standards states that around 25% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Entertainment/Activities Jobs Needed	
Year One	7.7
Year Two	8.0
Year Three	8.3
Year Four	8.6
Year Five	8.9

** Based on 32 hours a week and the median average base hourly rate of Tour Guide of \$15 per hour, at the time of this report according to www.salary.com.*



Indirect Economic Impact Estimates (continued)

The average person spends about \$21 on alcoholic beverages in the United States of America per day.

Average Indirect Alcoholic Beverages Revenue Per Day	
Year One	\$978
Year Two	\$1,017
Year Three	\$1,058
Year Four	\$1,100
Year Five	\$1,138

Average Indirect Alcoholic Beverages Revenue Per Year	
Year One	\$356,911
Year Two	\$371,188
Year Three	\$386,035
Year Four	\$401,477
Year Five	\$415,528
First Five Years Total:	\$1,931,140

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect bartender jobs. When considering the additional alcoholic beverage revenue into your community, industry standards states that around 30% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Bartender Jobs Needed	
Year One	5.8
Year Two	6.1
Year Three	6.3
Year Four	6.6
Year Five	6.8

** Based on 32 hours a week and the median average base hourly rate of a bartender of \$11 per hour, at the time of this report according to www.salary.com.*



Indirect Economic Impact Estimates (continued)

The average price for Tips and Handouts in the United States of America is \$12 per day. The usual amount for a tip in the United States of America is 10% - 20%.

Average Indirect Tips/Handouts Revenue Per Day	
Year One	\$559
Year Two	\$581
Year Three	\$604
Year Four	\$629
Year Five	\$651

Average Indirect Tips/Handouts Revenue Per Year	
Year One	\$203,949
Year Two	\$212,107
Year Three	\$220,592
Year Four	\$229,415
Year Five	\$237,445
First Five Years Total:	\$1,103,508

** Based on the assumption of one person per room night sold.*

Based on this additional revenue being paid, the increase in both food, beverage, and entertainment/activity, service worker's hourly wage would increase substantially in the market.

Source: BudgetYourTravel.com



CONCLUSION

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group LLC offers an overview and overall description of the conclusion and recommendations found through its research and analysis. This section will contain:

- Recommended Hotel Segment Recommendations for Market Studied
- Recommended Sleeping Room Configuration Recommendations for Market Studied
- Expected Economic Impact of Hotel in Market Studied

Conclusion and Recommendations

Property segment recommended for the potential development of a hotel is an Upscale to Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that a new hotel would capture displaced Lodging Demand currently staying in markets surrounding Dodgeville, WI. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve Dodgeville and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and seasonality.

Property size recommendation of a newly developed hotel was researched to be between 65-75 guestrooms in this report. This would position it to be smaller in size to the average room size of 49-75 noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms.

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 10-15 full time equivalent jobs. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel. Below you will find a summary of the total Estimated Economic Impact of the potential new hotel project over the first five years open:

Estimated Increase in Lodging Tax	\$891,694
Estimated Increase in Real Estate Tax	\$873,992
Estimated Increase in Restaurant Sales Revenue	\$798,623
Estimated Increase in Entertainment Revenue	\$4,138,156
Estimated Increase in Alcohol Sales Revenue	\$4,138,156
Estimated Increase in Tips Revenue	\$1,931,140
Total Estimated Increase in Economic Impact	\$1,103,508
*Details found in Economic Impact Summary	\$13,875,269



UNDERSTANDING THE TERMS

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group, LLC has taken the time to offer detailed definitions of words and terms highlighted throughout this report. This section contains the information to help readers navigate industry terms.



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL



Understanding Terms:

Below you will find definitions of industry terms used throughout this report to help the reader gain an understanding of certain phrases and indicators:

Average Daily Rate (ADR)

A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. $ADR = \text{Room Revenue} / \text{Rooms Sold}$

Chain Scale

Chain Scale segments are grouped primarily according to actual average room rates. An independent hotel, regardless of average room rate, is included as a separate Chain Scale category. The Chain Scale segments are: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy and Independent.

Competitive Set (Comp Set)

A peer group of hotels that competes for business and is selected to benchmark the subject property's performance.

Date-To-Date Comparison

Comparison of daily performance by actual calendar date (1st of January this year vs. 1st of January last year).

Day-To-Day Comparison

Comparison of daily performance by day of week (Monday this year vs. Monday last year).

Demand

The number of rooms sold in a specified time period (excludes complimentary rooms).

Group Rooms

Typically defined as 10 or more rooms per night sold, pursuant to a signed agreement. Refer to Data Reporting Guidelines for more specific application.



Understanding Terms (Continued):

Index

Measures a hotel's performance relative to an aggregated grouping of hotels (i.e., competitive set, market or submarket). We utilize indexes to measure performance in three key areas: Occupancy, ADR and RevPAR. An index of 100 means a hotel is capturing a fair share compared to the aggregated group of hotels. An index greater than 100 represents more than a fair share of the aggregated group's performance. Conversely, an index below 100 reflects less than a fair share of the aggregated group's performance.

Occupancy (OCC)

Percentage of available rooms sold during a specified time period.

Occupancy is calculated by dividing the number of rooms sold by rooms available. $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

Revenue Per Available Room (RevPAR)

Total room revenue divided by the total number of available rooms. $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$

Total Revenue

Revenue from all hotel operations - including rooms, Food and Beverage, other revenue departments (i.e., spa, golf, parking) and miscellaneous revenue (i.e., rentals, leases, resort fees and cancellation fees).

Year to Date

Period starting at the beginning of the current year and ending on the current date.



Understanding Terms (Continued):

Hotel Types - Hotel classifications are driven primarily by building structure and, secondarily, by service level. Hotel types include:



All-Inclusive: Property with rooms sold only as a complete package, bundling overnight accommodations and value-added amenities and services (i.e., food, beverage, activities and gratuities, etc.)



All-Suite: Property with guestroom inventory that exclusively consists of rooms offering more space and furniture than a typical hotel room, including a designated living area or multiple rooms.



B&B/Inn: Independently owned and operated properties that typically include breakfast in the room rates, 20 rooms or fewer and a resident/owner innkeeper.



Boutique: Hotel that appeals to guests because of its atypical amenity and room configurations. Boutiques are normally independent (with fewer than 200 rooms), have a high average rate and offer high levels of service. Boutique hotels often provide authentic cultural, historic experiences and interesting guest services.



Condo: Individually and wholly-owned condominium units. Inventory is included in a rental pool operated and serviced by a management company.



Conference Center: Lodging hotel with a major focus on conference facilities.



Convention Center: Property with a minimum of 300 rooms and large meeting facilities (minimum of 20,000 square feet).



Destination Resort: Property that appeals to leisure travelers, typically located in resort markets, and considered a destination in and of themselves with extensive amenity offerings. These properties are typically larger and full-service.



Extended Stay: Properties typically focused on attracting guests for extended periods. These properties quote weekly rates. The typical length of stay average for guests is four to seven nights.



Full Service Hotel: Typically Upscale, Upper Upscale and Luxury properties with a wide variety of onsite amenities, such as restaurants, meeting spaces, exercise rooms or spas.



Gaming/Casino: Property with a major focus on casino operations.



Understanding Terms (Continued):

Hotel Types - Hotel classifications are driven primarily by building structure and, secondarily, by service level. Hotel types include:



Golf: Property that includes a golf course amenity as part of its operations. A property does not qualify if it only has privileges on a nearby course.



Hotel/Motel: Standard hotel or motel operation.



Limited Service: Property that offers limited facilities and amenities, typically without a full-service restaurant. These hotels are often in the Economy, Midscale or Upper Midscale class.



Lifestyle Brand: Group of hotels operating under the same brand that is adapted to reflect current trends.



New Build: Property built from the ground up, not a conversion of a building that was not previously a hotel.



Ski: Property with onsite access to ski slopes.



Soft Brand: Collection of hotels that allows owners and operators to affiliate with a major chain while retaining their unique name, design and orientation.



Spa: Property with an onsite spa facility and full-time staff offering spa treatments.



Timeshare: Property that typically is a resort condominium unit, in which multiple parties hold property use rights, and each timeshare owner is allotted a period of time when the property may be used.



Waterpark: An indoor or outdoor waterpark resort with a lodging establishment containing an aquatic facility.

LEADERSHIP

LISA PENNAU

Mrs. Pennau offers more than 25 years of hospitality industry experience. She began in the industry as a rental car agent at the airport in Oshkosh, Wisconsin where she worked while completing her degrees in both hospitality management and sales & marketing at the local college. Lisa moved on to work as a manager in training for Super 8 hotels in Wichita, Kansas and quickly was promoted to general manager of a Super 8 in Omaha, Nebraska. She was recruited by Baymont to become a traveling manager and served several distressed Midwest properties until moving on to work for Hilton as a General Manager at a Hampton Inn Minnetonka, MN. When that hotel sold, Lisa was promoted by the new owners to Regional Director of Operations for Pillar Hotels overseeing 25+ Midwest hotels, in both both rural and metropolitan markets, including Minnesota, Wisconsin, Illinois, Iowa, North Dakota, and South Dakota. During her 10 years as Regional Director of Operations, Lisa oversaw multiple brands such as: Choice, Hilton, Hyatt, IHG, and Marriott. In her final year with Pillar she received the highest honor of Regional Director of the Year for Highest Performing Hotels in all capacities including, revenue, operations, guest service score, turnover, etc.



JESSICA JUNKER

Miss Junker offers more than 18 years of hospitality industry experience. From her beginning in the industry as a banquet server at a full-service hotel in downtown Green Bay, Wisconsin, to overseeing that very property as the manager in only a couple of years. Jessica moved on to work as a Director of Sales at a Residence Inn by Marriott, Area Director of Sales with Interstate Hotels, and Regional Director of Sales and Marketing with Pillar Hotels working on Sales, Marketing, and Revenue Management of anywhere between 15 and 52 hotels with every major and not so major brand in the country. After learning everything she needed about running a hotel, she set her sights on what happens before a hotel is built. She worked in many separate executive roles within an up-and-coming hotel franchise. Miss Junker offers hands-on expert knowledge in hotel operations, sales, marketing, training, contracting, development, construction, really all things hotels. She gained this knowledge from industry leaders like Marriott, Hilton, InterContinental Hotels Group, Choice Hotels, TMI Hospitality, Interstate Hotels, Pillar Hotels & Resorts, Cobblestone Hotels, Wyndham Hotels & Resorts, and many more.



SCOPE OF WORK

Core Distinction Group takes immense pride in the work we do. Throughout each phase of our projects we communicate with our clients regularly. This ensures everyone involved in the project is up-to-date on the progress. We also keep a very tight timeline on our projects. Each phase is well thoughtout and followed consistently. The objective of our studies are to identify and determine the need for lodging in the community, the loss of lodging to the area due to lack of quality or amount of lodging, as well as determine if there is enough need to justify a new hotel. A new hotel that makes good business sense. Below you will find each part and its timing in the process:

RESEARCH & COMMUNITY OUTREACH

This phase involves speaking with community leaders to compile a list of potential demand generators in the local and regional community. Research and Community Outreach is conducted within the first one to two weeks following receipt of the retainer.

SITE VISIT & COMMUNITY INTERVIEWS

This phase involves an in-depth local tour given by community leaders to help Core Distinction understand said community and need for lodging. The tour also includes a detailed analysis of potential sites for the project.

COMMUNITY INTERVIEWS

This phase involves conducting online and phone interviews with potential demand generators gathered during the Research and Community Outreach of the study process. This phase will take place in the first two weeks of the study process.

DATA COMPILATION

This phase of the process involves compiling all the data gathered during our visit to gain the overall picture of what is needed for the community. This phase is conducted in the two weeks following our community visit completion.

*DATA RECEIVING & REPORTING

Once all the demand generator information is gathered, Core Distinction Group begins pulling industry data for target market as well as industry trends to help us gain a better understanding of the local and regional opportunity areas.

COST GATHERING

This involves all things cost. Core Distinction Group gathers actual cost for the development, construction, financing, taxes, and all other ongoing costs associated with the specific project.

PROJECT PRO FORMA

Immediately following Development and Operational Cost Gathering, Core Distinction Group will construct a project, brand, market, and scale specific Pro Forma that is bank, investor, brand and developer friendly.

DRAFT COMPLETION/SUBMITTAL

After Core Distinction has conducted all previous phases, we complete a draft of the study and financial pro forma and submit it for review by the contracted entity. Changes to the study may be made at this point but are limited to spelling and grammar updates.

FINAL

After all requested changes are made and final payment is received, Core Distinction Group will submit a final draft of the Hotel Market Feasibility Study and Brand Specific Pro Forma to the community for distribution.

*If at this point, Core Distinction Group does not feel there is enough need for lodging to merit the costs of a new build hotel, we will stop the process, communicate with the community and offer alternative options for accommodations. If this happens, the contracted entity is not responsible for the remaining study costs highlighted in (Cost) and will receive a report indicating the reasoning behind the decision.



DISCLAIMER

Thank you for the opportunity to complete this market and feasibility study for the proposed hotel project located in Dodgeville, WI. We have studied the market area for additional demand for a lodging facility and the results of our fieldwork and analysis are presented in this report. We have also made recommendations for the scope of the proposed project, including general site location, size of hotel, and brand segment.

We hereby certify that we have no undisclosed interest in the property and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report and to all assumptions and limiting conditions set forth herein.

The conclusions presented in this report are based upon the information available and received at the time the report was filed. Core Distinction Group, LLC (CDG) has taken every possible precaution to evaluate this information for its complete accuracy and reliability. Parts of this report were prepared or arranged by third-party contributors, as indicated throughout the document. While third-party contributions have been reviewed by CDG for reasonableness and consistency to be included in this report, third-party information has not been fully audited or sought to be verified by CDG. CDG does not provide financial advice.

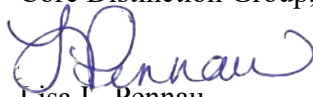
It should be understood that economic and marketplace conditions are in constant change. The results presented in this report are the professional opinion of CDG and are based on information available at the time of the report preparation. These opinions infer that market conditions do not change the information received upon which those opinions have been based. CDG assumes no responsibility for changes in the marketplace. CDG assumes no responsibility for information that becomes outdated once this report is written; nor are we responsible for keeping this information current after the date of the final document presentation.

CDG makes no express or implied representation or warranty that the contents of this report are verified, accurate, suitably qualified, reasonable or free from errors, omissions or other defects of any kind or nature. Those who rely on this report do so at their own risk and CDG disclaims all liability, damages or loss with respect to such reliance.

It is presumed that those reading this report understand the contents and recommendations. If this reader is unclear of understanding the contents, clarification can be received directly from a representative of CDG. While the terms of CDG's engagement do not require that revisions be made to this report to reflect events or conditions which occur subsequent to the date of completion of fieldwork, we are available to discuss the necessity for revisions in view of changes in the economic climate or market factors affecting the proposed hotel project.

Please do not hesitate to call should you have any comments or questions.

Sincerely,
Core Distinction Group, LLC



Lisa L. Pennau
Owner



APPENDICES

For the purpose of this Comprehensive Hotel Market Feasibility Study, large amounts of data was collected. The Appendices hold the detailed information of each data set collected. This section contains the following information:

- Detailed Community Survey Responses
- Primary Competitive Set Analytics
- Secondary Competitive Set Analytics
- Regional Lodging Industry Submarket Report

APPENDIX ONE

COMMUNITY INTERVIEWS DETAIL REPORT



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL



Q3 What do you expect your organization's lodging need will be in 2024 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

#	RESPONSES	DATE
1	Typically our employees or candidates would need Monday-Thursday accommodations. Shuttle service would be great since many who travel are from our NY office and they do not drive. It would also be great to have a some type of healthy food service as part of the hotel.	3/19/2024 2:48 PM
2	We have people that travel in for a week during each month Monday through Thursday. Appx. 5-10 people	3/19/2024 8:36 AM
3	Undetermined. Other of our facilities of similar size typically need 8-10 nights a month for traveling team members, but that number will likely double or triple for the next 3-4 months until the facility is up and running. After, I would say between 5-10 nights a month.	3/14/2024 8:08 PM
4	there is no real need on our end any of our customers having events are responsible for lodging	2/29/2024 5:10 PM
5	N/A	2/28/2024 10:35 AM
6	The school district facilities are used for many activities over the course of the year. Tournaments, shows, events, etc. Exact numbers are not possible, but we have hosted wrestling and basketball tournaments with over 1000 in attendance.	2/26/2024 11:01 AM
7	An estimate would be for 3 to 6 days per month on average.	2/26/2024 10:05 AM
8	Our club is having a district meeting on April 6, 2024 at the Walker House in Mineral Point. Our district stretches from Oconomowoc, Pewaukee area to Hillsborough. We chose the Mineral Point location because our only choice in Dodgeville was the bowling alley. The people planning to stay overnight were looking for places with character and history.	2/13/2024 10:39 AM
9	Over the course of a typical year, our business requires overnight accommodation for visiting customers on 8-10 evenings. This typically involves 1-2 hotel rooms per evening.	2/13/2024 10:02 AM
10	I'm a new business and am thinking about my needs for the future as my business grows. I hope to have art workshops and my participants would need sleeping accommodations.	2/13/2024 9:52 AM
11	The need I see is during weekends and holidays. Weekends would be for weddings, family events, weekend vacations. There are occasional Iowa County events on weekends that there's a need for lodging. APT weekends as there are groups that come for a weekend and see all the performances. World Dairy Expo in October maybe a time that Iowa County fills the need for lodging when the Madison area lodging is full.	2/10/2024 9:25 AM
12	4 room nights per month estimate	2/6/2024 3:10 PM
13	Our company typically needs 1 room twice each month - more in bad weather.	2/6/2024 12:59 PM
14	n/a	2/6/2024 12:06 PM
15	Lodging isn't needed for my business at this time.	2/6/2024 10:36 AM



16	Not sure	2/6/2024 10:19 AM
17	Our agency use motels to house our homeless population because we do not have shelter's available for this population	2/6/2024 10:19 AM
18	We host 4-6 hockey tournaments a year where on average we have 125 skaters coming in for two nights and will be in need of a hotel room with a pool.	2/6/2024 10:02 AM
19	WE have no need for overnight lodging	2/6/2024 8:34 AM
20	Our business does not bring people in for lodging.	2/6/2024 8:27 AM
21	0	2/5/2024 6:42 PM
22	Currently Dodgeville area has too many hotel rooms available. Look at the hotel that has been for sale and is vacant. Travellers have no desire to stay in Dodgeville. Many of the businesses are not open every day. If I was an investor I would stay far away from Dodgeville.	2/5/2024 4:48 PM
23	We use 1 room for 1-2 nights, 1-2 times per month	2/5/2024 4:41 PM
24	N/A	2/5/2024 4:31 PM
25	Our only lodging need would be if we have an out of town buyer that comes in to see properties or a seller that moved out of the area and needs to come back to finalize the sale of their home/property.	2/5/2024 4:16 PM
26	We have no known need for room accommodations.	2/5/2024 4:09 PM
27	None	2/5/2024 3:50 PM



Q5 If yes, what is the approximate length of stay and how many guests per month/year? Please be as specific as possible. Example 1: We offer accommodation for new hire employees that can range from 2 weeks to 3 months.

#	RESPONSES	DATE
1	Yes if we have people that are relocating for work. It can range from 1 week or more depending on when they are able to get into their new home.	3/19/2024 8:36 AM
2	Generally 1-2 weeks out of the quarter for 1-2 people at a time.	3/14/2024 8:08 PM
3	N/A	2/28/2024 10:35 AM
4	We have been bringing in contracted short term health care workers to assist us with staffing shortages. These contracts generally last 3 months in nature. Finding affordable "extended stay" options with furnished living quarters has become increasingly difficult. A hotel with some extended staff rooms would be amazing.	2/26/2024 10:05 AM
5	We host interns and seasonal employees, typically for 1-3 months at a time. Usually Sept-November.	2/13/2024 10:02 AM
6	10 guests 2 times a year to start.	2/13/2024 9:52 AM
7	n/a	2/6/2024 12:06 PM
8	not sure	2/6/2024 10:23 AM
9	If funds are available we can help our clients with up to a week of motel stay	2/6/2024 10:19 AM
10	2 nights x 120 families	2/6/2024 10:02 AM
11	n/a	2/6/2024 8:34 AM
12	NA	2/5/2024 6:42 PM
13	NA	2/5/2024 6:31 PM
14	The project will need many rooms during construction, which will take place late 2025 into 2026	2/5/2024 4:41 PM
15	N/A	2/5/2024 4:31 PM
16	N/A	2/5/2024 4:09 PM



Q6 Where do you currently recommend these individuals to stay? Please be as specific as possible.

#	RESPONSES	DATE
1	Madison	3/19/2024 2:48 PM
2	Verona or Madison	3/19/2024 8:36 AM
3	AirBnB	3/14/2024 8:08 PM
4	N/A	2/28/2024 10:35 AM
5	The school district does not provide options. The chamber of commerce will be placing signage in the schools directing visitors to lodging and food options while they are in town.	2/26/2024 11:01 AM
6	We generally look all over the area, work with real estate agents to get connected with people that own rental properties. Again, it is very difficult to find places for new hires and contracted staff to stay for extended periods of time.	2/26/2024 10:05 AM
7	Walker House, Don Q Inn.	2/13/2024 10:39 AM
8	For hotels, we use the Don Q and the AmericanInn, although our guests have registered mild complaints about both establishments. For long-term stays, we have used Airbnbs in Mineral Point and Dodgeville.	2/13/2024 10:02 AM
9	I would try to find nice air bnb options, because I can not recommend any hotel option in dodgeville as I do not feel the options are adequate.	2/13/2024 9:52 AM
10	1. Best Western in Dodgeville, 3. Quality Inn in Mineral Point, and 2. Deer Valley in Barneveld.	2/10/2024 9:25 AM
11	Grand Stay in Mt. Horeb	2/6/2024 3:10 PM
12	Best Western	2/6/2024 12:59 PM
13	n/a	2/6/2024 12:06 PM
14	We start with Super 8	2/6/2024 10:19 AM
15	Deer Valley, Don Q, Best Western	2/6/2024 10:02 AM
16	n/a	2/6/2024 8:34 AM
17	here	2/6/2024 7:01 AM
18	Super 8	2/6/2024 6:07 AM
19	NA	2/5/2024 6:42 PM
20	AmericInn People of all ages like the pool	2/5/2024 6:31 PM
21	I recommend everyone to stay at our AIRBNB. We have the Finest accomodations in the Area and charge the same or less than hotel chains. Our current vacancy rate is about 50%. We drive by the other properties in Dodgeville regularly and their parking lots are empty.	2/5/2024 4:48 PM
22	They have been happy at the Best Western	2/5/2024 4:41 PM
23	N/A	2/5/2024 4:31 PM
24	It depends on where they need to be for looking at properties. If Dodgeville area, I'd recommend any of the hotels/motels depending on their budget.	2/5/2024 4:16 PM
25	N/A	2/5/2024 4:09 PM
26	Deer Valley Lodge in Barneveld	2/5/2024 3:50 PM



Q7 Do you have a second choice?

#	RESPONSES	DATE
1	Mt Horeb	3/19/2024 2:48 PM
2	Mineral Point	3/19/2024 8:36 AM
3	Marriott in Madison	3/14/2024 8:08 PM
4	N/A	2/28/2024 10:35 AM
5	If I'm lucky, new staff or contracted staff can stay for a bit in our hospital owned houses located next to the hospital. Note that these are in high demand by our physicians and other providers that take call duties for us so they are not always an option.	2/26/2024 10:05 AM
6	I would send them to Mineral Point or Spring Green as there are a couple hotels that people say are ok there, but that's a farther drive that I would like to have.	2/13/2024 9:52 AM
7	Deer Valley in Barneveld	2/10/2024 9:25 AM
8	Best Western in Dodgeville	2/6/2024 3:10 PM
9	AmericInn	2/6/2024 12:59 PM
10	n/a	2/6/2024 12:06 PM
11	If they do not arability reach out to Pine Ridge, Traveler's Inn, Quality Inn and Don Q Inn we have an MOU with all of these motels	2/6/2024 10:19 AM
12	n/a	2/6/2024 8:34 AM
13	other Wyndham hotel	2/6/2024 7:01 AM
14	No	2/6/2024 6:07 AM
15	NA	2/5/2024 6:42 PM
16	Super 8	2/5/2024 6:31 PM
17	Somebody should by the vacant hotel already erected. But that failed as there is too many rooms in Dodgeville. There is no reason for more rooms gere.	2/5/2024 4:48 PM
18	N/A	2/5/2024 4:31 PM
19	It's up to the customer. I don't really recommend any one place. I give them all options.	2/5/2024 4:16 PM
20	N/A	2/5/2024 4:09 PM
21	Pine Ridge Motel	2/5/2024 3:50 PM



Q9 If yes or no, please help us understand your stance on a new hotel. Why you do or do not feel it would benefit the community.

#	RESPONSES	DATE
1	We currently do not feel that we have an option in DV, so we always put our folks up in surrounding areas. A quality option in DV would be great.	3/19/2024 2:48 PM
2	The current hotels are either full or outdated. The best option in town is the best western	3/19/2024 8:36 AM
3	I am unsure about the need, being fairly new to the area.	3/14/2024 8:08 PM
4	There are to many hotels	2/29/2024 5:10 PM
5	Provide more year round accommodations. Provide a place to stay when the weather is not conducive to camping.	2/28/2024 10:35 AM
6	I think there is a need for a nice hotel - specifically for weddings. (my industry) A shuttle service would be great. Unfortunatley, we do not have many venues in the area. A hotel with a ballroom would be ideal!	2/26/2024 1:25 PM
7	The few hotels we have are not situated to handle large crowds or offer services that most are expecting nowadays. A new, modern hotel, would provide a convenient place for the weekend and provide services that locals may use also. An included restaurant would be a nice addition.	2/26/2024 11:01 AM
8	It would definitely be a benefit to the community. Again, both regular hotel rooms and extended stay rooms would be amazing to have here as stays of a couple of months are very, very difficult to come by.	2/26/2024 10:05 AM
9	Best Western, Don Q, Comfort Inn seem to be able to do the job.	2/13/2024 10:39 AM
10	The condition of our existing hotels seems to disappoint many of our visitors. This isn't meant to be critical of those hotel operators - perhaps their revenues can't support the upkeep our visitors expect - but it is meant to say that we would likely use a new hotel more often than we'd continue using the existing hotels.	2/13/2024 10:02 AM
11	We have spent years going into the hotels in Dodgeville and asking family members and customers to sleep in them over the years and it has been embarrassing and awful to hear the horror stories coming out of the hotels. Everything from cleanliness to feeling unsafe. A branded hotel that has high standards of operation and good management is much needed.	2/13/2024 9:52 AM
12	We already have several hotels/motels here in Iowa County. I would like to see some type of financial assistance given to our existing lodging to improve what we have. If there were quality lodging I would recommend them. I feel we have the rooms we struggle with having quality rooms that you would recommend to your mother or very best friend.	2/10/2024 9:25 AM
13	The choices available in Dodgeville are dated and seem worn out	2/6/2024 3:10 PM
14	It would be nice to have a hotel that could accommodate professional staff/ consultants	2/6/2024 12:59 PM
15	Dodgeville is a hub for outdoor recreation in this area and would be a great base for tourism and business. We currently have more discount-type hotels in the area, and I think offering something between what we currently have and the (usually full) AirBnB type housings would be very attractive. A bit more upscale, branded hotel!	2/6/2024 12:06 PM
16	Additional options for overnight accommodations with amenities that attract families, ie. water features, also cleanliness of facilities	2/6/2024 10:36 AM
17	people like new shiny toys.	2/6/2024 10:23 AM
18	There are a lot times that we have not been able to house our clients because the motels are full, especially when all of the windmill and solar projects were going on as the workers were	2/6/2024 10:19 AM



	staying in the motels	
19	I don't know for sure on this, but, I don't believe the hotels we have now are ever at full capacity	2/6/2024 8:34 AM
20	With all the hotels in our community and a few vacant hotels, we feel that it's better to use what we have other than build brand noon.	2/6/2024 8:27 AM
21	other than weekends in summer, the hotels are rarely full	2/6/2024 7:01 AM
22	It will not. We first need a reason for people to come. The current hotels are never full so why would we need more? The hotel rating, I believe referred to as star, rates Dodgeville very low. When researching an athletic center, boutique hotel servicers "50 rooms or less", said no.	2/5/2024 6:42 PM
23	The city needs a hotel that can accommodate offsite business gatherings. It also needs a new hotel for visitors	2/5/2024 6:31 PM
24	Currently their is an excess amount of empty rooms in Dodgeville and their is no demand for more.	2/5/2024 4:48 PM
25	I think the area could benefit from a hotel "nicer" than the Super 8, like the Best Western. I am not sure Dodgeville is big enough for a Holiday Inn, like Platteville, but it would be nice to have a second option	2/5/2024 4:41 PM
26	The hotels that are currently offered in Dodgeville, outside of BW, are not reliable/safe environments for me to recommend to friends and family. If we offered a hotel that was kept clean and also offered a banquet space, we would be opening alot of door for economic development.	2/5/2024 4:31 PM
27	I guess I don't see why not, but yet the ones we have here seem to be fine. It's too bad about the House on the Rock Inn being closed. That seemed like a nice place.	2/5/2024 4:16 PM
28	There are certain times of the year that Dodgeville has special events happening and there are not enough places for them to stay.	2/5/2024 4:13 PM



ANSWER CHOICES	RESPONSES	
WiFi	92.00%	23
Complimentary Breakfast	84.00%	21
Pool	68.00%	17
Fitness Center	64.00%	16
Meeting Room	60.00%	15
Bar	48.00%	12
Guest Laundry	44.00%	11
Dining	40.00%	10
Long-term Accommodations (rooms with kitchenettes)	40.00%	10
Business Center	32.00%	8
Truck/Bus/RV Parking	28.00%	7
Whirlpool Suites	28.00%	7
On-Site Convenience Store	24.00%	6
Total Respondents: 25		

#	OTHER (PLEASE SPECIFY)	DATE
1	possible shuttle service.	3/19/2024 2:48 PM
2	Shuttle Service	2/26/2024 1:25 PM
3	Excellent customer service, clean rooms, Kitchenettes as our higher-quality dining options in town are also small and have limited hours of service.	2/13/2024 9:52 AM
4	They lack the basic clean, well maintained, quality room furnishings.	2/10/2024 9:25 AM
5	all needed in our area.	2/6/2024 10:23 AM
6	our company does not apply to needing overnight lodging so have no opinion on this	2/6/2024 8:34 AM
7	Things to do, dining and activities.	2/5/2024 6:42 PM
8	Quiet, Comfortable Bed	2/5/2024 4:48 PM
9	Banquet space	2/5/2024 4:31 PM
10	I just marked general items that would be nice for any hotel to offer.	2/5/2024 4:16 PM
11	Waterpark	2/5/2024 4:09 PM



Q11 Please take a moment to tell us what you feel are the benefits of living or working in this community.

#	RESPONSES	DATE
1	Wonderful community.	3/19/2024 2:48 PM
2	Small town values and relationships based on them. Slower pace and more personable.	3/14/2024 8:08 PM
3	Small town charm. Adequate amenities. Good public schools and local run Government. Excellent Fire and Police protection. Excellent recreational opportunities in the vicinity. Governor Dodge State Park!!!	2/28/2024 10:35 AM
4	Dodgeville is located half way between Madison and Dubuque. We are at the intersection of 3 major highways that cross the region. We have excellent outdoors opportunities. House on the Rock, American Players Theatre, state parks... Dodgeville has something for everyone. We have the transportation network and location to provide great experiences for visitors. Small town charm with a 35 minute drive to Madison or Dubuque. We also have property adjacent to shopping and dining that would be available for a hotel.	2/26/2024 11:01 AM
5	Small rural feel but very close to metro Madison and Dubuque for larger community needs.	2/26/2024 10:05 AM
6	Mineral Point has a lot to offer. Governor Dodge State Park for those not camping is good. Dodgeville as a town scores pretty low in my estimation. A gun shop, a tattoo shop, and we need is a check cashing place and we can rate as any other low class town. For my district meeting I needed a place that could accommodate 50-60 women, a lunch under \$25.00 per person and a place that had charm. PBar food was not an option.	2/13/2024 10:39 AM
7	We love living and working in rural Dodgeville. It's a wonderful place to raise our family and to operate our business (a dairy farm and cheese factory) because of the rural landscape (attractive, productive, affordable) and the ways in which the community supports families and businesses (good schools and civic organizations, etc).	2/13/2024 10:02 AM
8	We have a lot of attractions in the surrounding area and this whole region is primed for a busier tourist destination.	2/13/2024 9:52 AM
9	Open spaces. Friendly people. Natural beauty of the rolling landscape. I feel safe here whether I am in Dodgeville, out in country side or in any of the communities in Iowa County.	2/10/2024 9:25 AM
10	For the most part people seem to be good & honest. Rural beauty. Not congested.	2/6/2024 3:10 PM
11	Low crime Nice restaurants Art Galleries	2/6/2024 12:59 PM
12	I love the close proximity to lots of outdoor recreation (Gov. Dodge Park, WI River, Military Ridge trail, Bethel Horizons) and the arts (APT, Bethel's clay workshops, Mineral Point's downtown, etc). There is so much to do from April to October!	2/6/2024 12:06 PM
13	Dodgeville has many wonderful attractions, activities and things to do.	2/6/2024 10:36 AM
14	easy commute to Madison.	2/6/2024 10:23 AM
15	Work availability, everything is with in walking distance for those that do not have transportation	2/6/2024 10:19 AM
16	It is such an amazing community. It is easy to get to know people and it is still small enough that you feel like you belong	2/6/2024 10:02 AM
17	small community where everyone helps each other	2/6/2024 8:34 AM
18	I'm from here so its home. We need more business to create jobs and more activities.	2/5/2024 6:42 PM
19	Governor Dodge State Park, Driftless Area, Festivals such as Grilled Cheese Chamiionship, Town Square& Farmers Appreciation Day, DodgeFest and Home for the Holidays.	2/5/2024 6:31 PM



20	None. We are actively seeking to exit this depressing community where too many residents are looking for free handouts and are unwilling to work. We have been extremely frustrated with the work demographics and are unable to find employees who are capable of performing at a high standard to make a business succeed.	2/5/2024 4:41 PM
21	Small town atmosphere	2/5/2024 4:31 PM
22	A sense of community resulting in felt support, participation and financially.	2/5/2024 4:16 PM
23	Small town living. Ease of access. You can commute to the bigger towns pretty easily if you need to. Very low crime rate. Beautiful surrounding country. Depending on the time of year there are some nice events offered here.	2/5/2024 4:13 PM
24	The size allows easy access to stores, clinic , and hospital.	2/5/2024 4:09 PM
25	Conveniences with grocery/convenient stores, restaurants, two of the largest employers in Iowa County, nice parks, nice schools.	



Q12 Please take a moment to tell us what you feel are the challenges of living or working in this community.

#	RESPONSES	DATE
1	limited options for conveniences (healthy grocery stores, vegetarian options for restaurants, take out) limited options for retail (if you had to quick get a shirt or a pair of shoes, it isn't going to happen over lunch) For those who live outside of DV, this is a commute.	3/19/2024 2:48 PM
2	Can be difficult to find specifically licensed staff to hire.	3/14/2024 8:08 PM
3	Lack of fine dining. Lack of adequate public parking in the downtown area. Lack of Lands End outlet store. Congested streets with parked vehicles outside residences.	2/28/2024 10:35 AM
4	-	2/26/2024 11:01 AM
5	Not a lot of challenges, I think we are blessed to be in this beautiful and safe area.	2/26/2024 10:05 AM
6	We obviously need a mayor who can revitalize the downtown. A city planner with better ideas. Why doesn't Lands' End have a signature store that would draw people to the area? Ovis has one in Vermont. We should be capitalizing on Lands' End. We should have shops that people want to go to on a rainy day at Gov. Dodge.	2/13/2024 10:39 AM
7	The lack of widely available, high-speed internet in our rural communities is a downgrade to our own lifestyle and a big deterrent when it comes to the ability of our business to attract new people to the area.	2/13/2024 10:02 AM
8	We lack dining and sleeping accommodations. What we do have is not adequate for most people, especially those coming from out of town. If we could have a destination restaurant that would draw people in from the cities and really nice sleeping options our community could really become something great. Look at Viroqua...one restaurant on the map changed that whole community for the better. And they were smart about how they cater to summer tourists but also understand the importance of changing the menu to be more accessible in the winter to the locals and not be too expensive in the down months.	2/13/2024 9:52 AM
9	Lack of transportation services. Only having a Walmart to shop at for certain household items. Having a Farm and Fleet store that is limited on what they can offer for purchase because the building is too small.	2/10/2024 9:25 AM
10	Labor pool seems shallow.	2/6/2024 3:10 PM
11	not much to do at night	2/6/2024 12:59 PM
12	There isn't nearly as much to do in the winter months (Nov-March, which I think we need to work on! Something like a YMCA would be very beneficial. The roads need a lot of work too! And creating a stronger connection between the school and the city would be great.	2/6/2024 12:06 PM
13	k12 funding	2/6/2024 10:23 AM
14	Lack of affordable housing units, low-income individuals struggle to pay the housing cost in this area	2/6/2024 10:19 AM
15	Housing, rec center	2/6/2024 10:02 AM
16	small community where everyone knows each other and sometimes knows TOO much about each other(or at least thinks they do)	2/6/2024 8:34 AM
17	Not enough employment options, activities or places to eat and shop.	2/5/2024 6:42 PM
18	Challenging to find people to fill open jobs. Need more housing.	2/5/2024 6:31 PM
19	Excuse my bluntness...Dodgeville is not a big city, and the people here lack the motivation and desire to be game changers. There is no reason for tourists to come here. Nothing open every	2/5/2024 4:48 PM



day or consistently. Just a small sleepy town, with a severe lack of people who want to work.

20	Limited options	2/5/2024 4:41 PM
21	limited resources and entertainment options	2/5/2024 4:31 PM
22	It would be nice to see more small mom & pop type stores here, but yet they need to keep prices reasonable to so people go there instead of the big box stores.	2/5/2024 4:16 PM
23	The choices of grocery stores, clothing shops, and parking .	2/5/2024 4:13 PM
24	High taxes for residents, no drive-through coffee shops, downtown businesses are mainly service related versus shopping/food related.	2/5/2024 4:09 PM
25	Working with other businesses.	2/5/2024 3:50 PM



Q13 Please list the top five or more things you wish your community had to offer you or visitors. Examples would include but not be limited to; Recreations Center, Sit-down Restaurant, Fast Food Restaurant, Convenience Store, Community Pool, and so on.

#	RESPONSES	DATE
1	More food options (vegetarian, variety of ethnic foods, ability to get take out or delivery) A few more retail stores in downtown .	3/19/2024 2:48 PM
2	more dining options kids center for sports more retail downtown for visitors wine bar	3/19/2024 8:36 AM
3	Unsure	3/14/2024 8:08 PM
4	pool	2/29/2024 5:10 PM
5	Recreation center, Fine dining restaurants, More shopping opportunities downtown, More family friendly recreation activities (mini golf, driving range, go carts, batting cages, climbing walls, etc) (possibly at the old truck stop site!)	2/28/2024 10:35 AM
6	Event space	2/26/2024 1:25 PM
7	We have many of the items on the list. More hotel rooms would be a top choice for myself.	2/26/2024 11:01 AM
8	As important as lodging is as it relates to this survey, food and restaurants are as well. Dodgeville has not had a lot of growth with retail stores and restaurants. An option for a sit down restaurant would be great. Also, the community is getting locked down with almost having just one gas station/convenience store with Kwik Trip and although they do a great job, their prices have increased and it would be great to have a different option and to keep pricing in check.	2/26/2024 10:05 AM
9	Better shopping choices. Less fast food and more decent eating establishments. A supper club besides Hi Point. Places that are open in the afternoons and evenings.	2/13/2024 10:39 AM
10	Rural broadband Rec center (i.e. YMCA)	2/13/2024 10:02 AM
11	Sit-down restaurants that are not closed on the same days, excellent hotel, a YMCA type organization with indoor lap pool and sauna (maybe partnered up with the school so we could have a year round swim team.) Golf course connected to the hotel would draw more people too.	2/13/2024 9:52 AM
12	Ag Tourism tour options. Ley Pavillion that could be used year round with heating and cooling without having to rely on opening and closing of over head doors. A directory, hard copy and digital, web accessible, listing of all of the parks, camp grounds, attractions, dining, shopping, convenience stores, lodging that lists the addresses, phone numbers. And have it updated each year. Distributed to all Iowa County communities. ATV map of Iowa County in hard copy, digital and accessible on websites. ATV routes throughout the county so that one could travel the entire county legally. Example north of Dodgeville you are not to be on Hwy 23. How is one to get from Hyde to Clyde?	2/10/2024 9:25 AM
13	Another sit down restaurant would be nice, like a supper club. Indoor pool for adult exercise. New up to date hotel.	2/6/2024 3:10 PM
14	more night time/ evening entertainment	2/6/2024 12:59 PM
15	Recreation Center, more interesting sit-down restaurants (BBQ and Mexican are a good start, but how about Thai, Vietnamese, Sushi, a place with interesting salads, etc).	2/6/2024 12:06 PM
16	X	2/6/2024 10:36 AM
17	Supper Club needed. Indoor pool open all year long for guests.	2/6/2024 10:23 AM



18	Na	2/6/2024 10:02 AM
19	More restaurants Indoor actives for winter Rec Center	2/6/2024 10:02 AM
20	supper club,	2/6/2024 8:34 AM
21	Recreation centers, kids activities, and more downtown shops.	2/6/2024 8:27 AM
22	recreations center	2/6/2024 7:01 AM
23	Food and Beverages	2/6/2024 6:07 AM
24	fine dining or more options shopping activities recreational activities or centers	2/5/2024 6:42 PM
25	Supper Club in nice hotel	2/5/2024 6:31 PM
26	Vegan Restaurant, Upscale Art Museum, Dirt Path Hiking Trail, Dog Park, And more Vegan Vegetarian Restaurants that include high end CockTail offerings.	2/5/2024 4:48 PM
27	Governor Dodge State Park, House on the Rock,	2/5/2024 4:41 PM
28	1) Year Round Ice Rink 2) A family friendly, sit-down, American Cuisine option (ie: Red Robin,Buffalo Wild Wings) Not just a fast food or bar option. 3) Crossfit/Group fitness gym that offers a variety of classes throughout the day 4) More organized adult activites (pickleball league!) 5) Chinese buffet option 6) Higher End Banquet Hall for events that is connected to hotel	2/5/2024 4:31 PM
29	A recreation center would be awesome! I would like to see another supper club in the area or a restaurant that offers a brunch, where you could bring a group too. We used to have options that way & I miss them.	2/5/2024 4:16 PM
30	Downtown clothing store, jewelry store , and larger library building. Larger businesses, like Lands'End.	2/5/2024 4:13 PM
31	Indoor community pool; more diverse food/restaurant options; regular store hours for small businesses; a large meeting space or convention center for gatherings	2/5/2024 4:09 PM
32	na	2/5/2024 3:50 PM



Q15 Additional Comments or Contacts you'd recommend us speaking to?

#	RESPONSES	DATE
1	Since I live in Madison, I would not need to stay in any hotel in the area. However, I would offer to candidates or employees from our NY office the option of staying closer to our office so there is less back and forth to Madison when they are here for a few days. A great place with great food would make a difference.	3/19/2024 2:48 PM
2	Dodgeville is a beautiful community with great people. Location, outdoor activities, and small town charm would look excellent on a new hotel brochure.	2/26/2024 11:01 AM
3	It would be wonderful to see some growth and development around the Walmart here in Dodgeville. I think a lot of people believed it would come when the Walmart was built there years ago but really there has been almost not growth of retail and restaurant options in that area.	2/26/2024 10:05 AM
4	I see no point for a high class hotel in this low class town. Mineral Point is attracting millionaires from Chicago.	2/13/2024 10:39 AM
5	We are in desperate need of an upscale hotel. We personally would have more family and guests come stay here if we felt we could put them in a hotel we felt proud of.	2/13/2024 9:52 AM
6	Let's support and improve what we have. Let's work together as a WHOLE COUNTY to improve and encourage tourism. Could there be Iowa County tourism grants offered? The grants could be used to develop and distribute ATV maps. Improve hotel space as one example.	2/10/2024 9:25 AM
7	If I live in Dodgeville, why would I stay at a hotel in Dodgeville? We only stay in hotels when we are away from home. However, is said hotel had a nice restaurant I would go there. If it had a water park I would by a pass to take the kids.	2/5/2024 6:42 PM
8	If you only need responses from businesses, please feel free to ignore my survey response	2/5/2024 6:31 PM
9	A High End Upper Scale Hotel in Dodgeville is laughable.	2/5/2024 4:48 PM
10	Please speak to the Ice Wolves Youth Hockey Association as they are hosting multiple tournaments every year.	2/5/2024 4:31 PM
11	I personally wouldn't stay in the hotel as I live here, but I would definitely recommend it to people staying in our area!	2/5/2024 4:16 PM



APPENDIX TWO

PRIMARY COMPETITIVE SET ANALYTICS



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL



Search Analytics

INVENTORY ROOMS

452 +0%

Prior Period 452

UNDER CONSTRUCTION ROOMS

0 -

Prior Period 0

12 MO OCC RATE

55.0% +2.6%

Prior Period 53.6%

12 MO ADR

\$125 +4.6%

Prior Period \$119

12 MO REVPAR

\$69 +7.3%

Prior Period \$64

MARKET SALE PRICE/ROOM

\$74.9K +5.6%

Prior Period \$71K

MARKET CAP RATE

10.5% +0.6%

Prior Period 9.9%

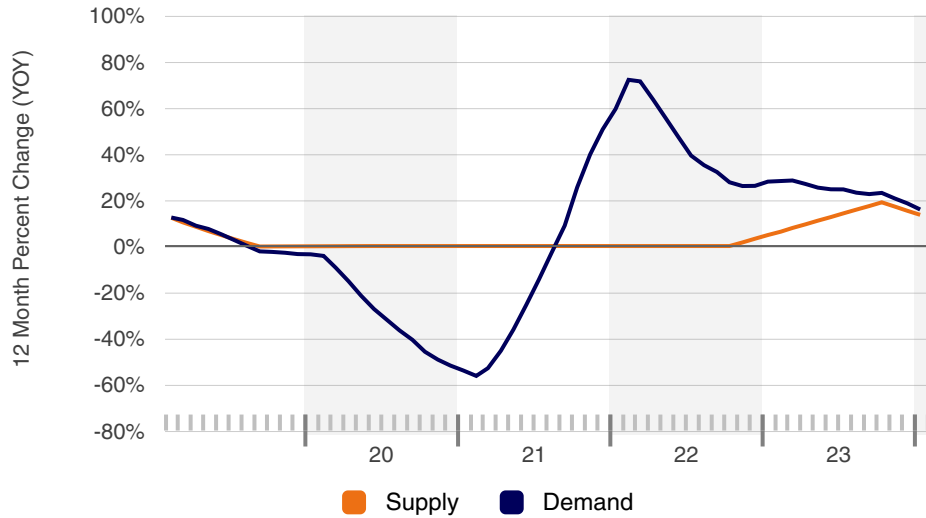
Key Metrics

Inventory		Sales Past Year	
Existing Properties	6 ↕	Sales Volume	\$0 ↕
12 Mo Delivered Rooms	0 ↓	Properties Sold	0 ↕
12 Mo Delivered Properties	0 ↓	Months to Sale	-
12 Mo Recently Opened Rooms	0 ↓	Average Price Per Building	-
12 Mo Recently Opened Properties	0 ↓	Market Price Per Room	\$74.9K ↑
Under Construction Properties	0 ↕	Market Cap Rate	10.5% ↑

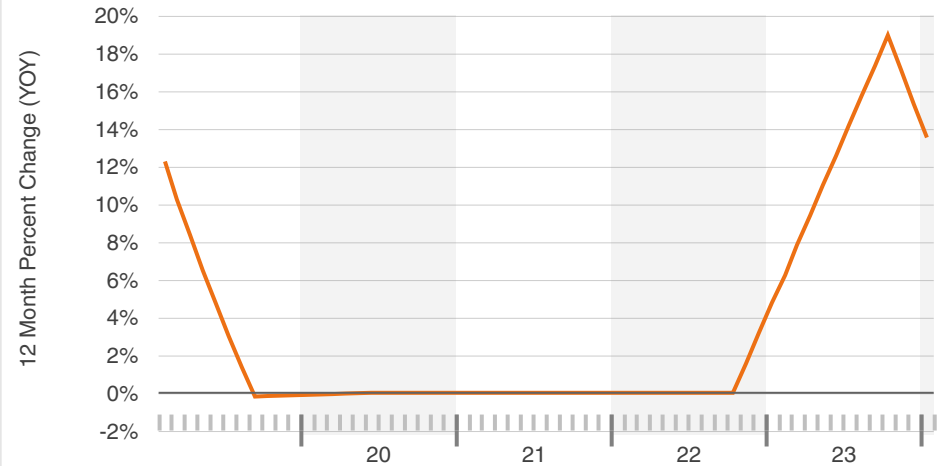
Performance Trend	
Occupancy Rate	38.0% ↑
Average Daily Rate	\$98.42 ↓
Revenue Per Available Room	\$37.40 ↓
YTD Occupancy Rate	38.0% ↑
YTD Average Daily Rate	\$98.42 ↓
YTD RevPAR	\$37.40 ↓
3 Mo Occupancy Rate	42.6% ↑
3 Mo Average Daily Rate	\$105.11 ↓
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12 Mo RevPAR	\$68.55 ↑

Search Analytics

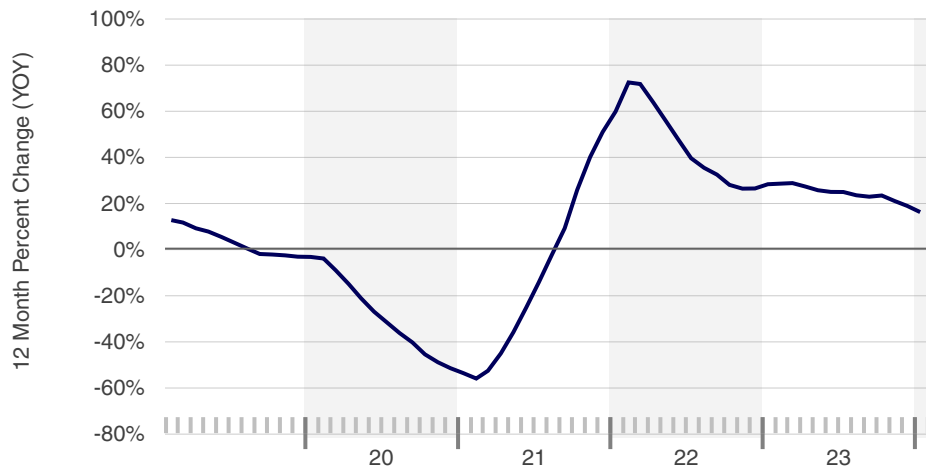
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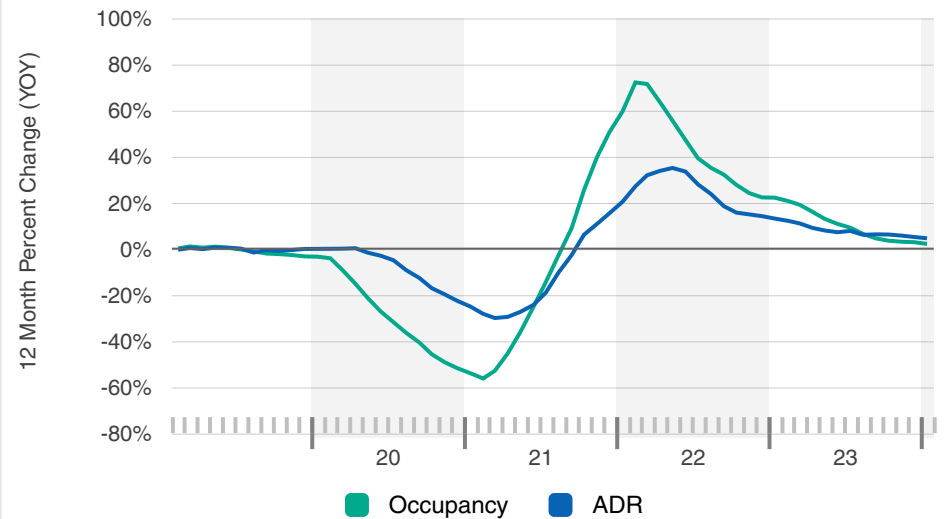
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Demand Change

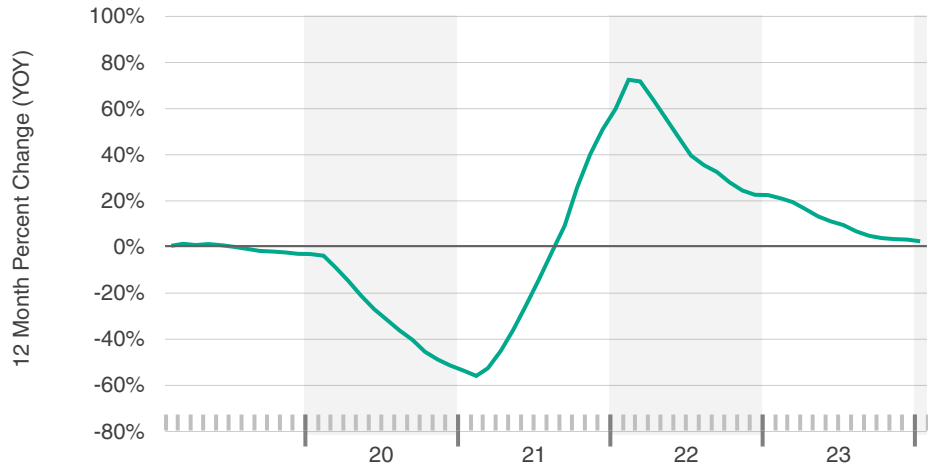


Occupancy & ADR Change

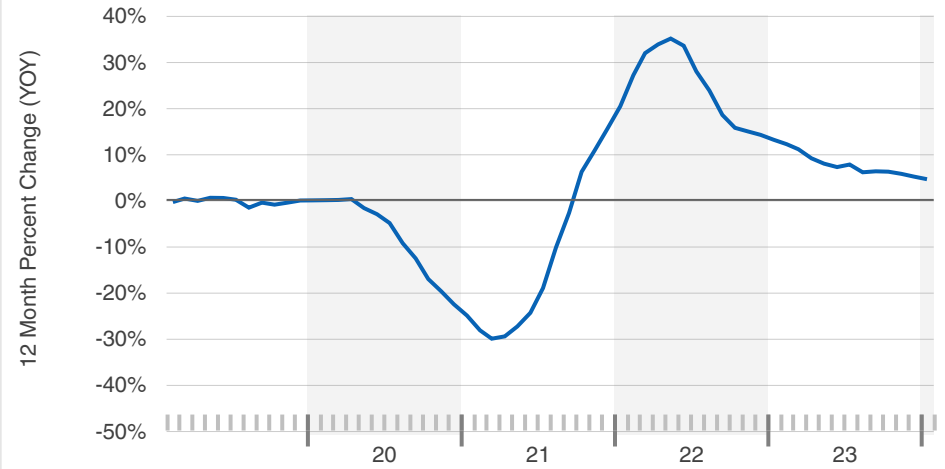


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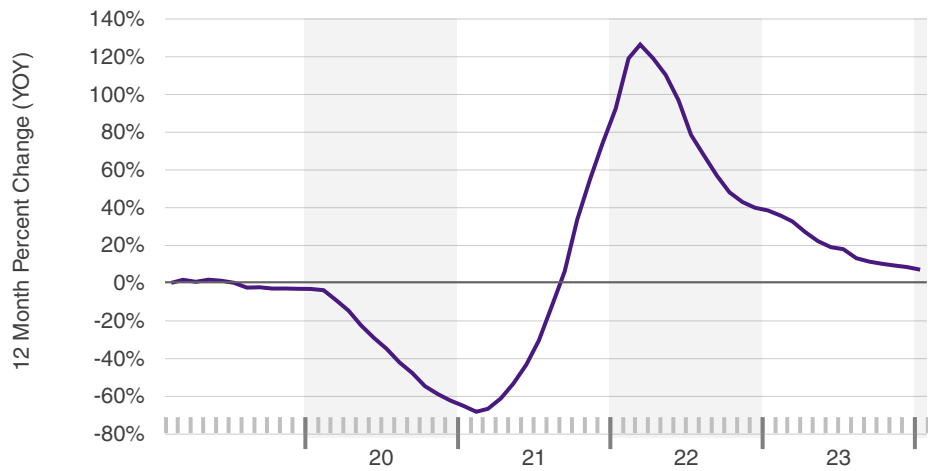
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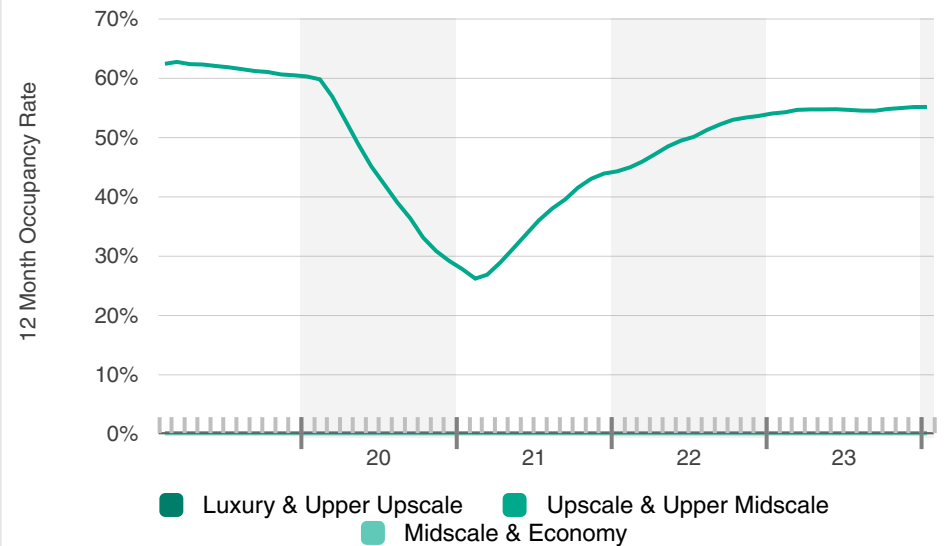
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RevPAR Change

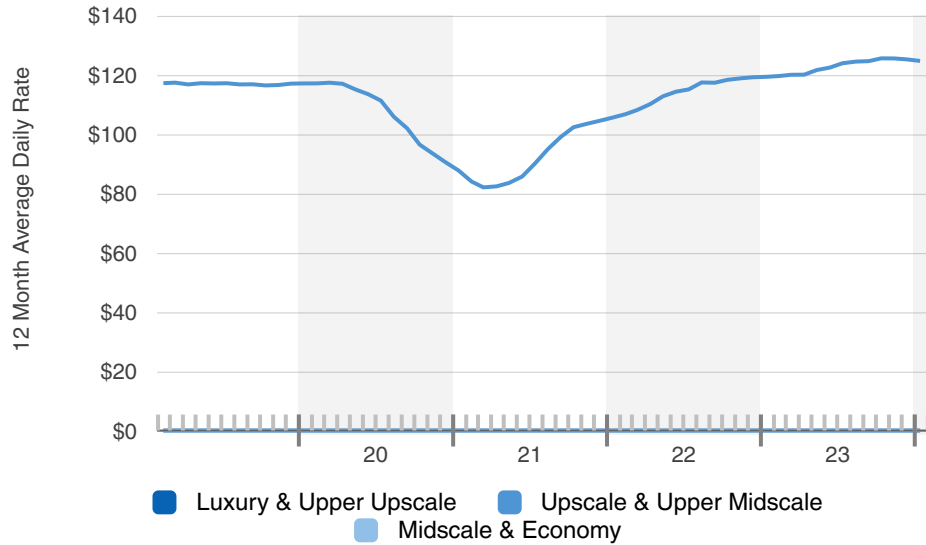


Occupancy By Class

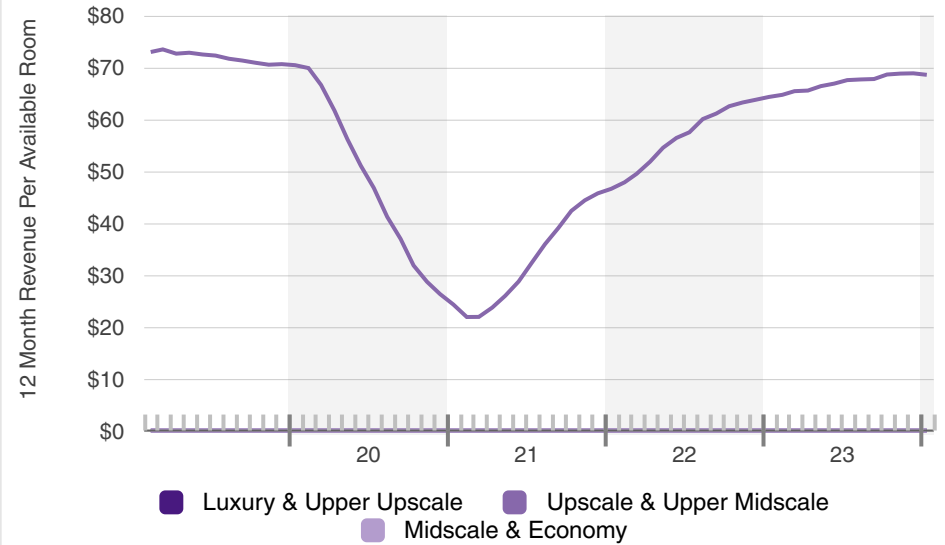


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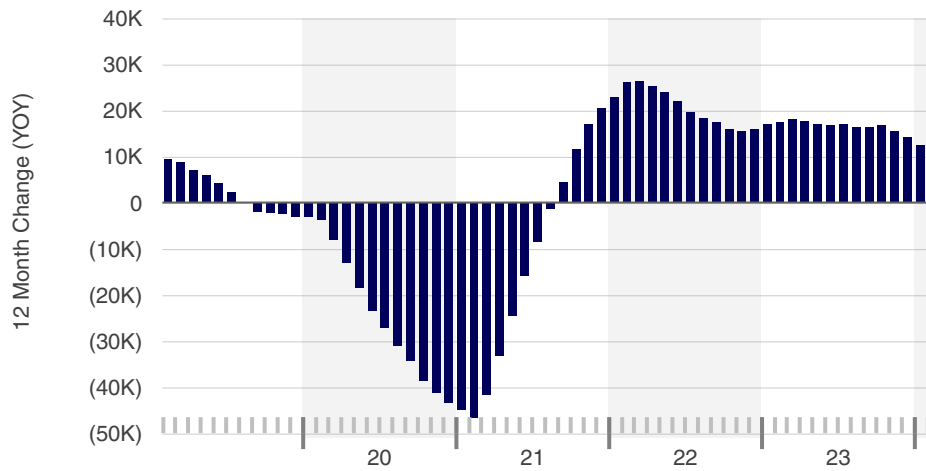
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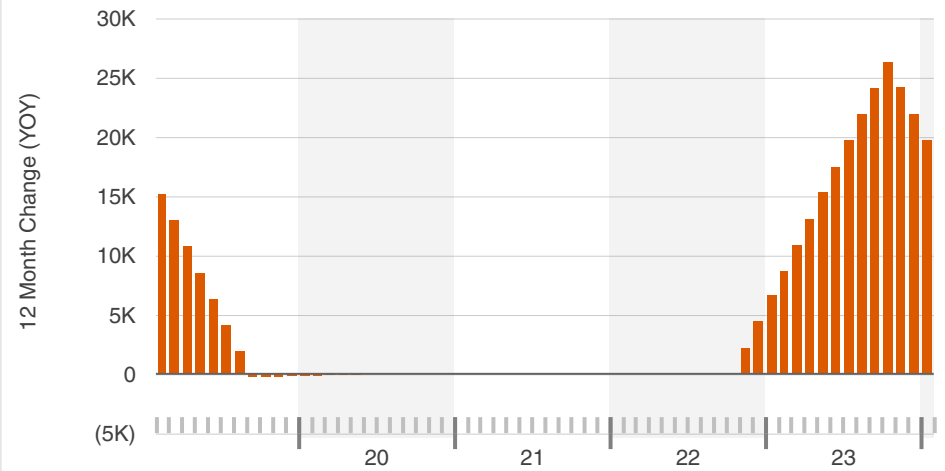
RevPAR By Class



Demand Change

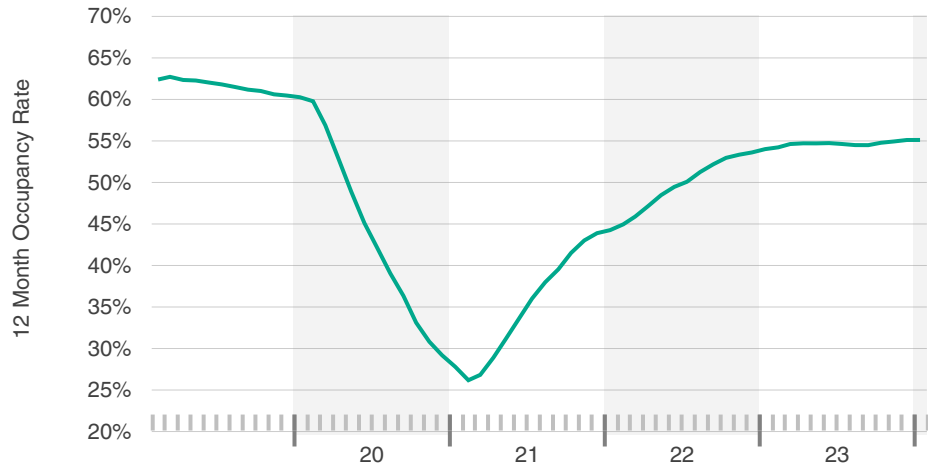


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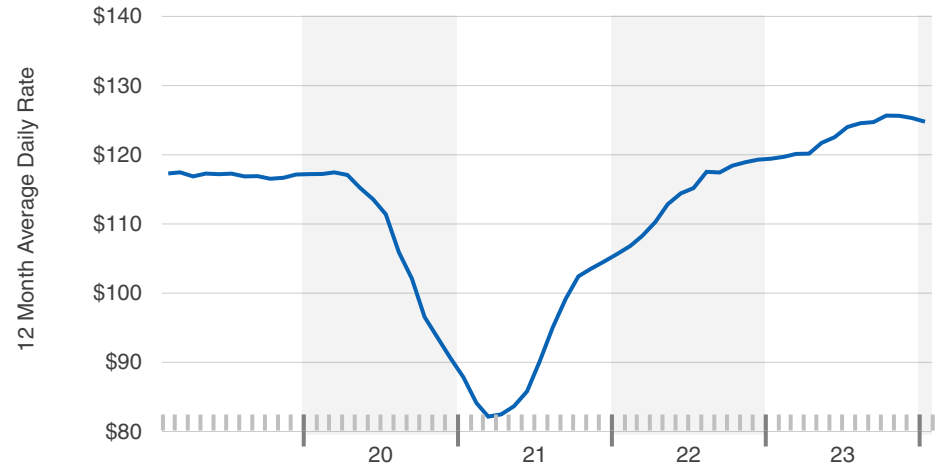


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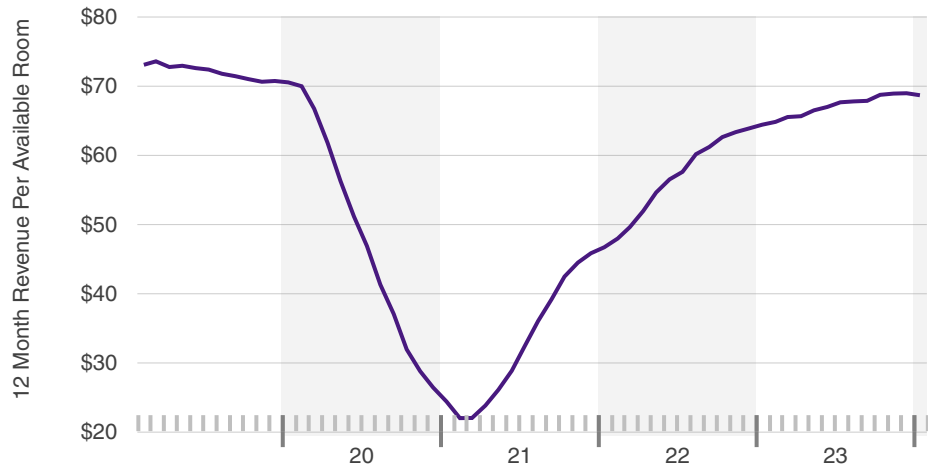
Occupancy



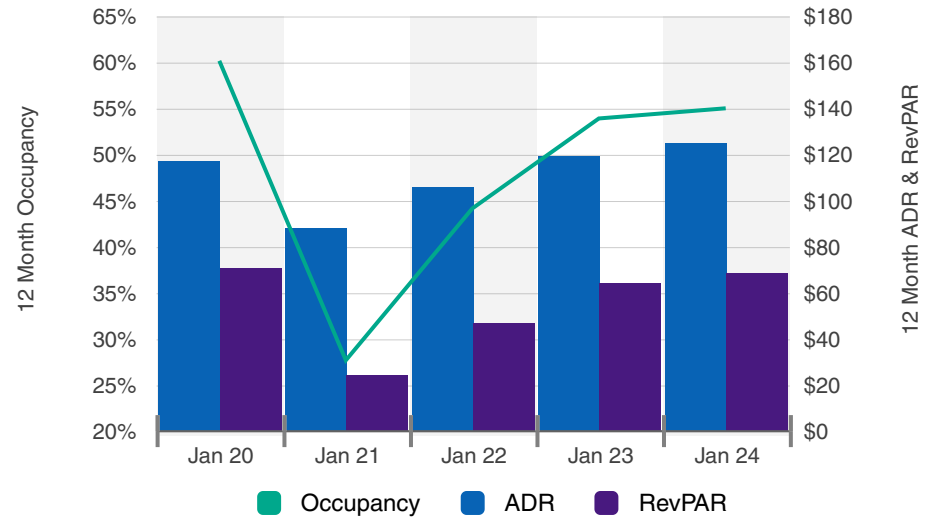
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RevPAR

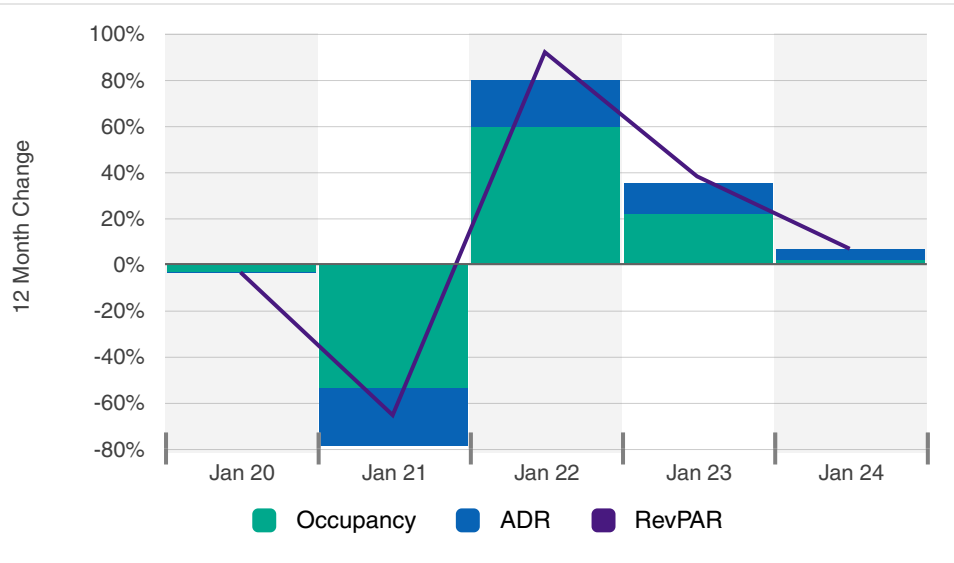


Occupancy, ADR & RevPAR

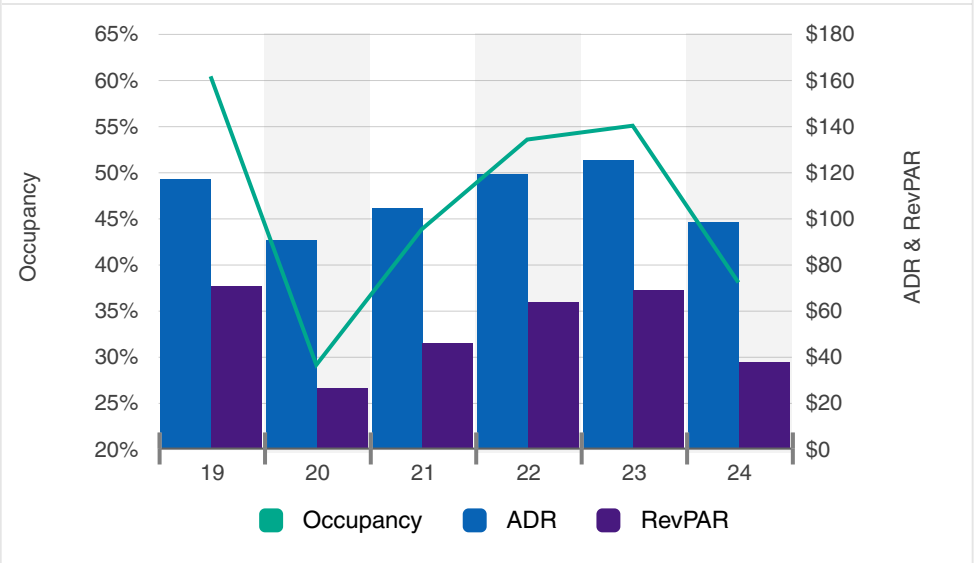


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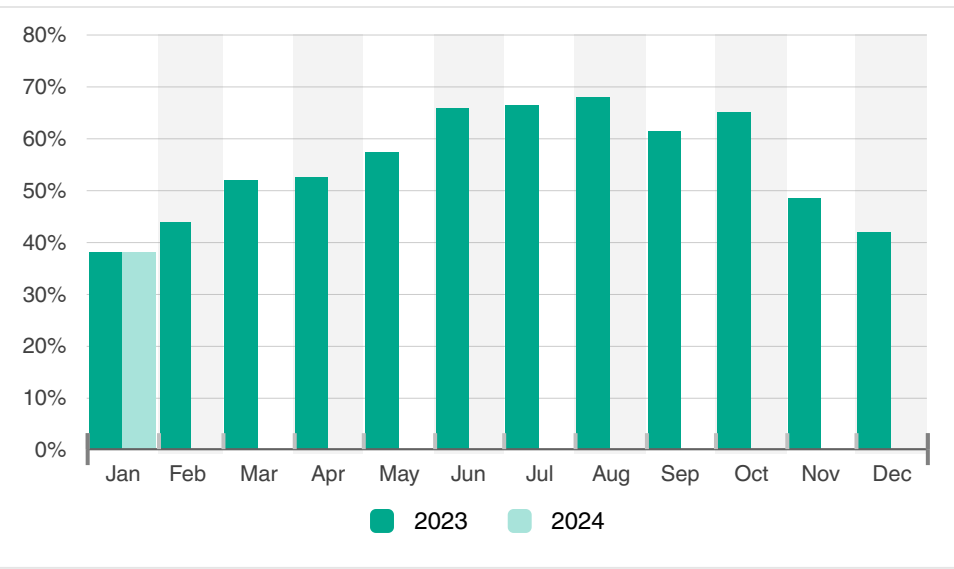
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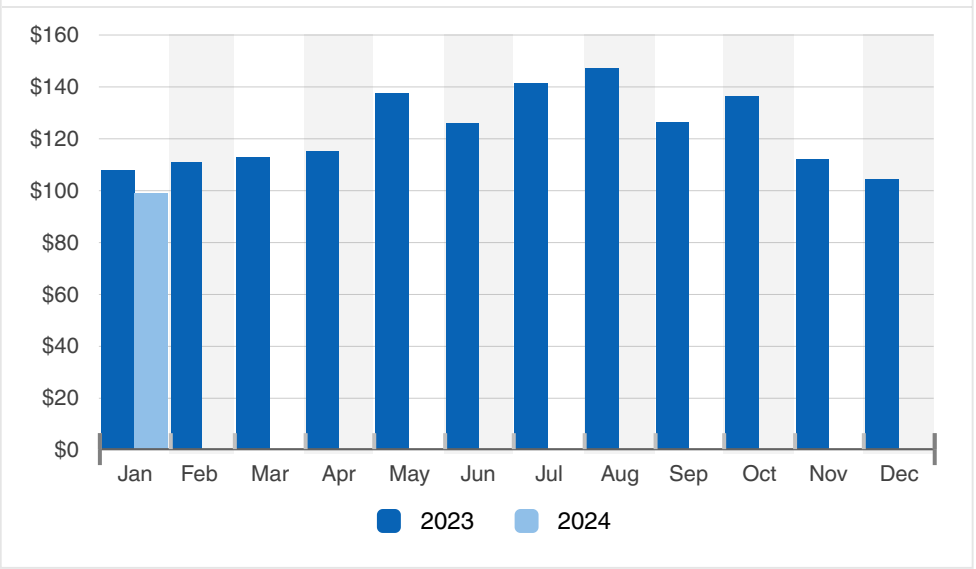
Occupancy, ADR & RevPAR Annualized vs YTD



Occupancy Monthly

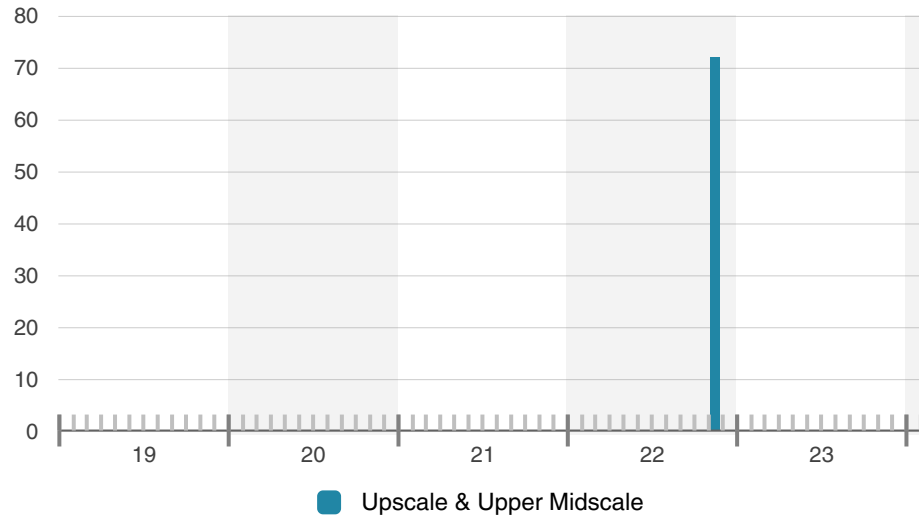


ADR Monthly



Search Analytics

Rooms Delivered By Class



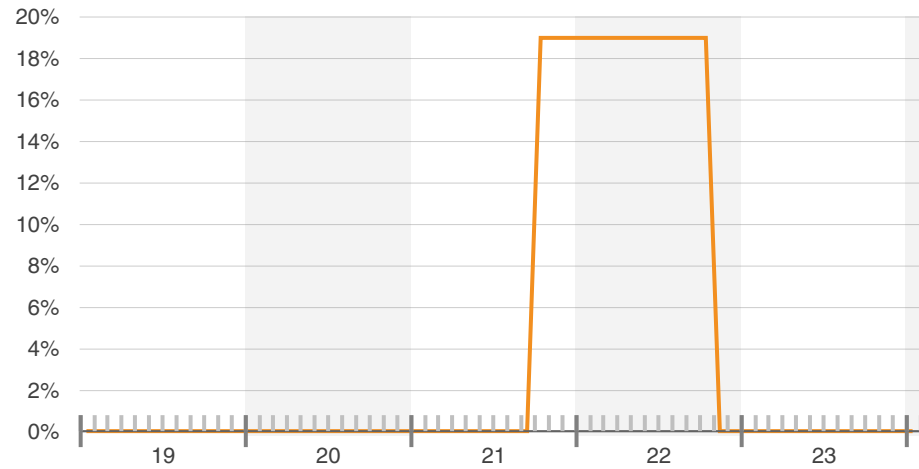
Demolished Rooms

No Data Available

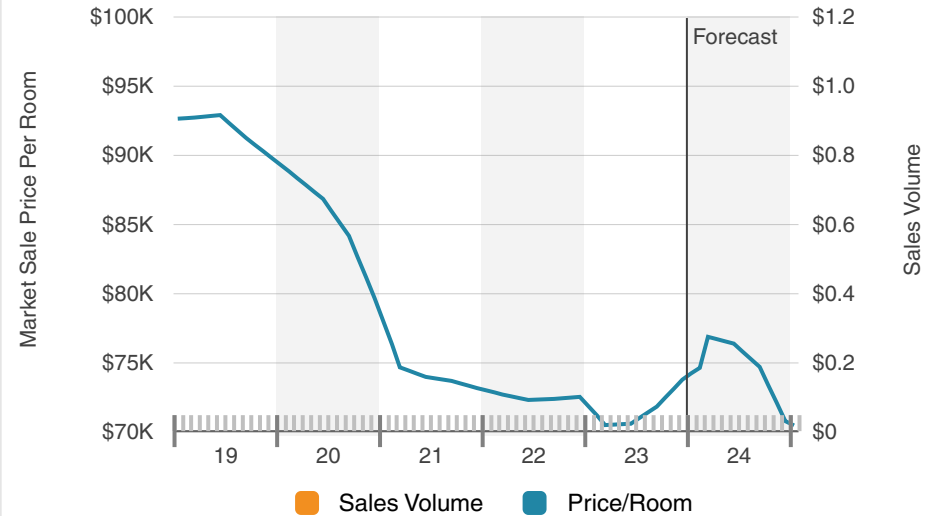


No data available for the past 5 years

Rooms Under Construction % of Inventory

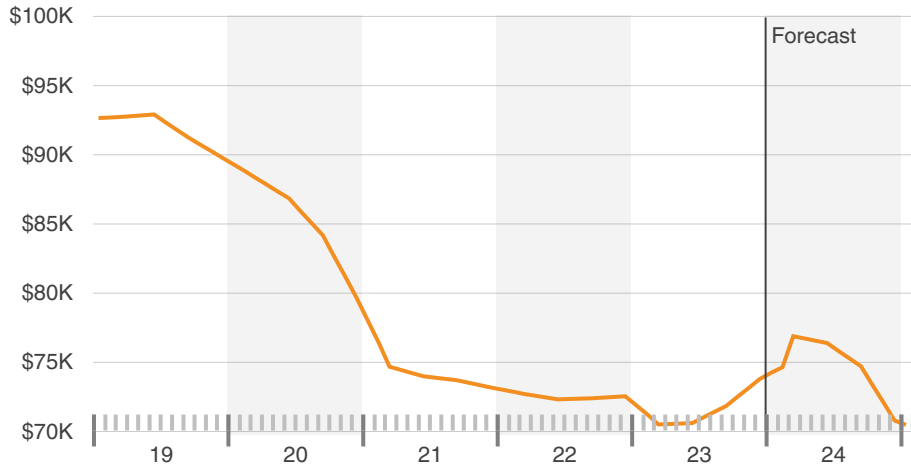


Sales Volume & Market Sale Price Per Room



Search Analytics

Market Sale Price Per Room



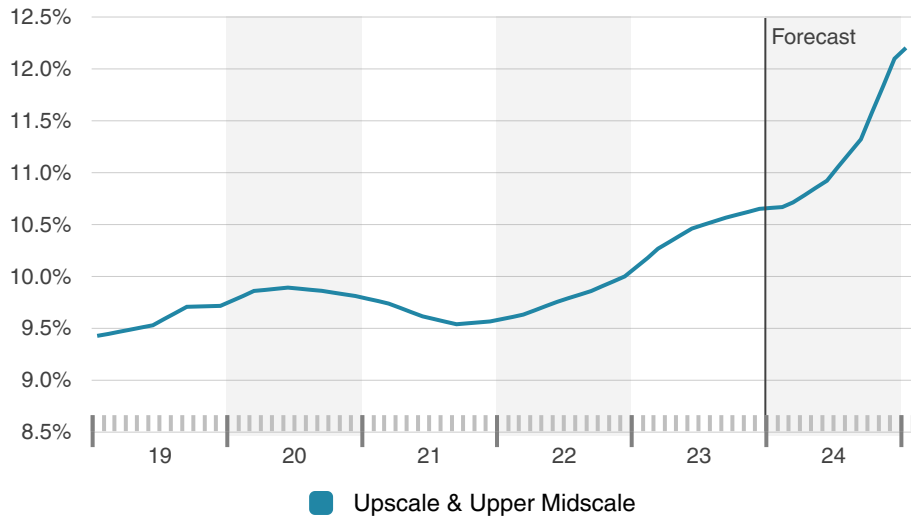
Sales Volume

No Data Available

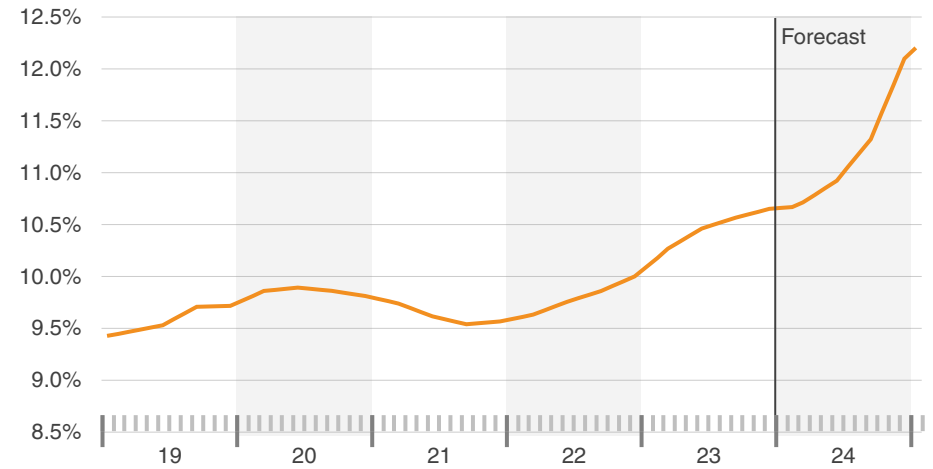


No data available for the past 5 years

Market Cap Rate By Class



Market Cap Rate



APPENDIX THREE

SECONDARY COMPETITIVE SET ANALYTICS



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL



Search Analytics

INVENTORY ROOMS

195 +0%

Prior Period 195

UNDER CONSTRUCTION ROOMS

0 -

Prior Period 0

12 MO OCC RATE

48.2% -4.2%

Prior Period 50.3%

12 MO ADR

\$97 +1.5%

Prior Period \$96

12 MO REVPAR

\$47 -2.8%

Prior Period \$48

MARKET SALE PRICE/ROOM

\$50.3K +14.0%

Prior Period \$44.1K

MARKET CAP RATE

11.7% +0.5%

Prior Period 11.2%

Key Metrics

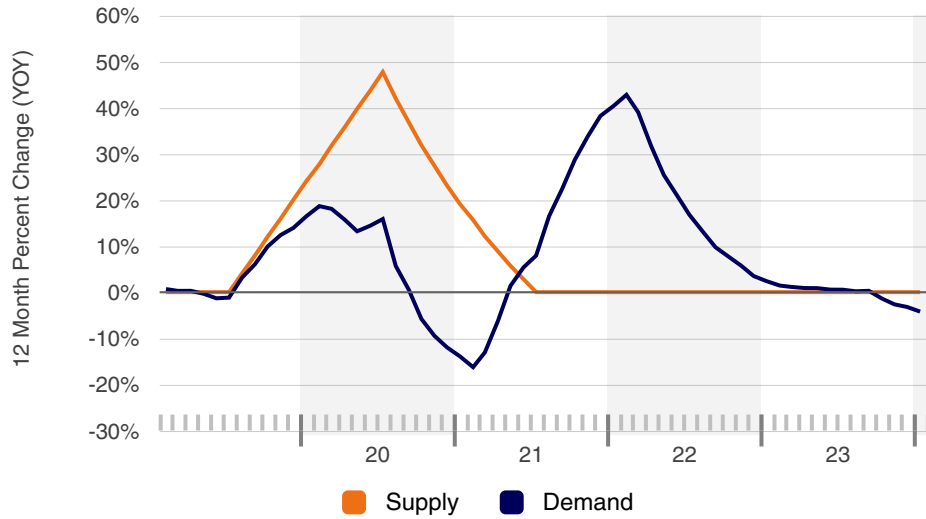
Inventory		Sales Past Year	
Existing Properties	4 ↕	Sales Volume	\$3.9M ↑
12 Mo Delivered Rooms	0 ↕	Properties Sold	1 ↑
12 Mo Delivered Properties	0 ↕	Months to Sale	-
12 Mo Recently Opened Rooms	0 ↕	Average Price Per Building	\$3.9M
12 Mo Recently Opened Properties	0 ↕	Market Price Per Room	\$50.3K ↑
Under Construction Properties	0 ↕	Market Cap Rate	11.6% ↑

Performance Trend

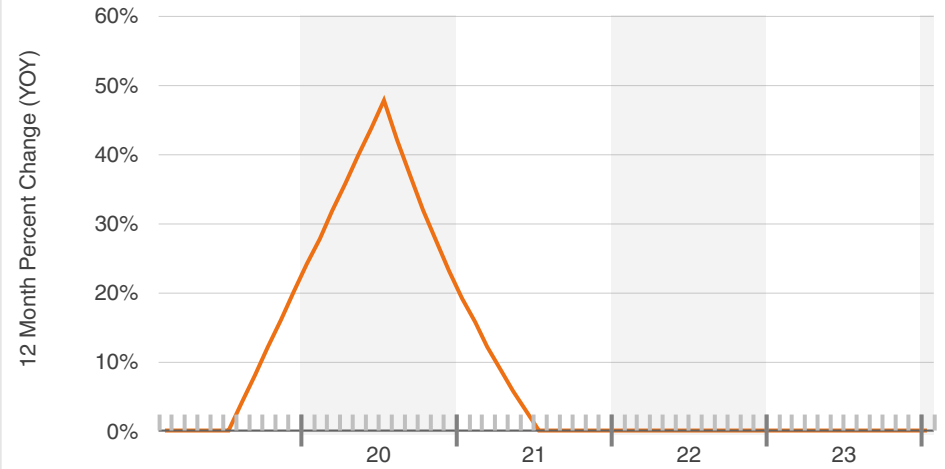
Occupancy Rate	30.1% ↓
Average Daily Rate	\$79.48 ↓
Revenue Per Available Room	\$23.90 ↓
YTD Occupancy Rate	30.1% ↓
YTD Average Daily Rate	\$79.48 ↓
YTD RevPAR	\$23.90 ↓
3 Mo Occupancy Rate	33.2% ↓
3 Mo Average Daily Rate	\$80.69 ↓
3 Mo RevPAR	\$26.76 ↓
12 Mo Occupancy Rate	48.2% ↓
12 Mo Average Daily Rate	\$97.15 ↑
12 Mo RevPAR	\$46.80 ↓

Search Analytics

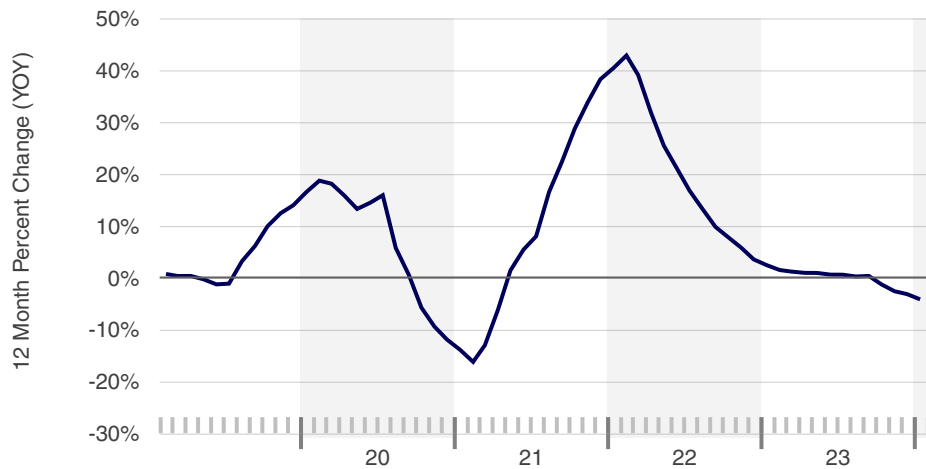
Supply & Demand Change



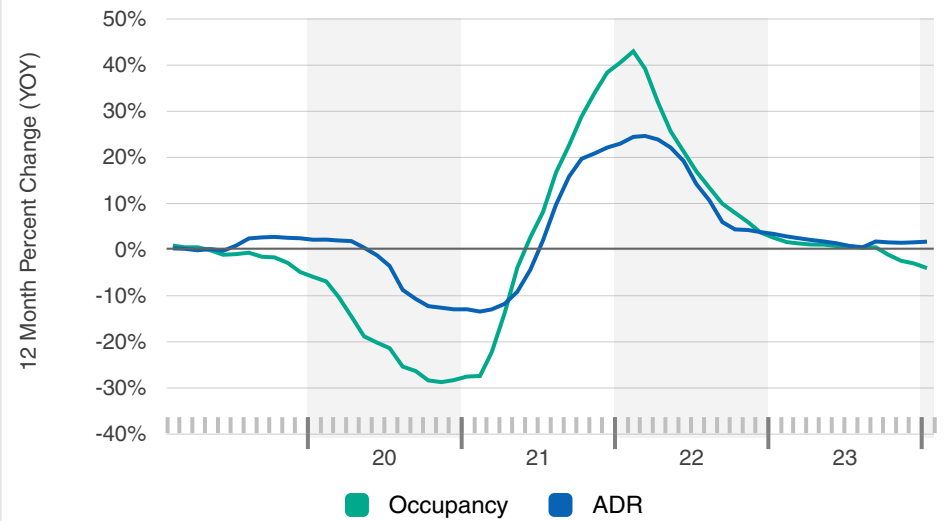
Supply Change



Demand Change

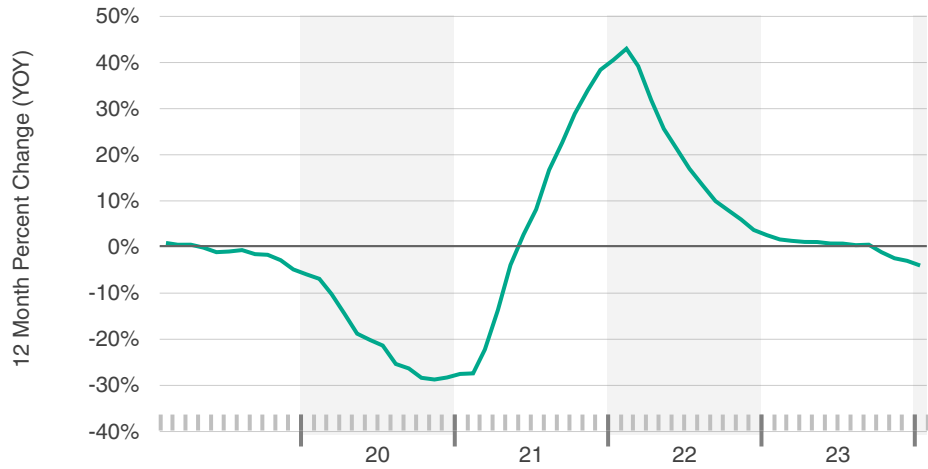


Occupancy & ADR Change

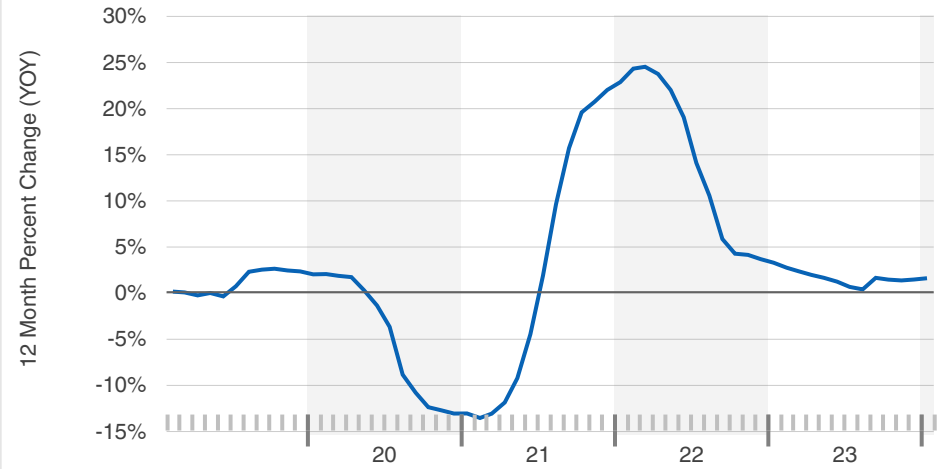


Search Analytics

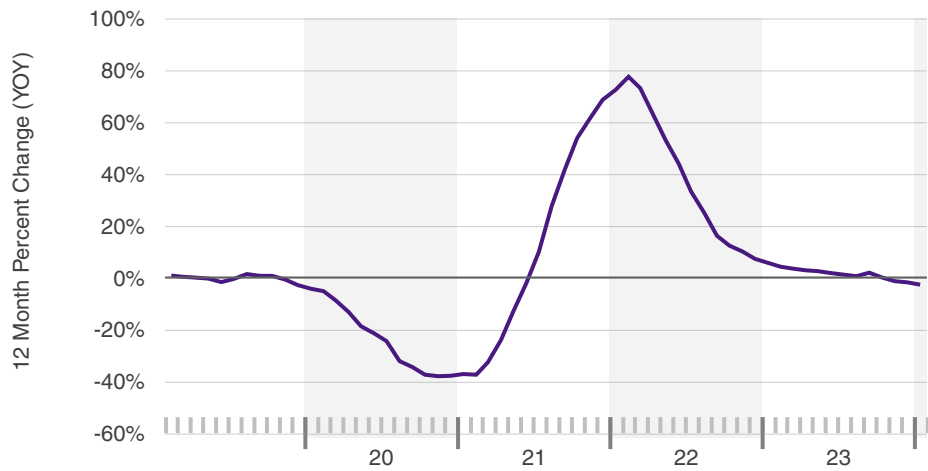
Occupancy Change



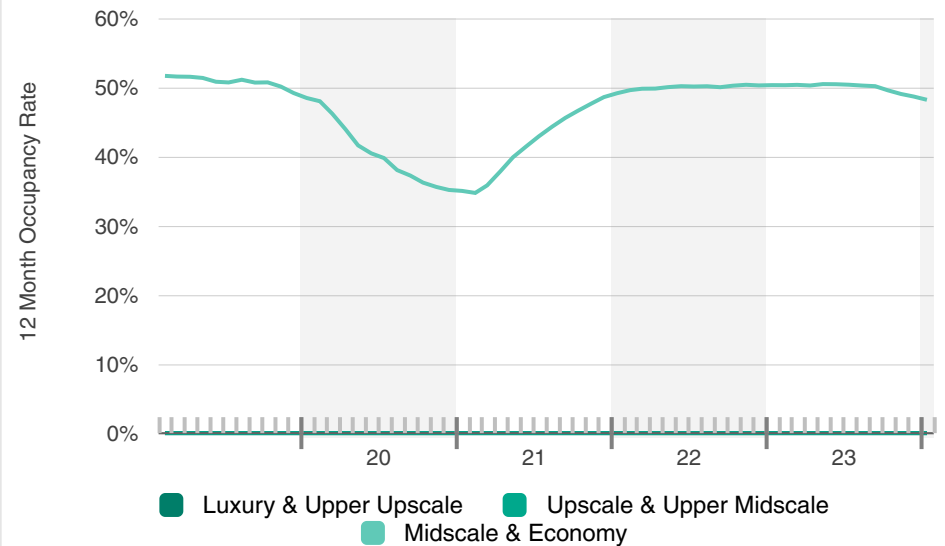
ADR Change



RevPAR Change

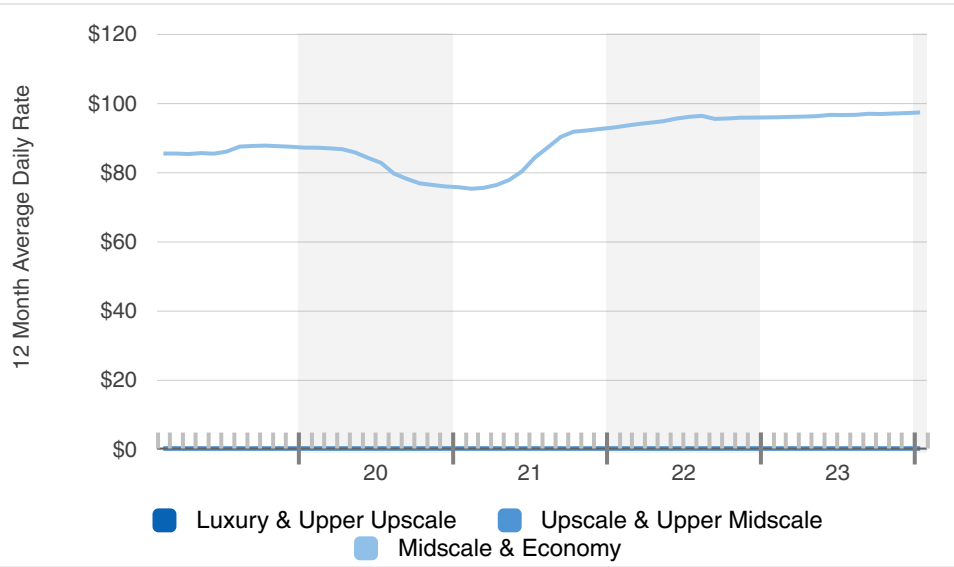


Occupancy By Class

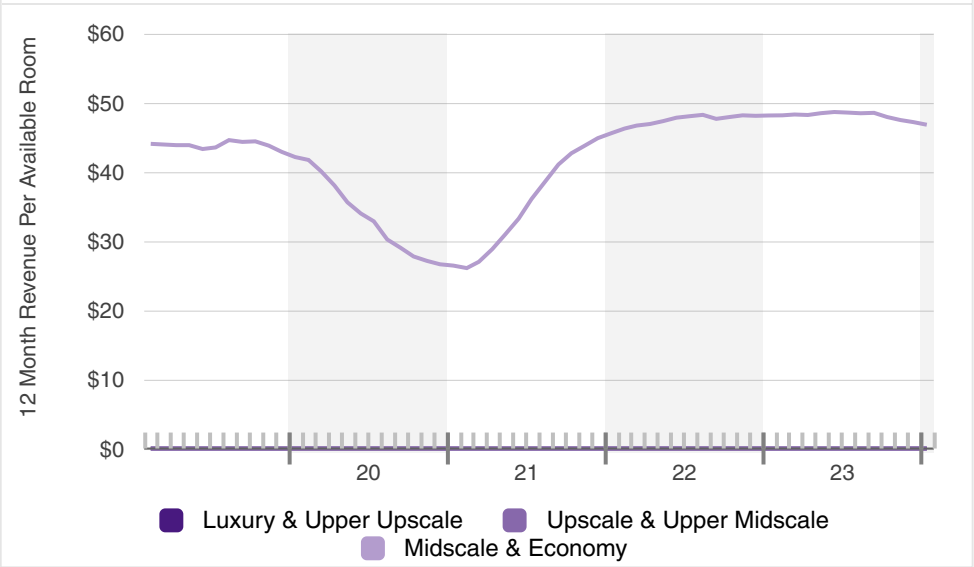


Search Analytics

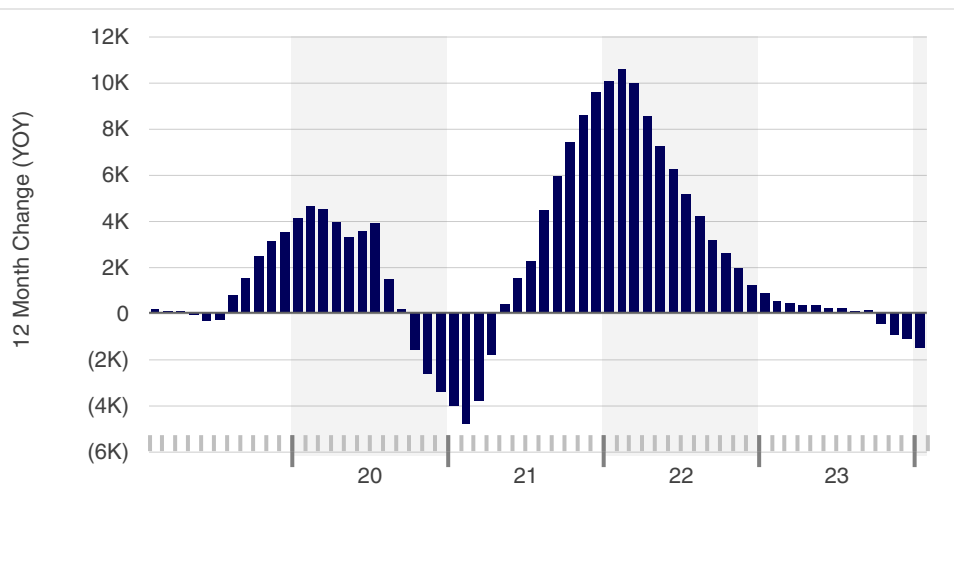
ADR By Class



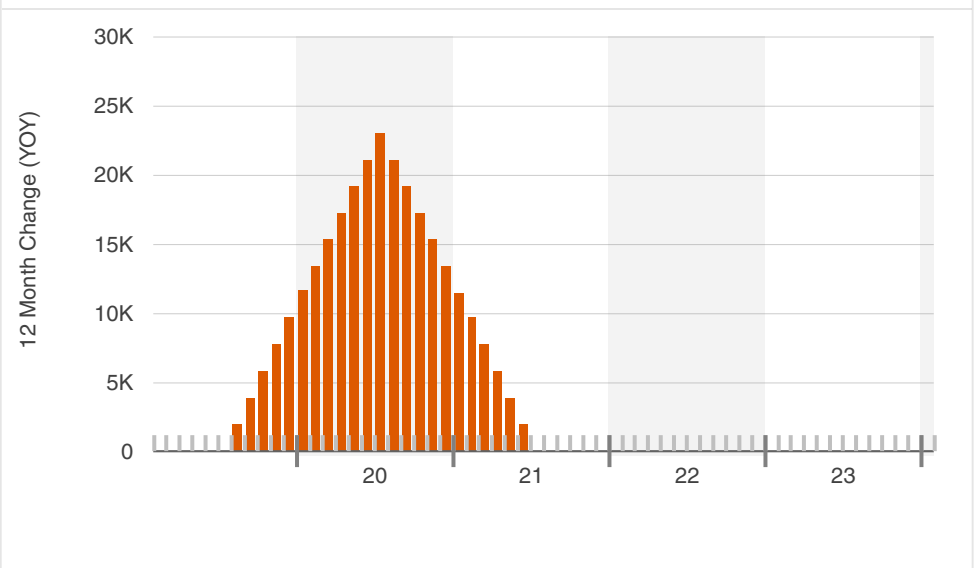
RevPAR By Class



Demand Change

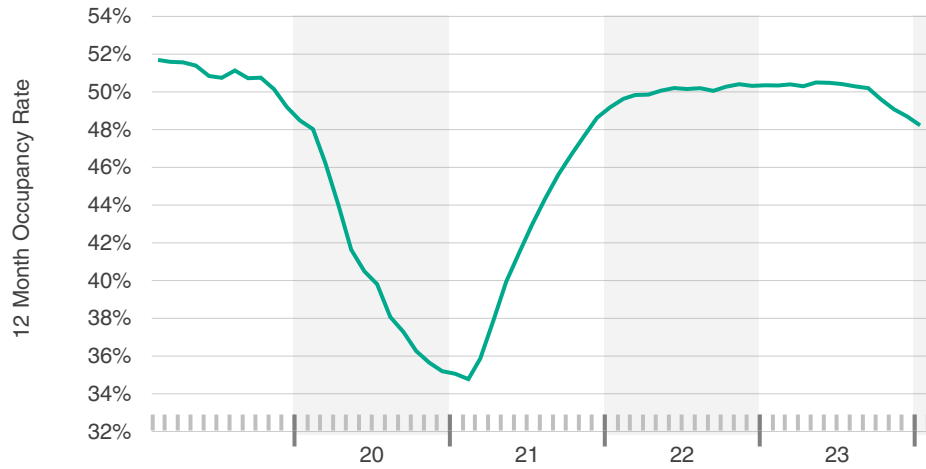


Supply Change

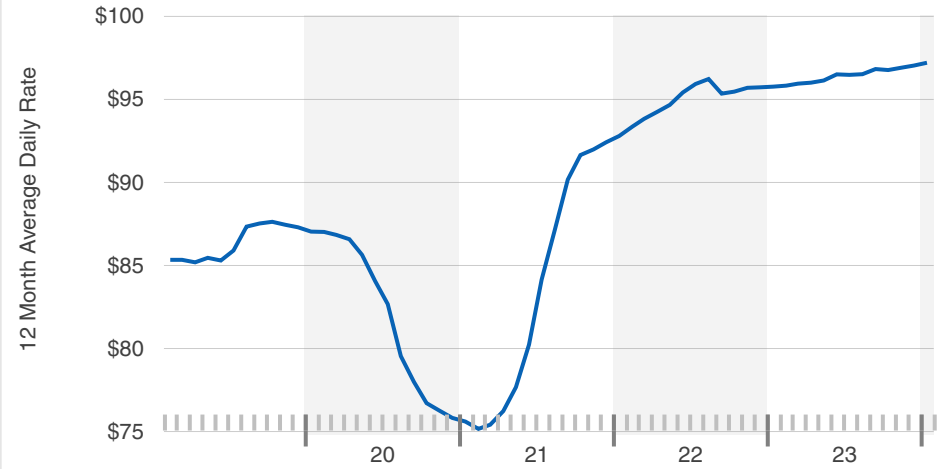


Search Analytics

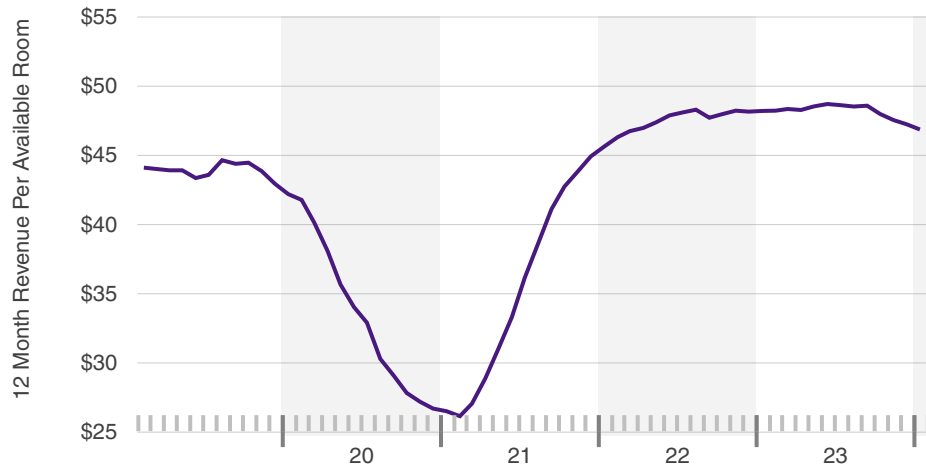
Occupancy



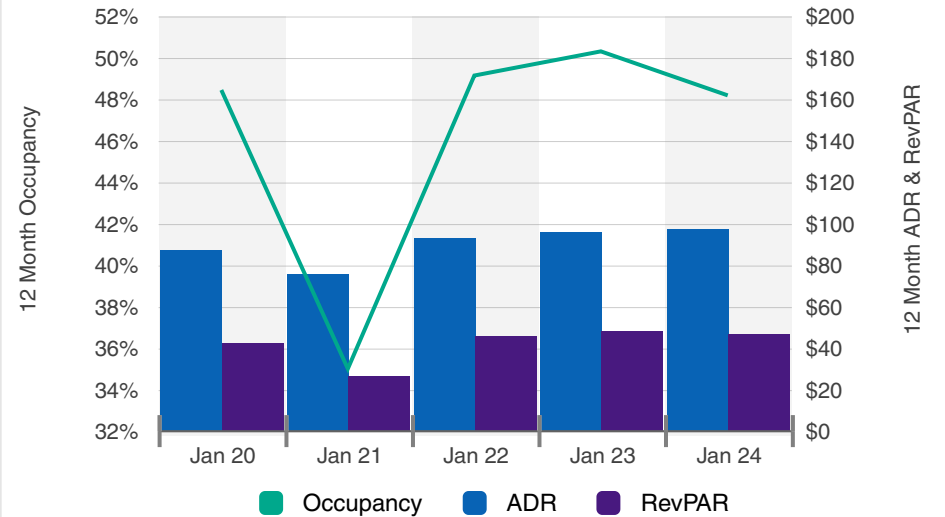
ADR



RevPAR

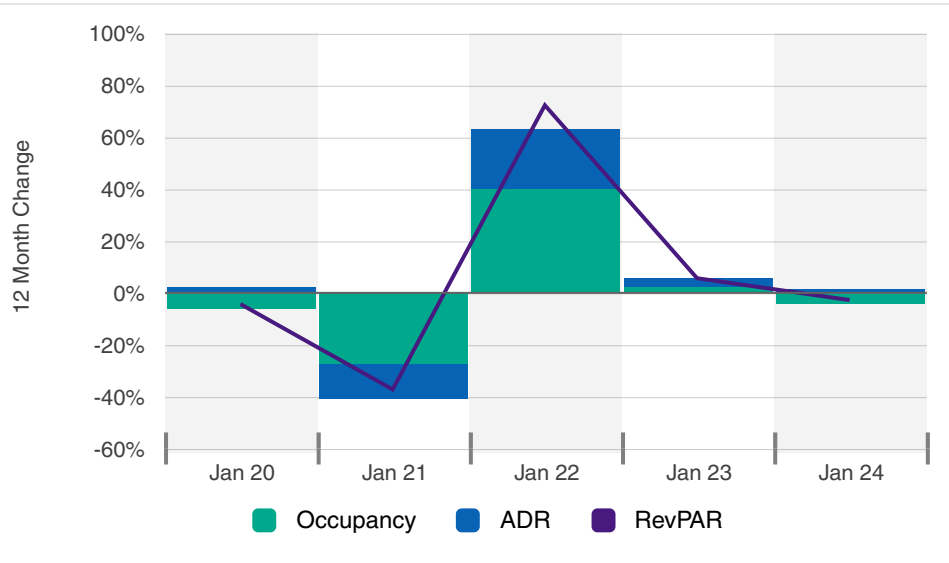


Occupancy, ADR & RevPAR

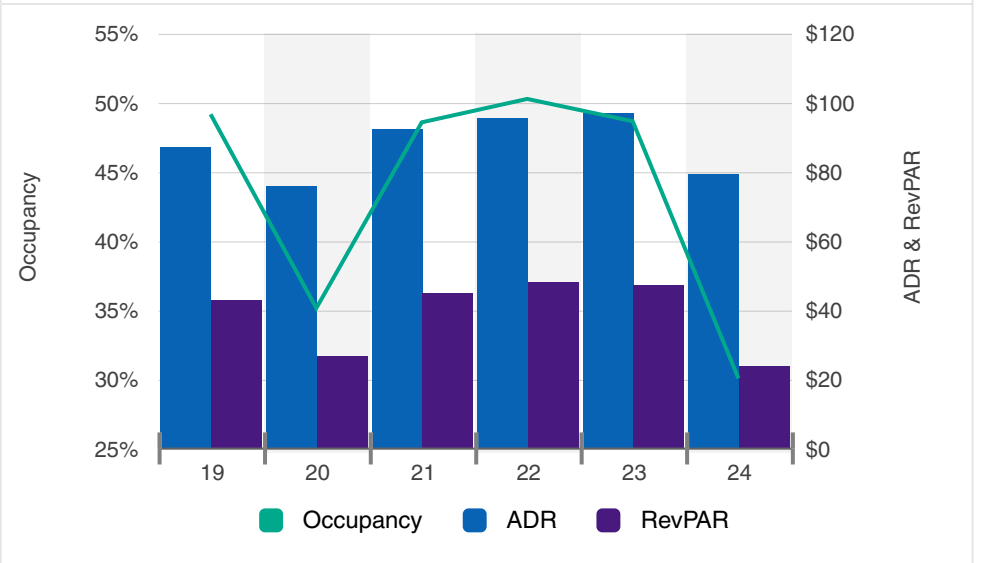


Search Analytics

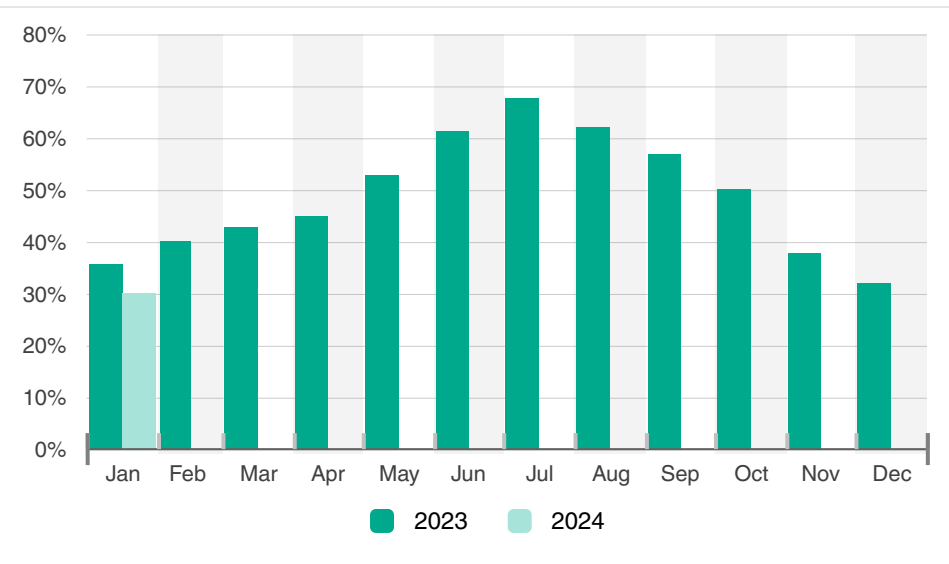
RevPAR Growth Composition



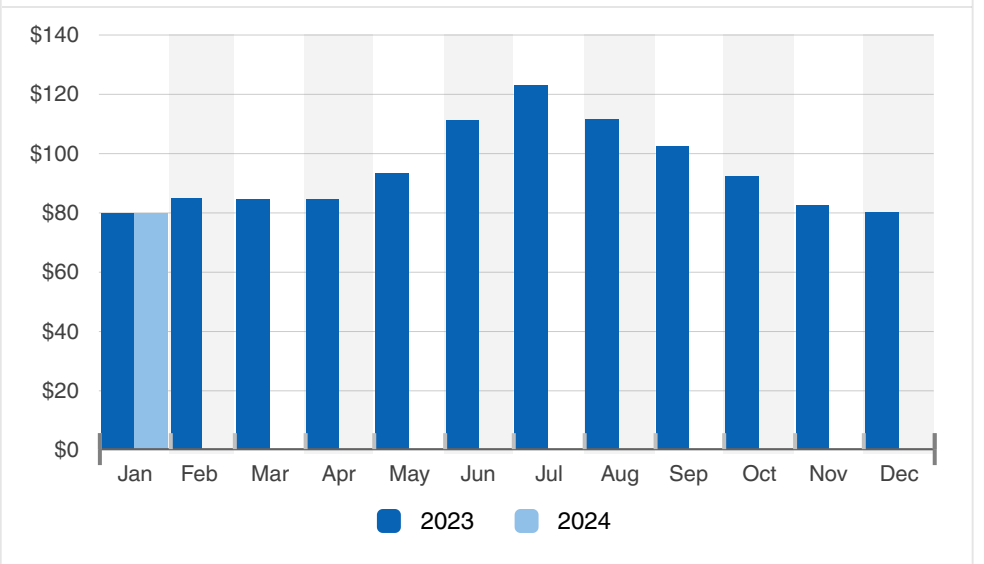
Occupancy, ADR & RevPAR Annualized vs YTD



Occupancy Monthly

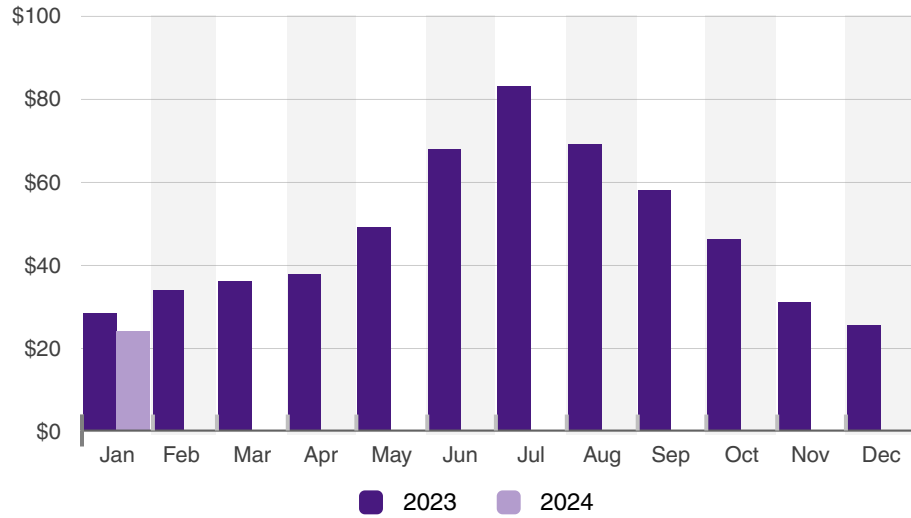


ADR Monthly



Search Analytics

RevPAR Monthly



Rooms Delivered

No Data Available



No data available for the past 5 years

Rooms Under Construction

No Data Available



No data available for the past 5 years

Delivered, Demolished & Net Delivered Rooms

No Data Available



No data available for the past 5 years

Search Analytics

Rooms Delivered By Class

No Data Available



No data available for the past 5 years

Demolished Rooms

No Data Available



No data available for the past 5 years

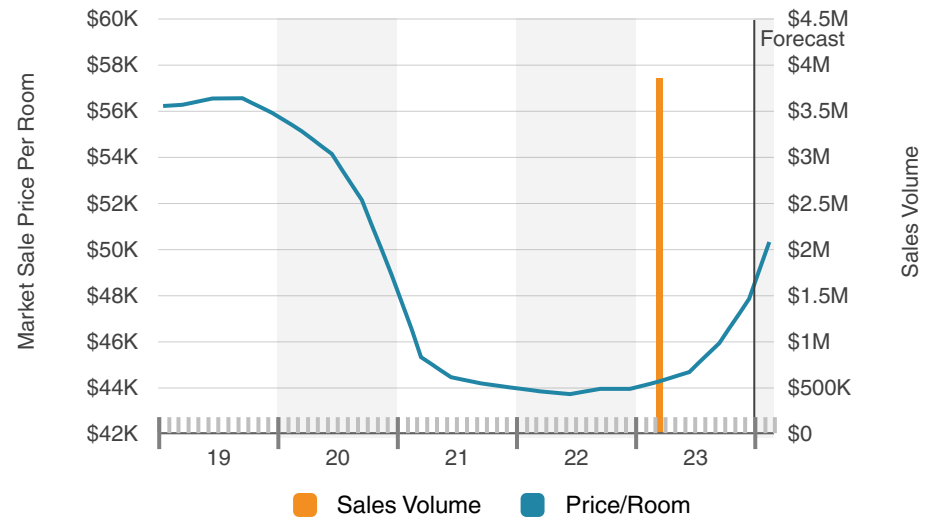
Rooms Under Construction % of Inventory

No Data Available



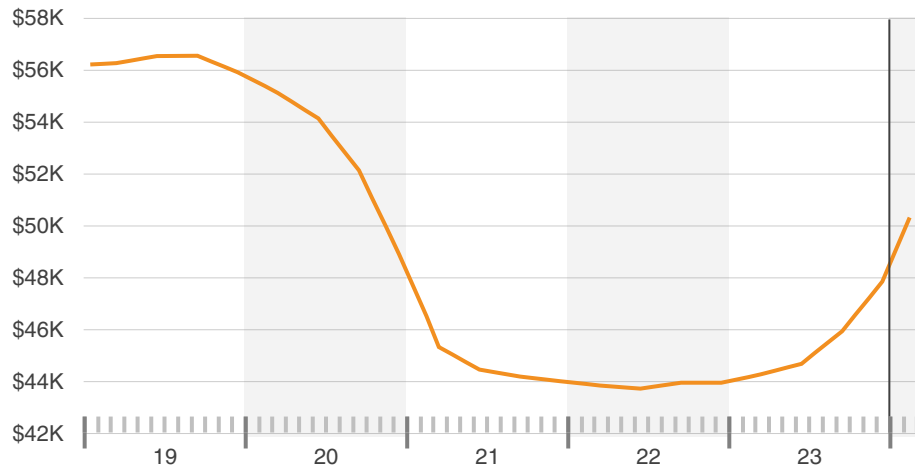
No data available for the past 5 years

Sales Volume & Market Sale Price Per Room

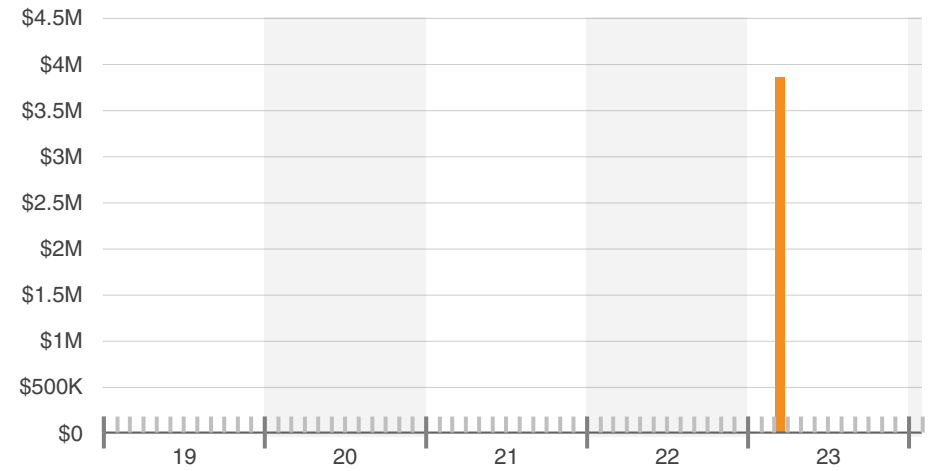


Search Analytics

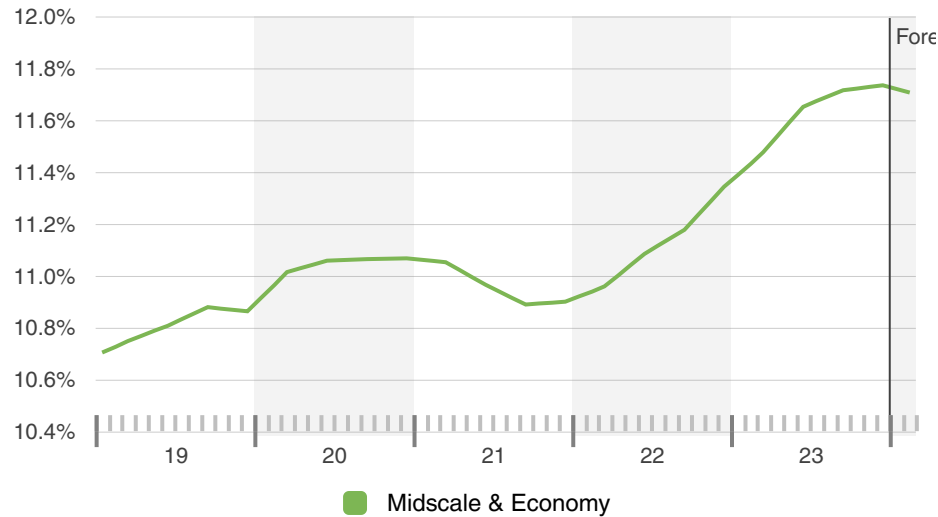
Market Sale Price Per Room



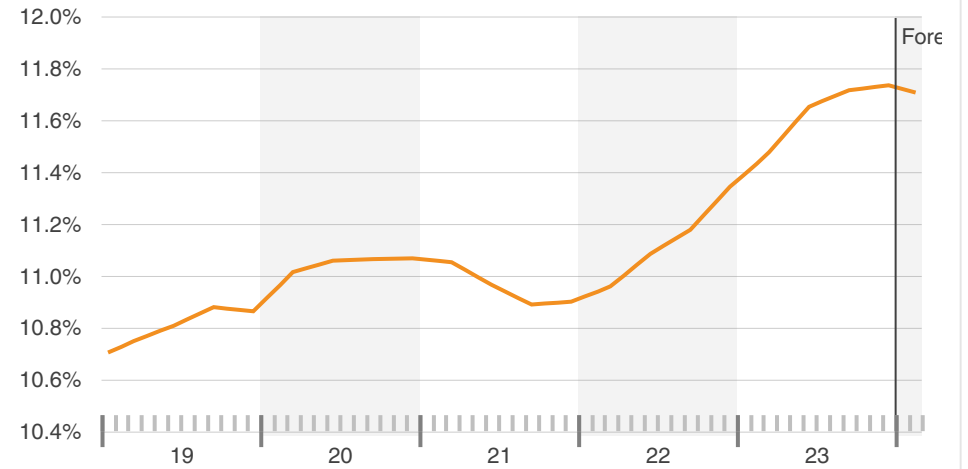
Sales Volume



Market Cap Rate By Class



Market Cap Rate



Search Analytics

Top Brand Delivered

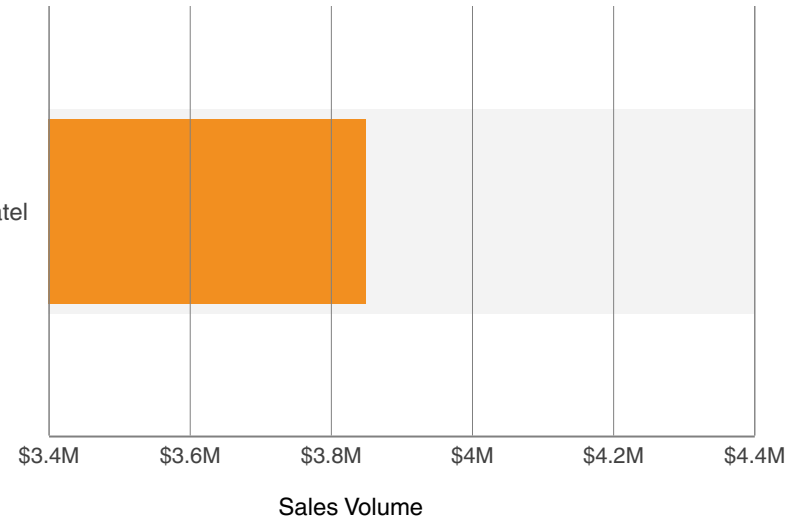
No Data Available



No data available for the current selection

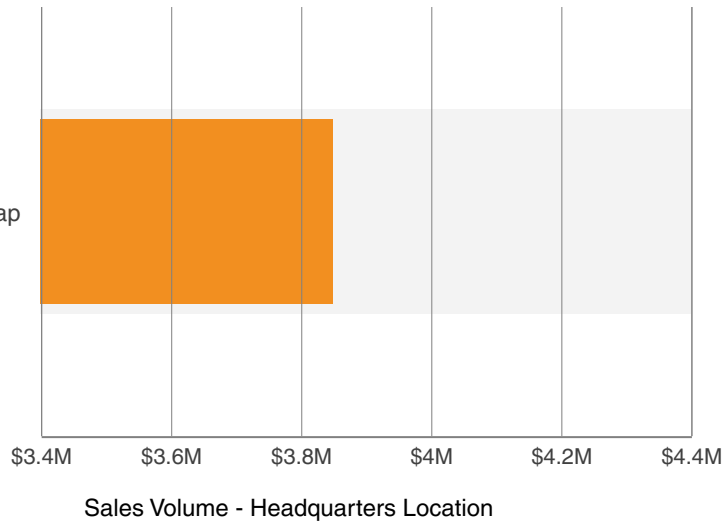
Top Sellers

Mahesh Patel



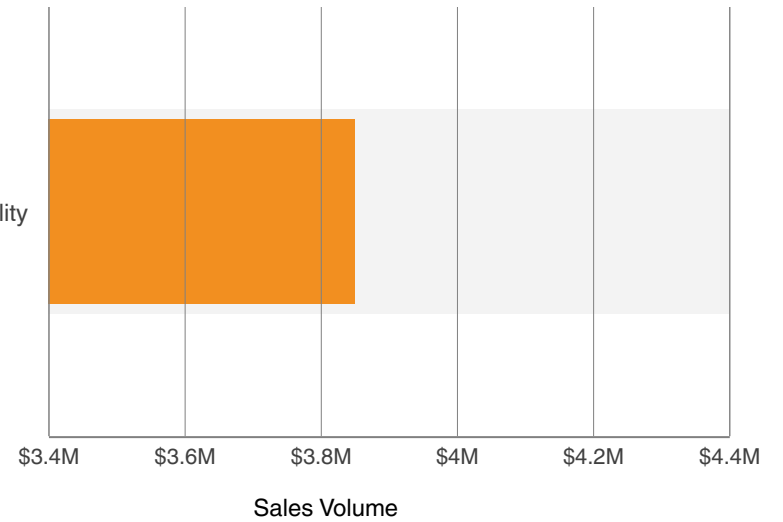
Top Seller Brokers

Marcus & Millichap



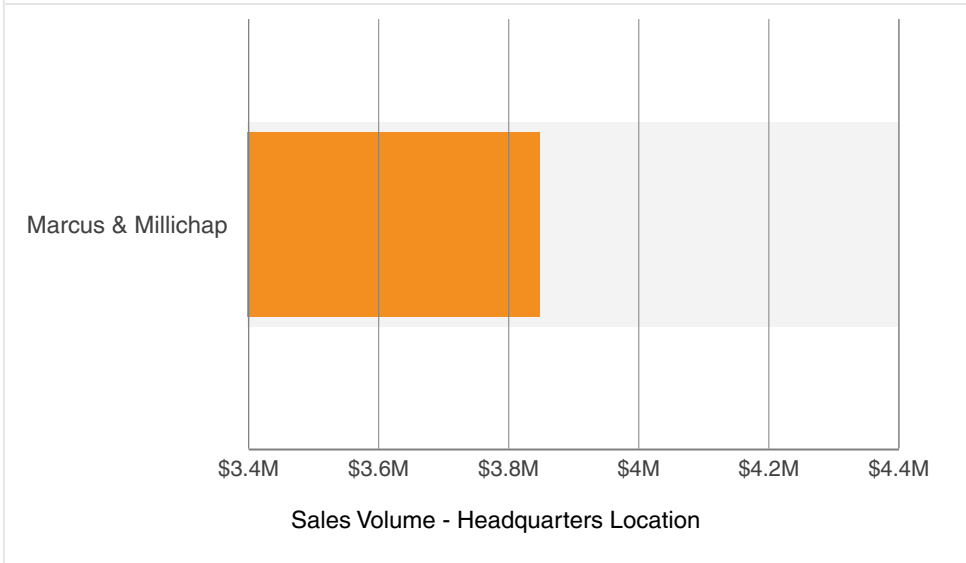
Top Buyers

Otter Hospitality



Search Analytics

Top Buyer Brokers



APPENDIX FOUR

REGIONAL LODGING INDUSTRY SUBMARKET REPORT



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL



Overview

Wisconsin South Area Hospitality

12 Mo Occupancy

12 Mo ADR

12 Mo RevPAR

12 Mo Supply

12 Mo Demand

51.0%

\$134.46

\$68.60

7M

3.6M

Wisconsin South Area is a large hotel submarket, and has about 20,000 rooms spread across some 280 properties. That amounts to roughly 60% of the Wisconsin South (USA) market's total room inventory. Like the market, Wisconsin South Area is characterized by hotels that are smaller than the national norm. The average hotel has 70 rooms, not far from the market average, and somewhat below the national norm of about 90 rooms per building.

With trailing 12-month occupancies at 51.0%, Wisconsin South Area is within striking distance to the market average of 52.2% for the same period.

Twelve-month RevPAR in the Wisconsin South

Area hotel submarket was essentially flat year-over-year as of January, mirroring the market-wide trend.

There are 179 rooms spread between two projects underway in the Wisconsin South Area submarket, representing a 0.9% expansion of the existing inventory. This marks a continuation of new development in the submarket: About 500 rooms delivered within the past three years, sufficient to drive a material expansion of the existing inventory, in percentage terms.

Wisconsin South Area is among the more actively traded US hotel submarkets. But deal volume over the past year—8 trades—fell far short of what is typical in the area, consistent with a slowdown playing out nationally.

KEY INDICATORS

Class	Rooms	12 Mo Occ	12 Mo ADR	12 Mo RevPAR	12 Mo Delivered	Under Construction
Luxury & Upper Upscale	2,287	63.3%	\$277.55	\$175.76	0	0
Upscale & Upper Midscale	7,997	50.7%	\$132.81	\$67.30	180	93
Midscale & Economy	9,579	48.3%	\$90.65	\$43.80	100	86
Total	19,863	51.0%	\$134.46	\$68.60	280	179

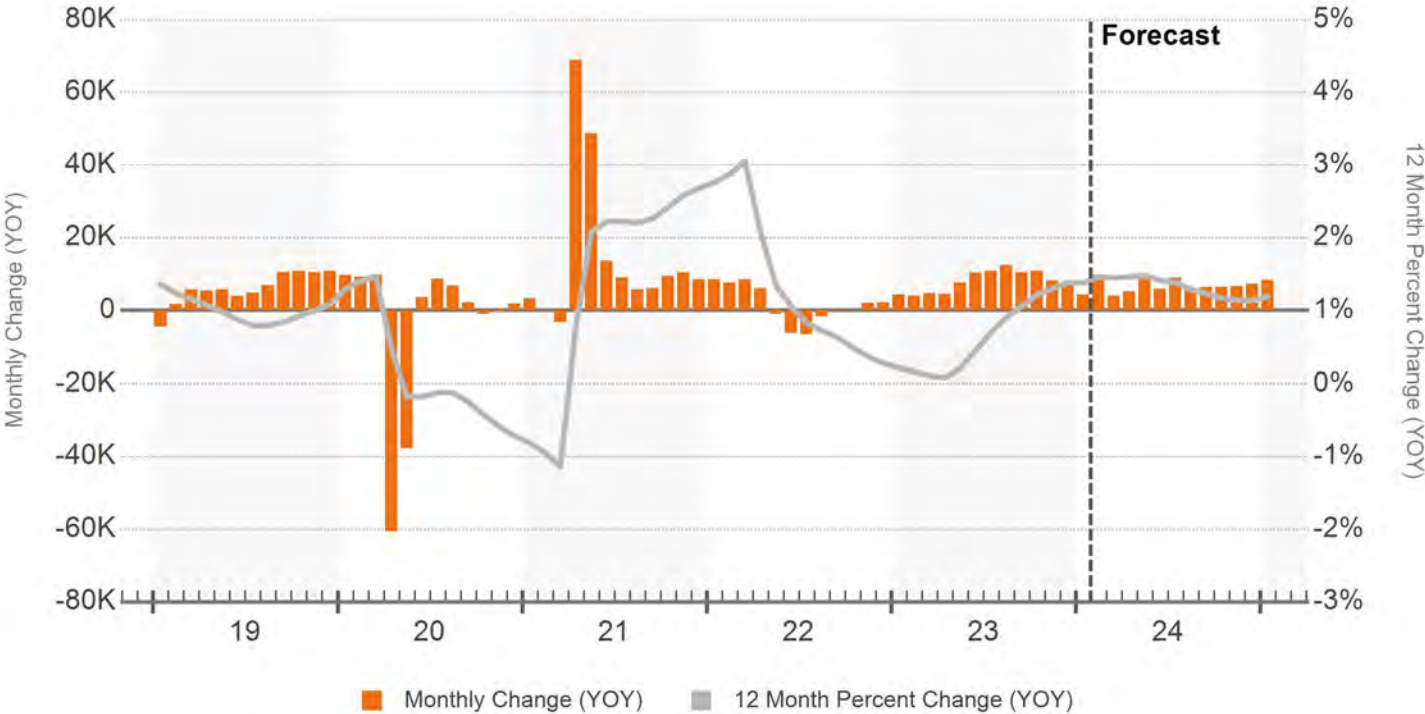
Average Trend	Current	3 Mo	YTD	12 Mo	Historical Average	Forecast Average
Occupancy	34.0%	37.0%	34.0%	51.0%	48.1%	56.2%
Occupancy Change	-12.1%	-8.9%	-12.1%	-2.4%	-1.2%	1.8%
ADR	\$116.29	\$118.90	\$116.29	\$134.46	\$121.97	\$142.13
ADR Change	-0.5%	1.7%	-0.5%	1.8%	4.4%	2.3%
RevPAR	\$39.53	\$43.95	\$39.53	\$68.60	\$58.70	\$79.90
RevPAR Change	-12.5%	-7.4%	-12.5%	-0.7%	3.1%	4.2%



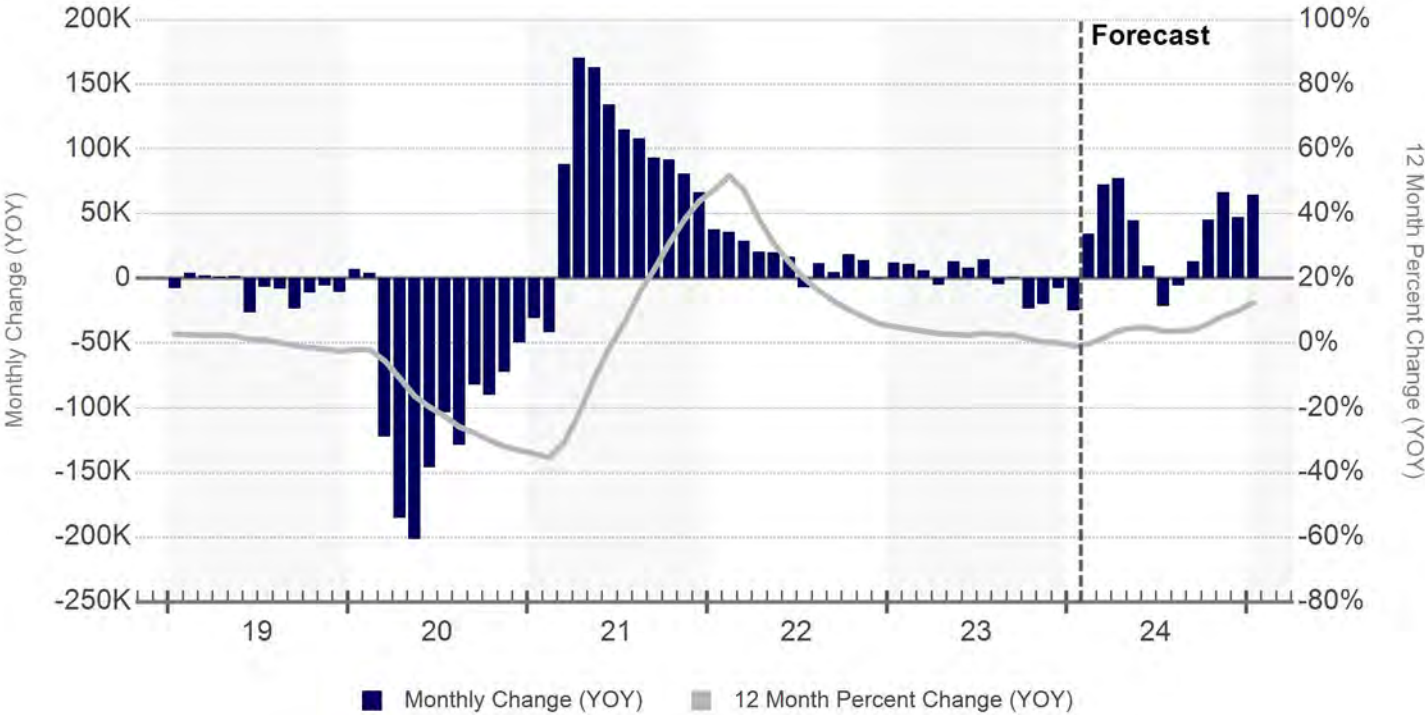
Performance

Wisconsin South Area Hospitality

SUPPLY CHANGE



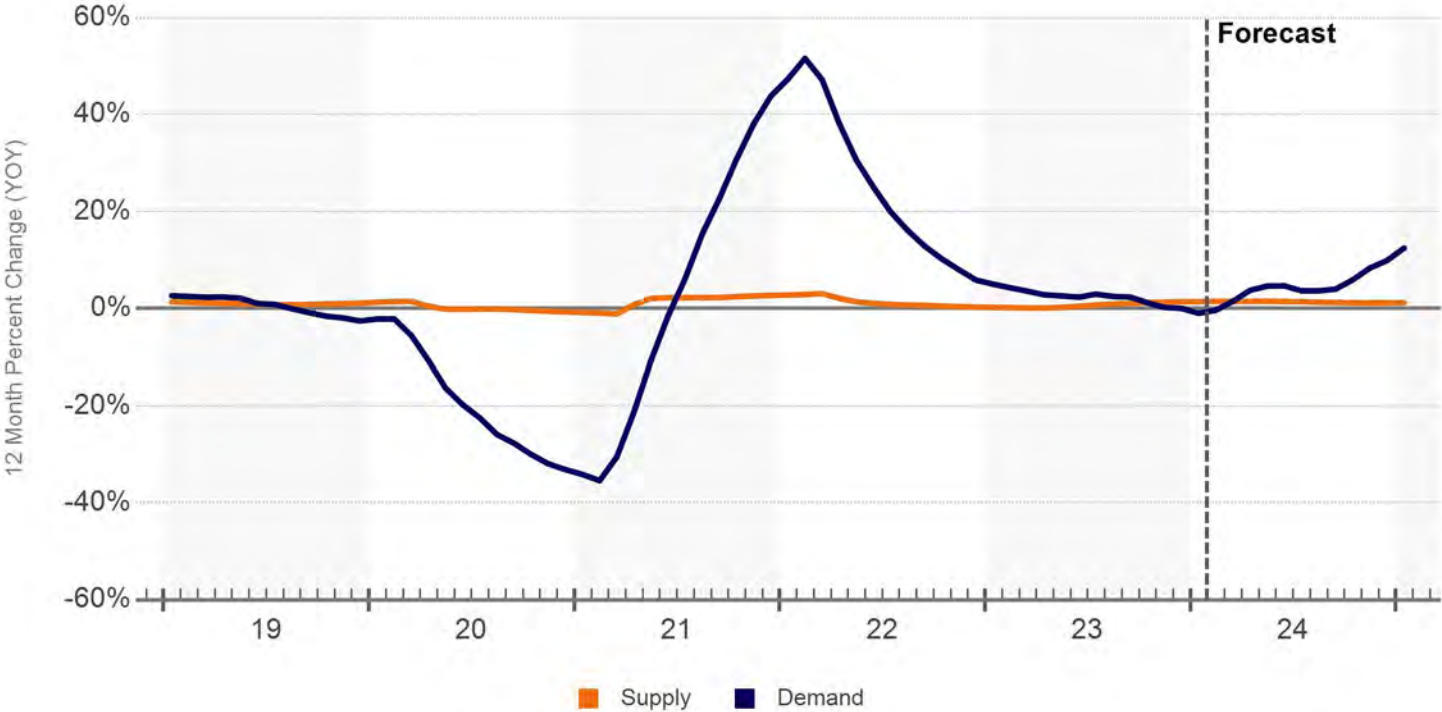
DEMAND CHANGE



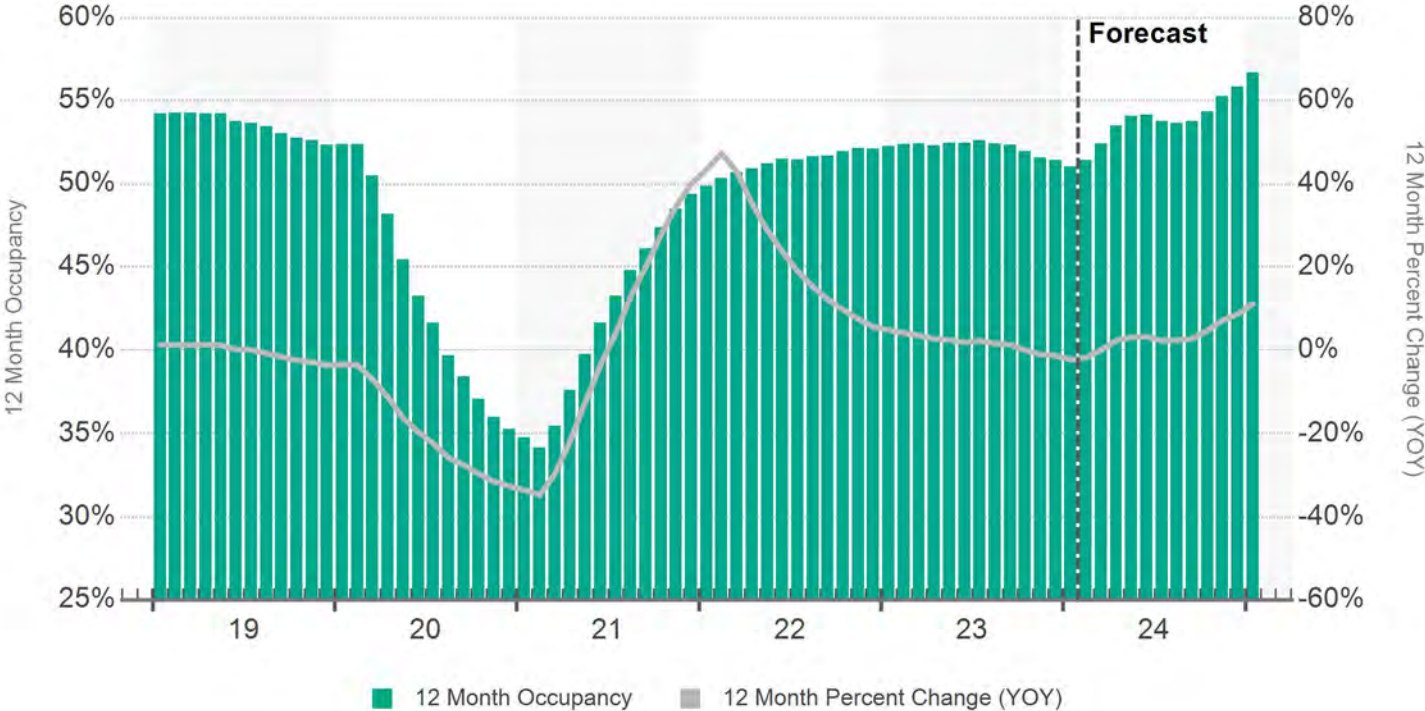
Performance

Wisconsin South Area Hospitality

SUPPLY & DEMAND CHANGE



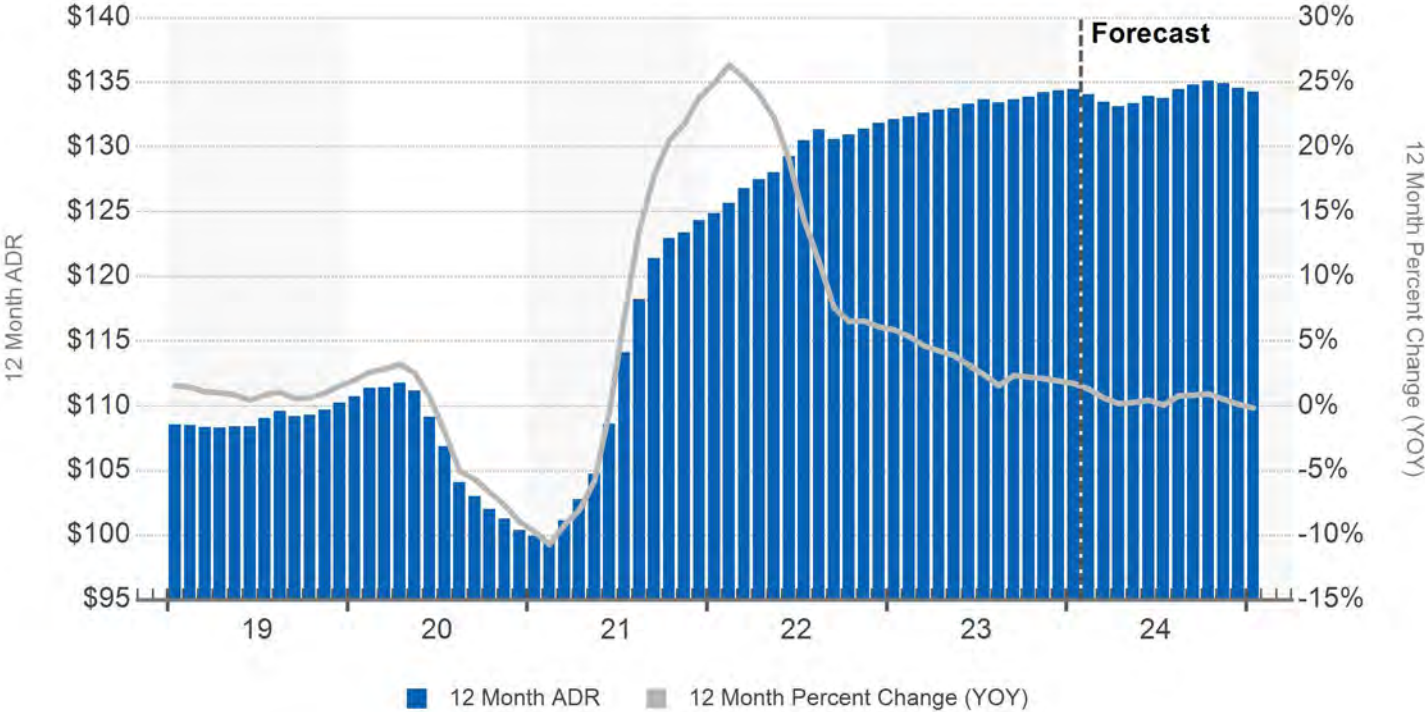
OCCUPANCY



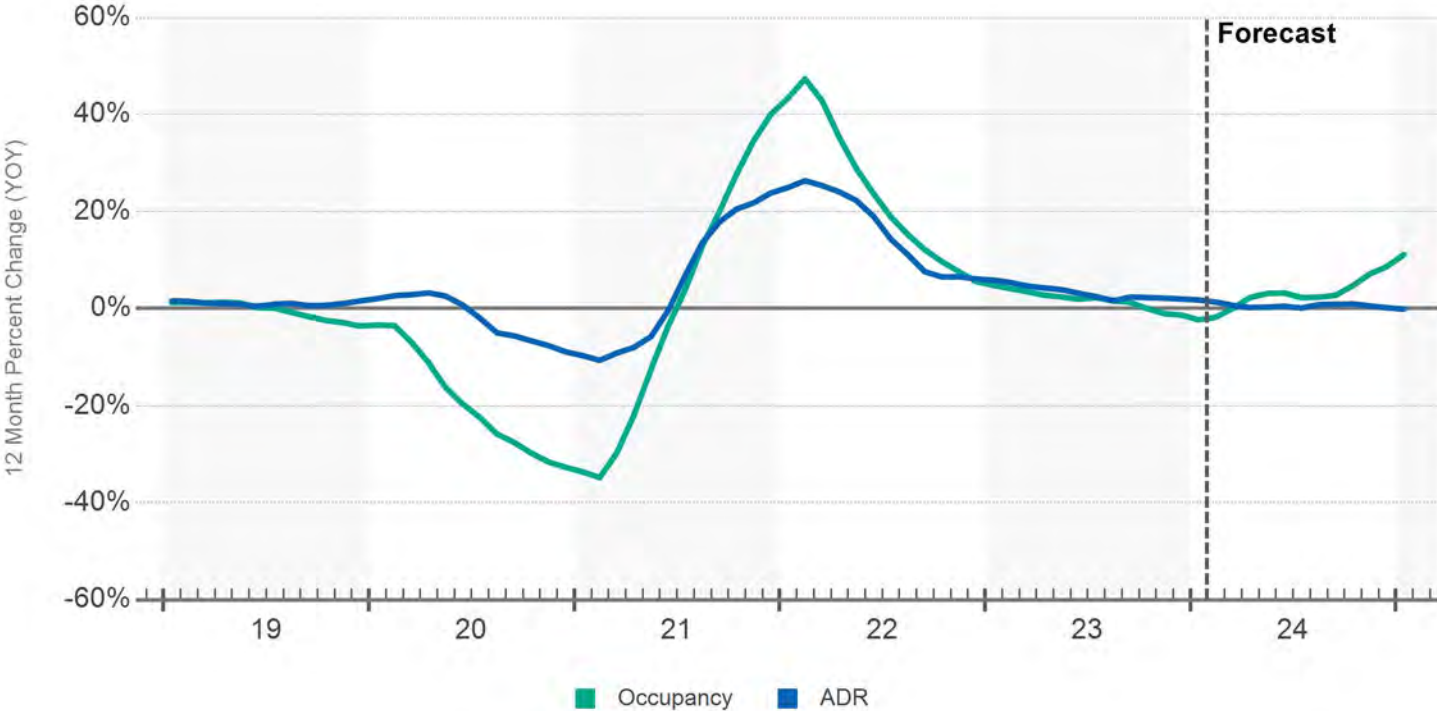
Performance

Wisconsin South Area Hospitality

ADR



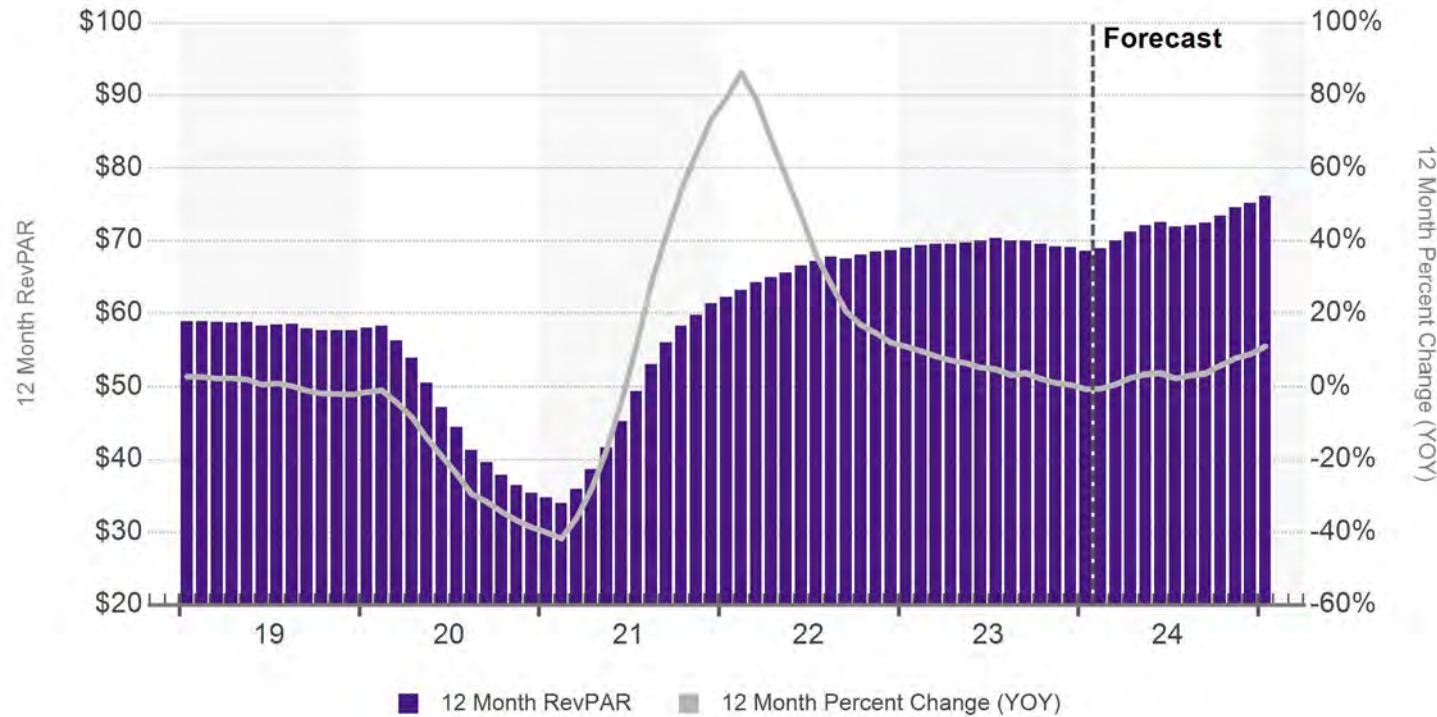
OCCUPANCY & ADR CHANGE



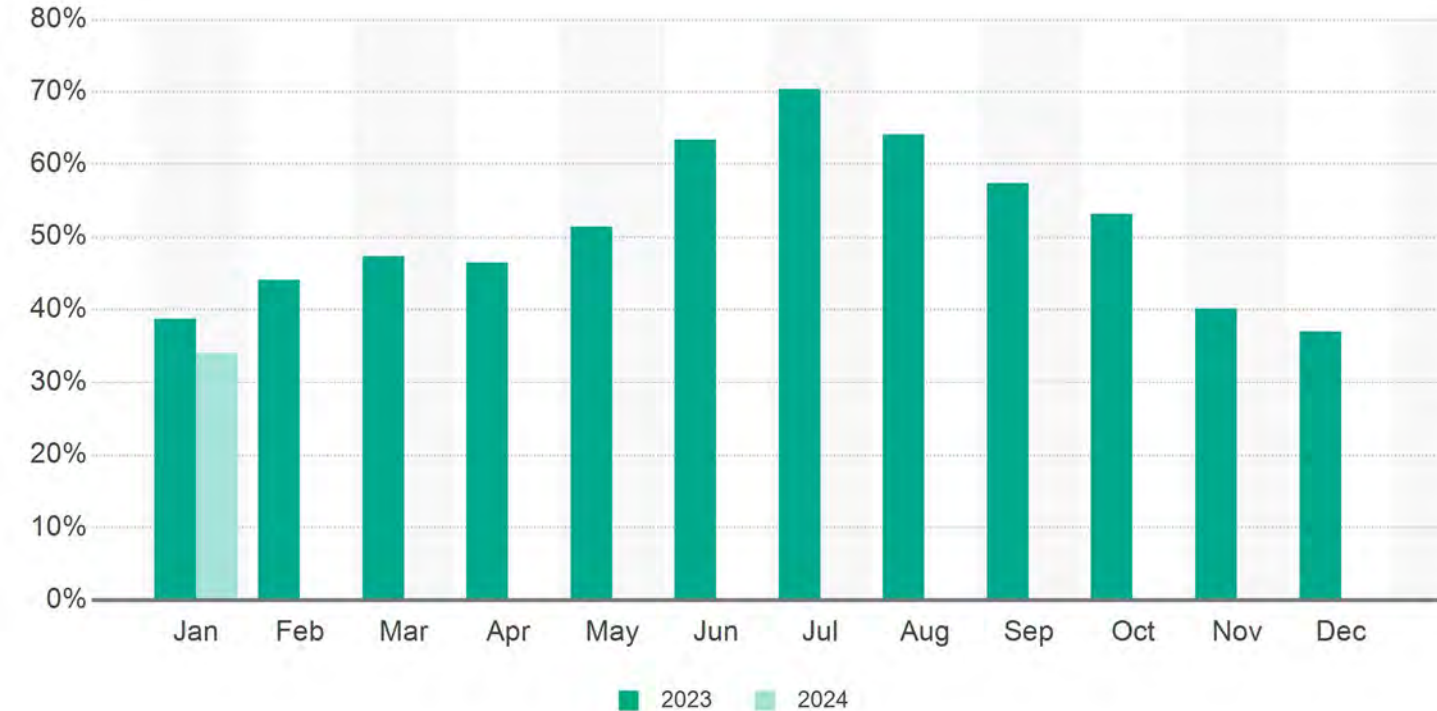
Performance

Wisconsin South Area Hospitality

REVPAR



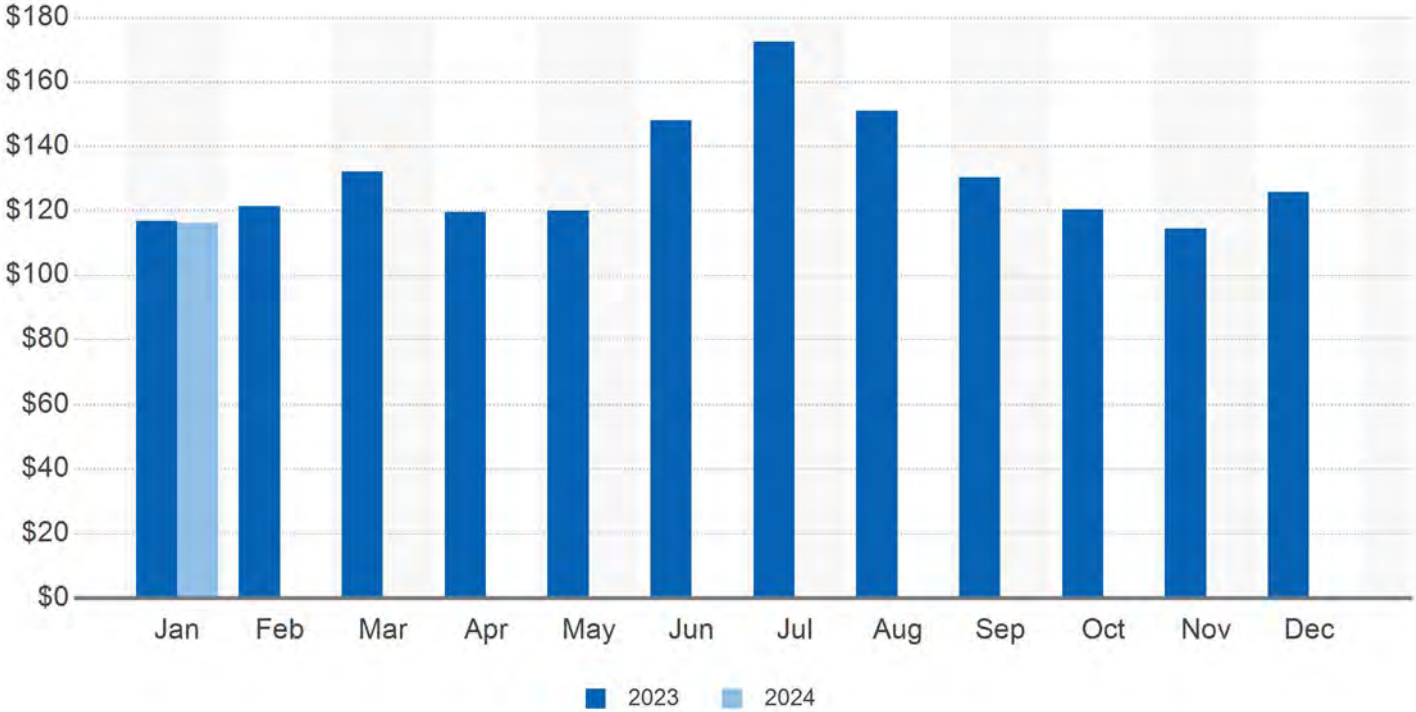
OCCUPANCY MONTHLY



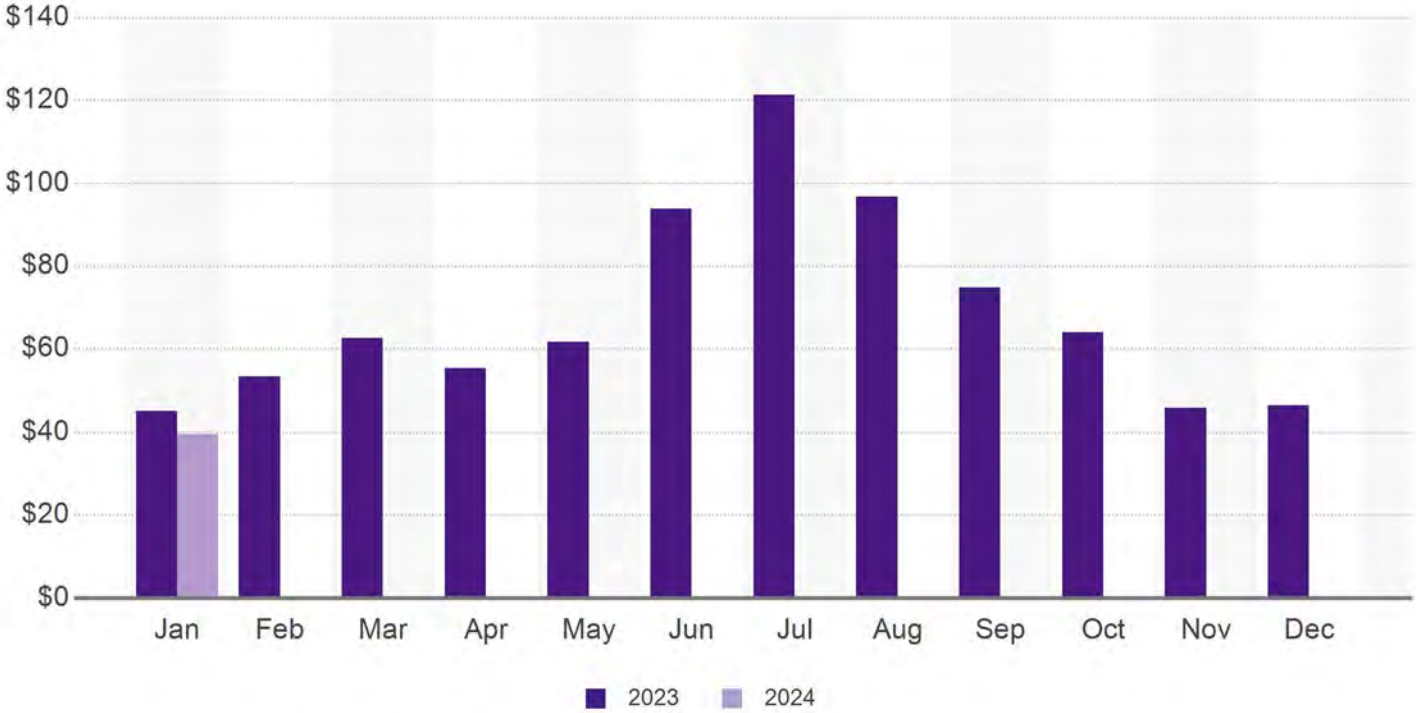
Performance

Wisconsin South Area Hospitality

ADR MONTHLY



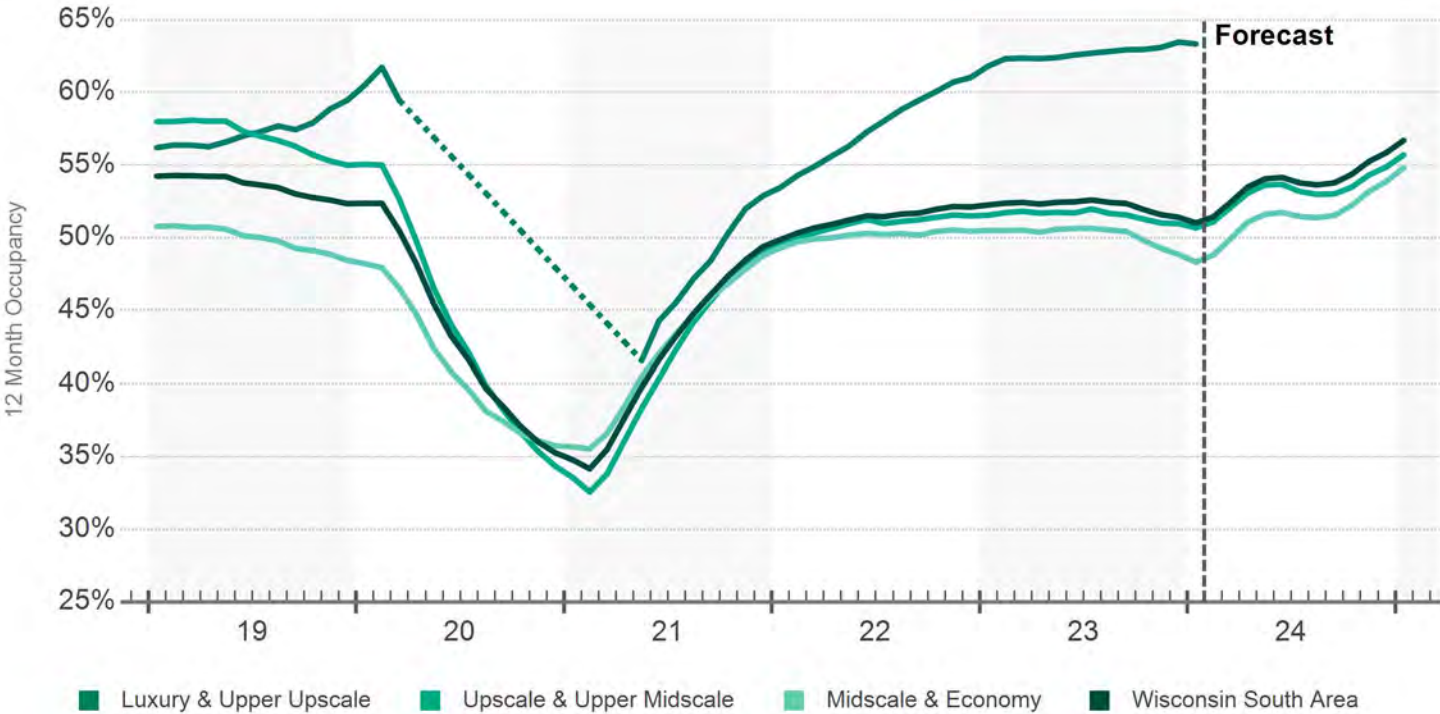
REVPAR MONTHLY



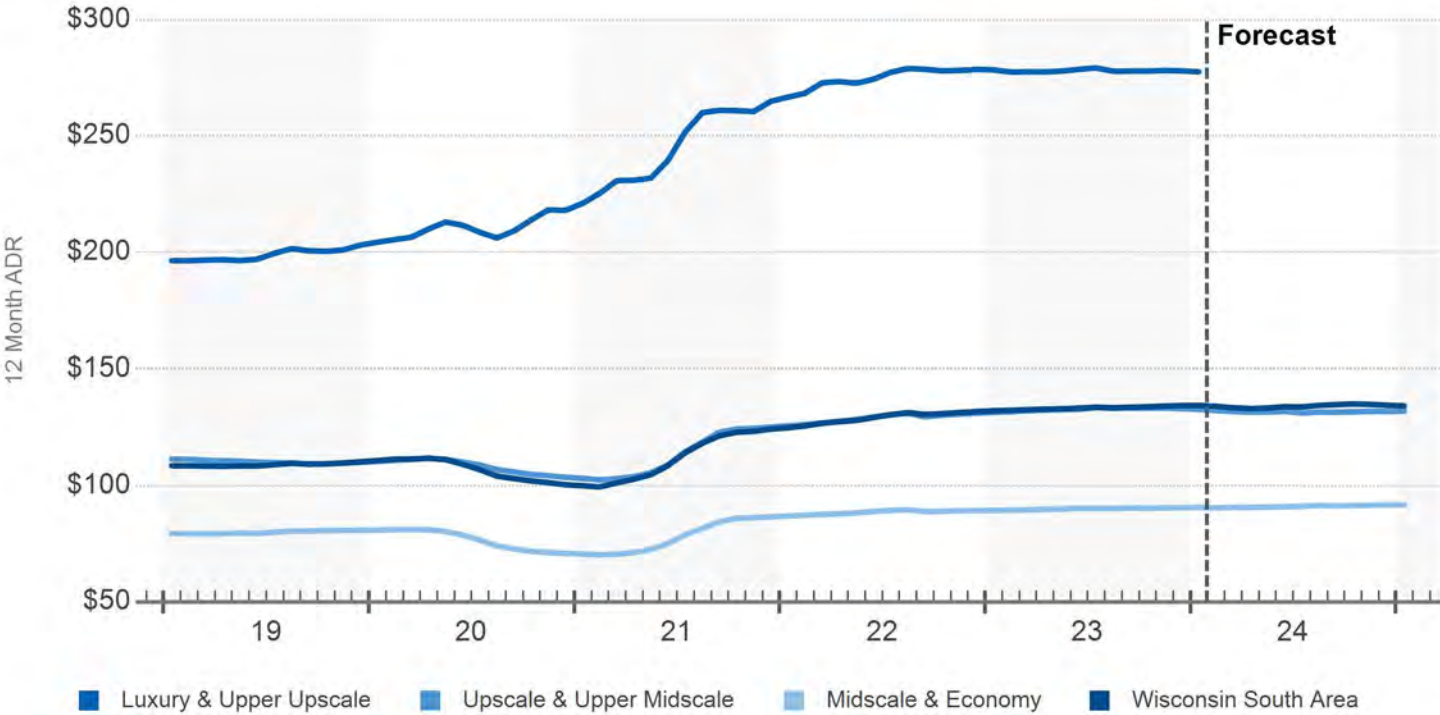
Performance

Wisconsin South Area Hospitality

OCCUPANCY BY CLASS



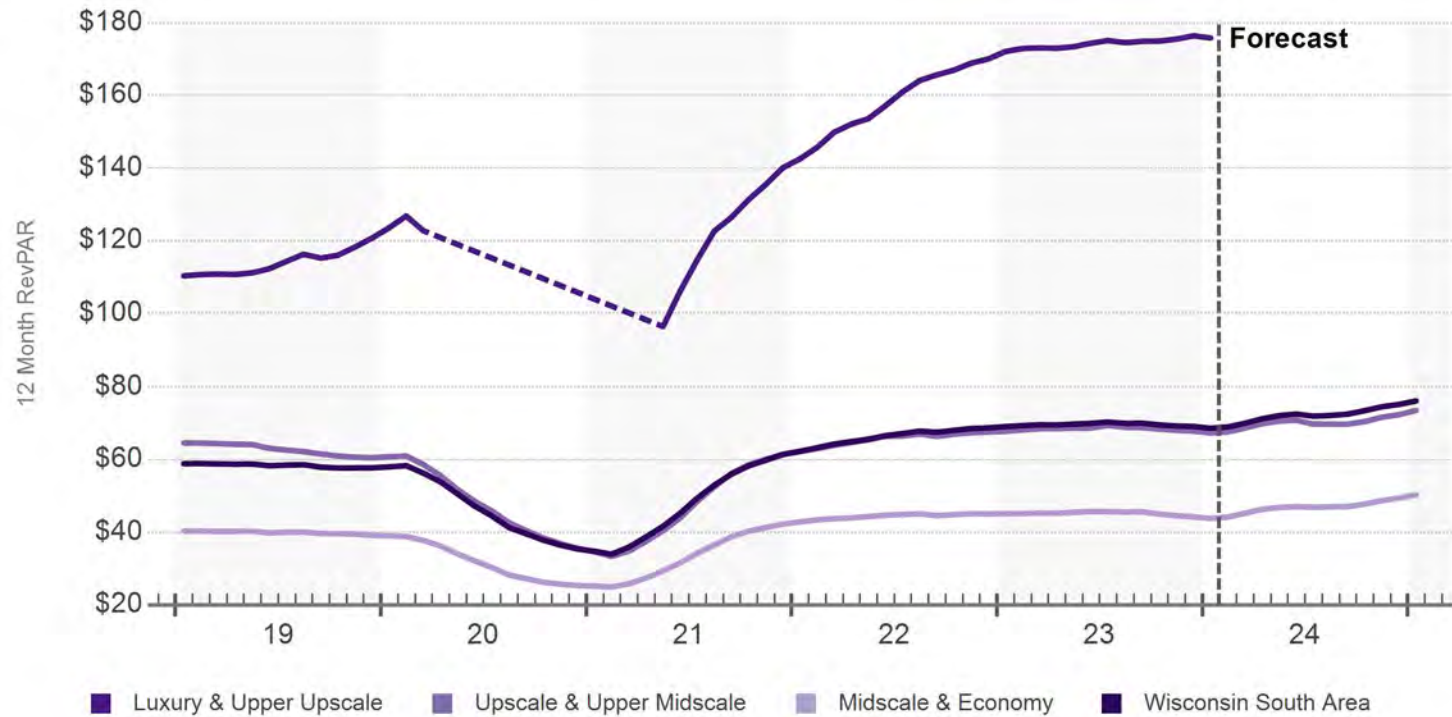
ADR BY CLASS



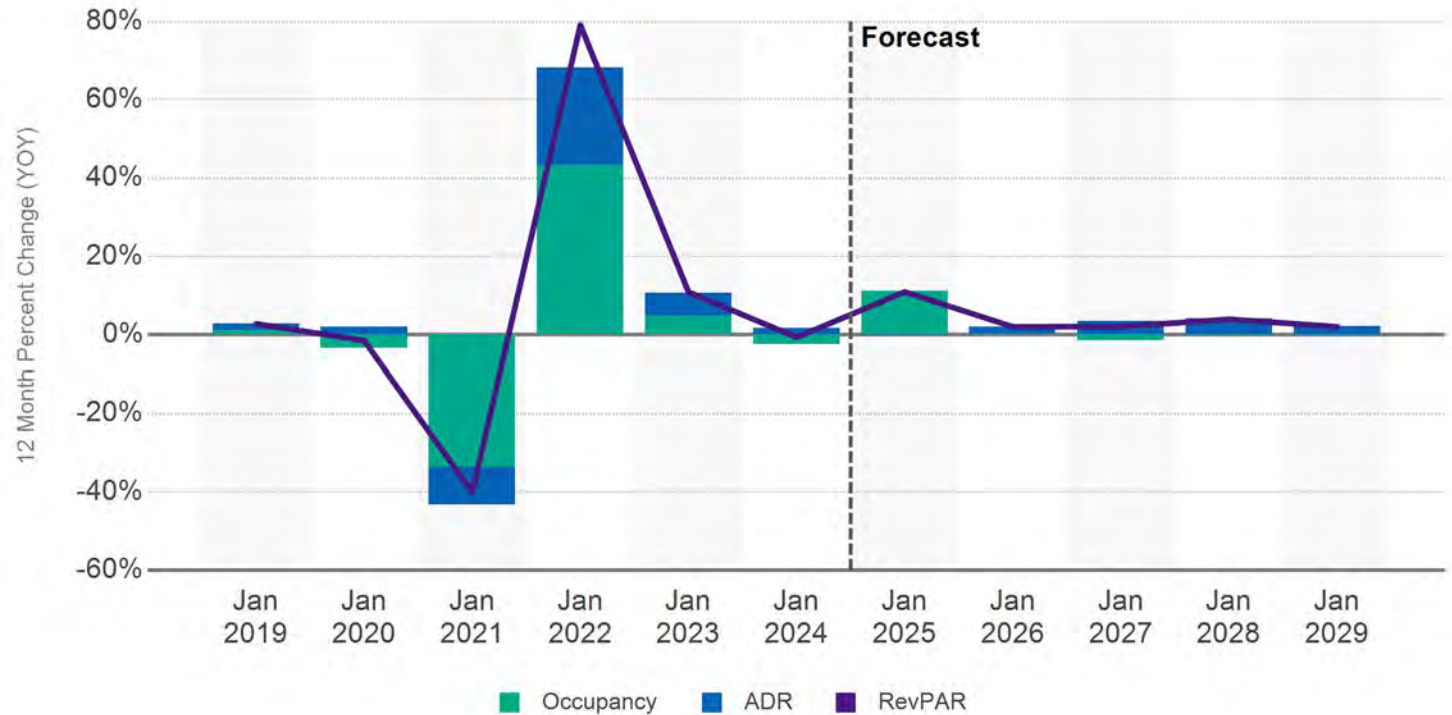
Performance

Wisconsin South Area Hospitality

REVPAR BY CLASS



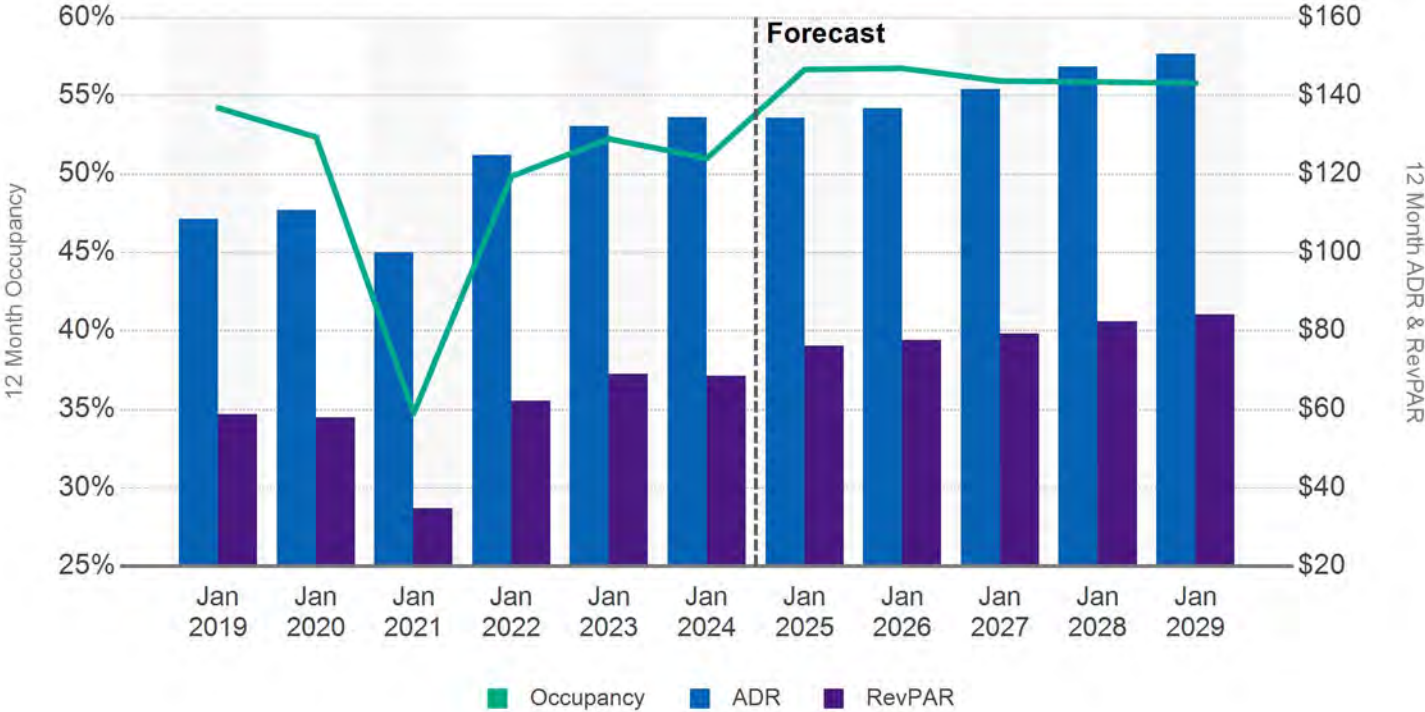
REVPAR GROWTH COMPOSITION



Performance

Wisconsin South Area Hospitality

OCCUPANCY, ADR & REVPAR



Performance

Wisconsin South Area Hospitality

FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

Market	% of Revenues	2022		2021-2022 % Change	
		PAR	POR	PAR	POR
Revenue					
Rooms	-	-	-	-	-
Food	-	-	-	-	-
Beverage	-	-	-	-	-
Other F&B	-	-	-	-	-
Other Departments	-	-	-	-	-
Miscellaneous Income	-	-	-	-	-
Total Revenue	-	-	-	-	-
Operating Expenses					
Rooms	-	-	-	-	-
Food & Beverage	-	-	-	-	-
Other Departments	-	-	-	-	-
Administrative & General	-	-	-	-	-
Information & Telecommunication Systems	-	-	-	-	-
Sales & Marketing	-	-	-	-	-
Property Operations & Maintenance	-	-	-	-	-
Utilities	-	-	-	-	-
Gross Operating Profit	-	-	-	-	-
Management Fees	-	-	-	-	-
Rent	-	-	-	-	-
Property Taxes	-	-	-	-	-
Insurance	-	-	-	-	-
EBITDA	-	-	-	-	-
Total Labor Costs	-	-	-	-	-

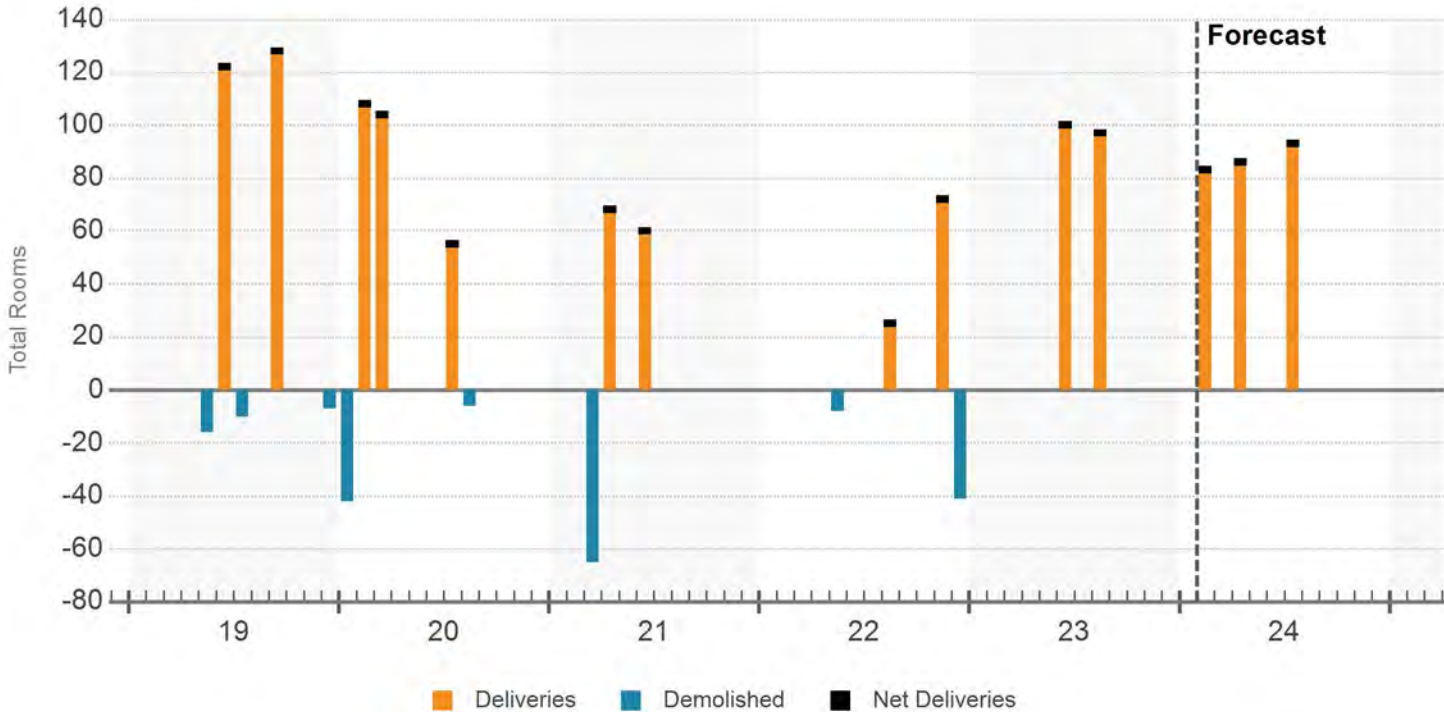
(1) For Annual P&L, the current year exchange rate is used for each year going back in time. This current year exchange rate is the average of all 12 monthly rates for that year.
 (2) Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective departmental revenues. All other expense percentages are based on Total Revenue.
 (3) Labor costs are already included in the operating expenses above. Amounts shown in Total Labor Costs are for additional detail only.



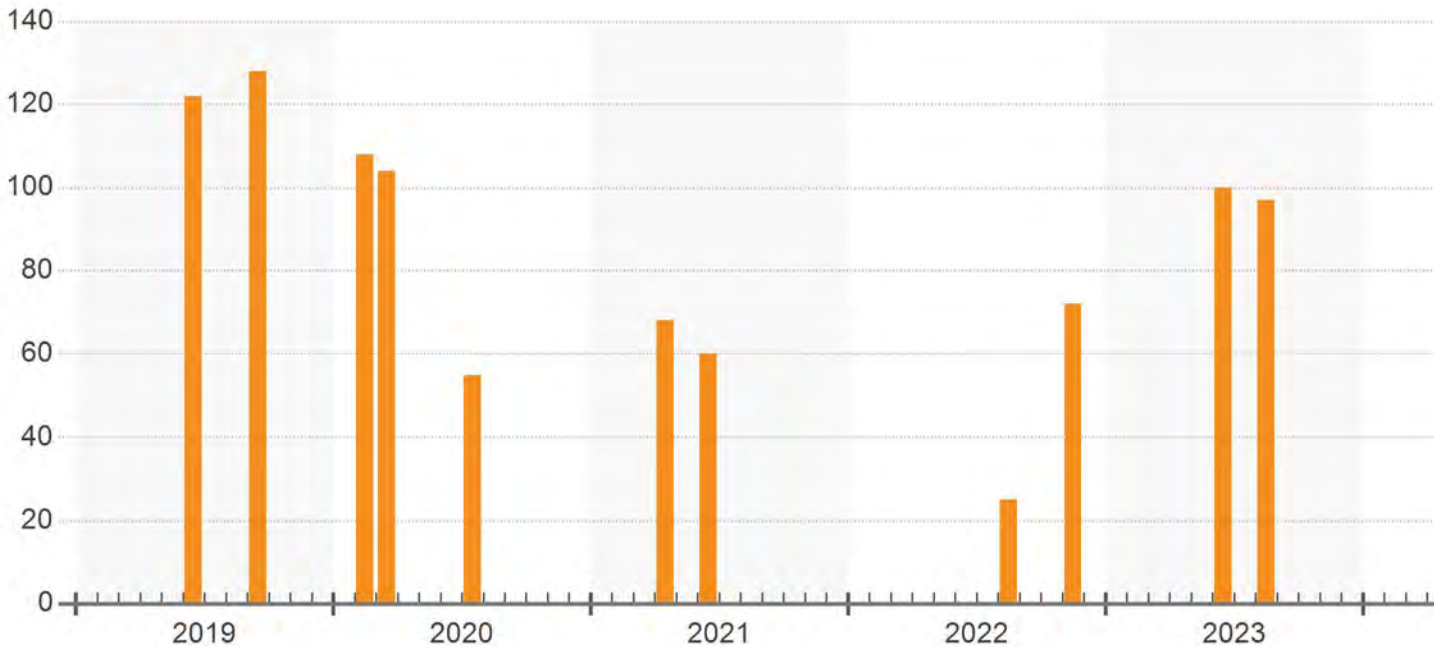
Construction

Wisconsin South Area Hospitality

DELIVERIES & DEMOLITIONS



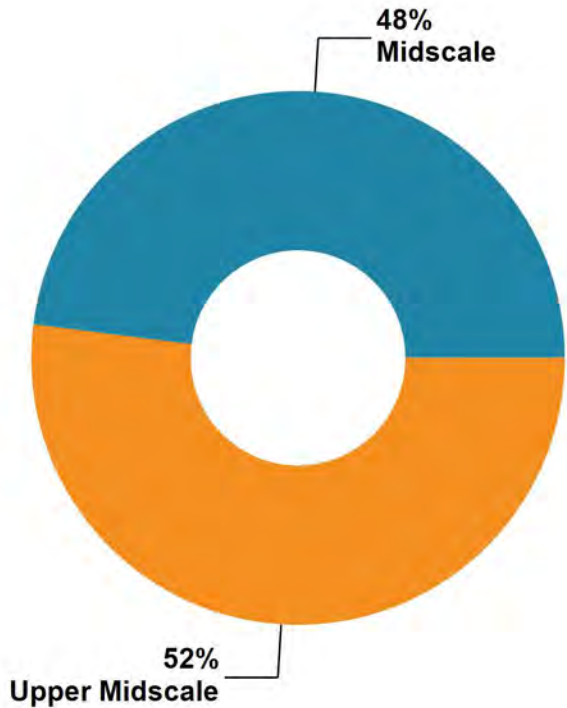
ROOMS DELIVERED



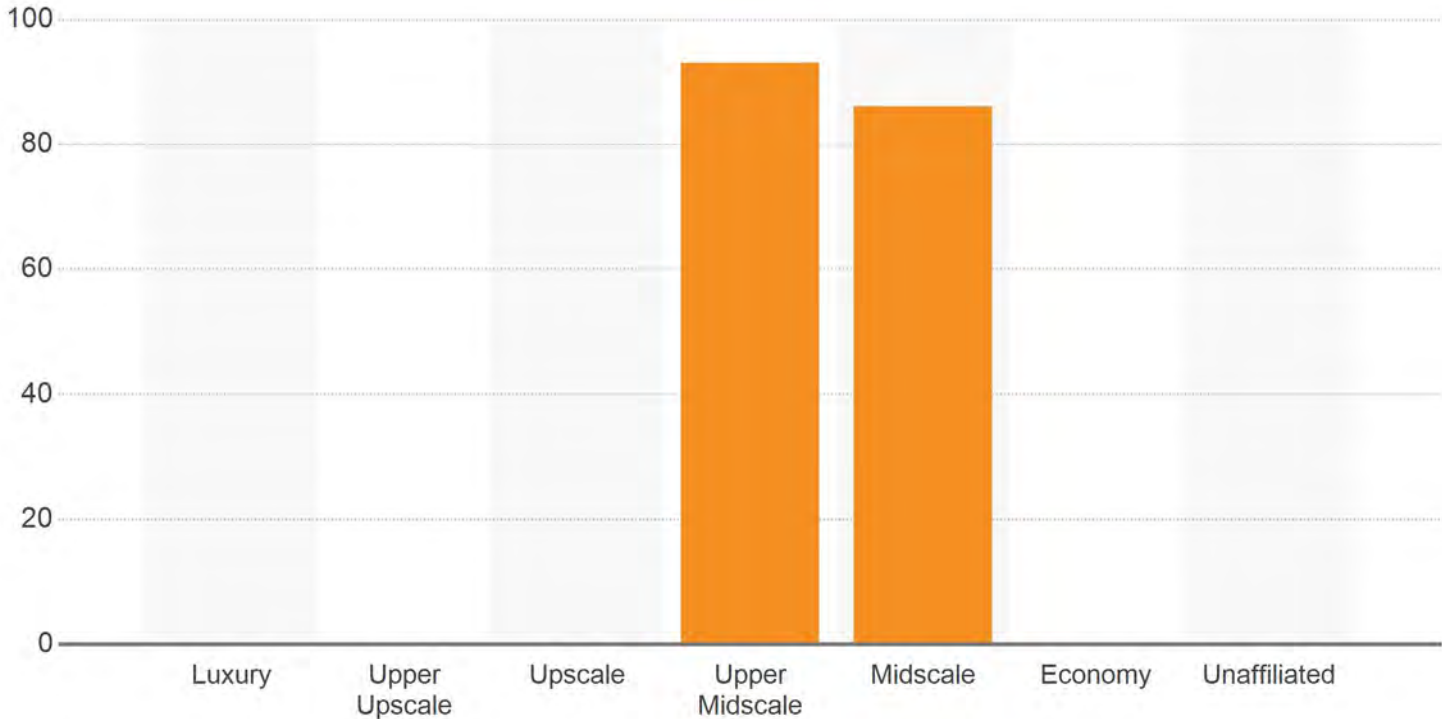
Construction

Wisconsin South Area Hospitality

TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE

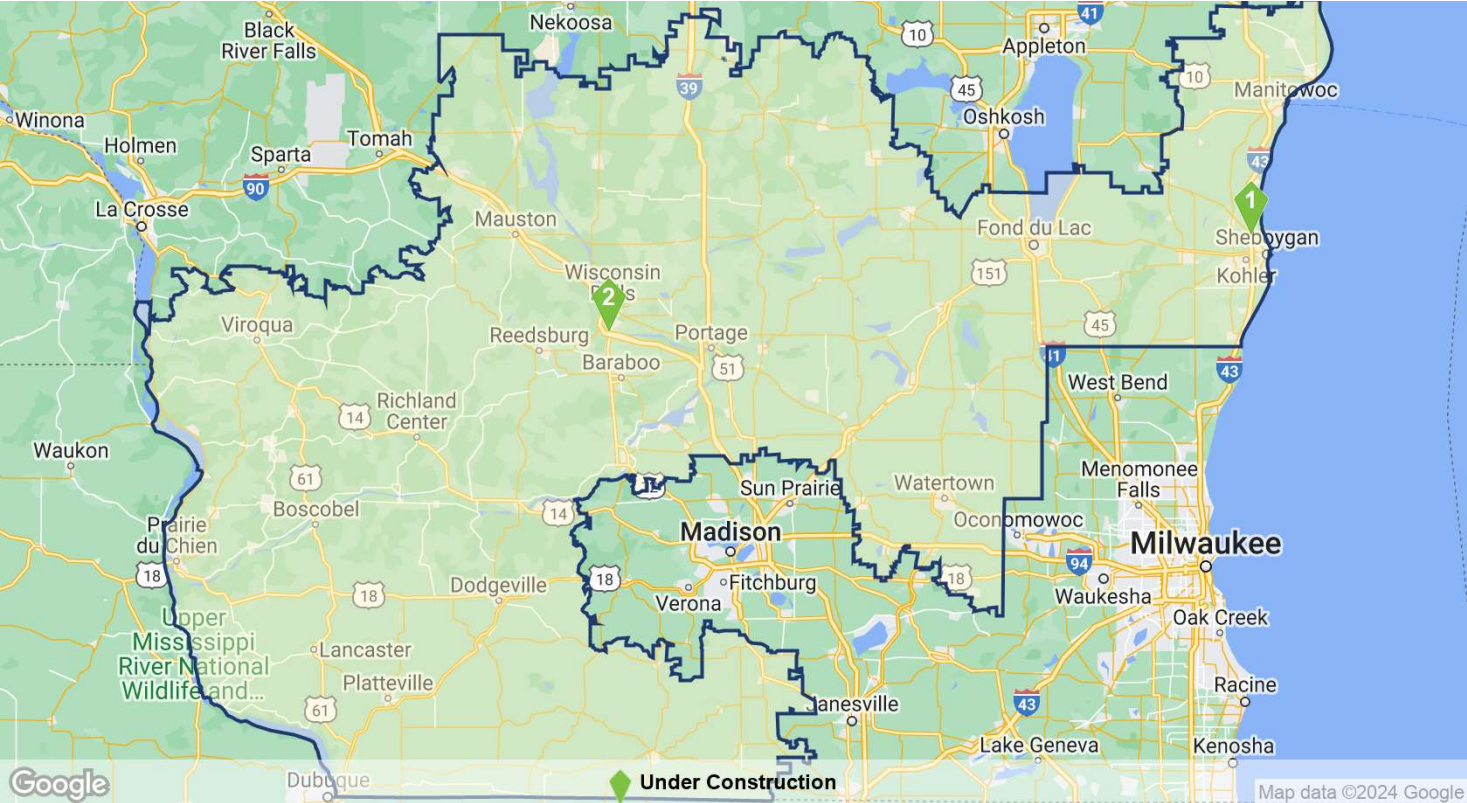


Under Construction Properties

Wisconsin South Area Hospitality

Properties	Rooms	Percent of Inventory	Average Rooms
2	179	0.9%	90

UNDER CONSTRUCTION PROPERTIES



UNDER CONSTRUCTION

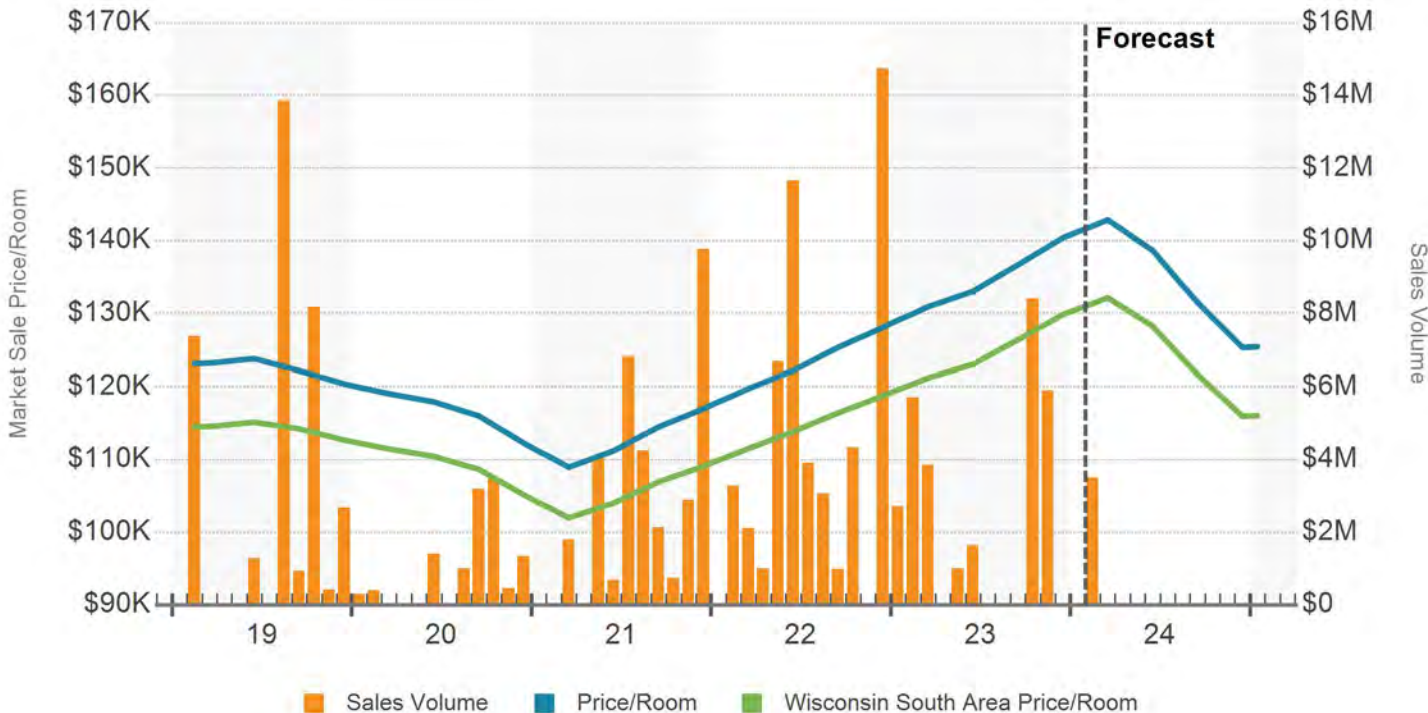
	Property Name/Address	Class	Rooms	Stories	Start	Complete	Brand/Developer
1	Home2 Suites by Hilton 3960 N Marquette Cir	Upper Midscale	93	4	Apr 2023	Jul 2024	Home2 Suites by Hilton Kinseth Hospitality Companies
2	Avid Wisconsin Dells – Lake Delton 1273 Kalahari Dr	Midscale	86	4	Jun 2023	Apr 2024	Avid Tall Pines Hospitality



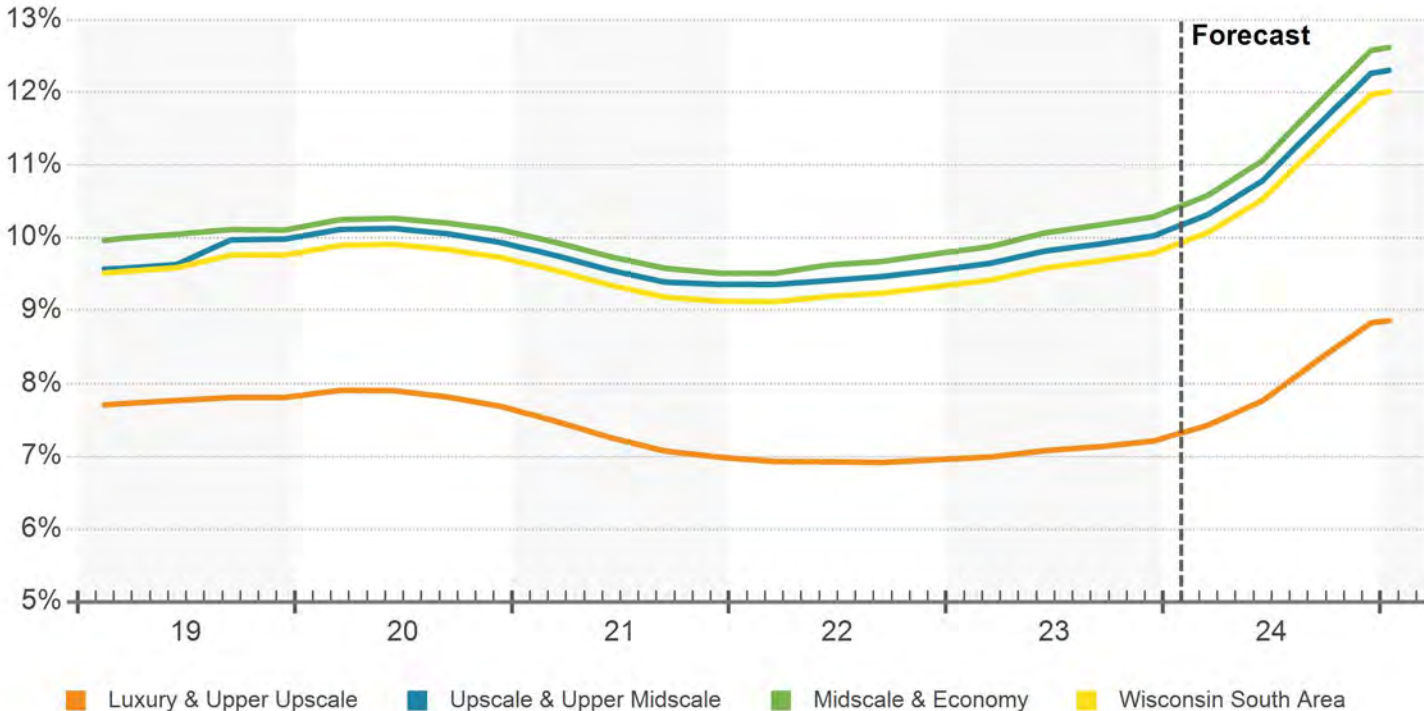
Sales

Wisconsin South Area Hospitality

SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE



Sales Past 12 Months

Wisconsin South Area Hospitality

Sale Comparables

Average Price/Room

Average Price

Average Cap Rate

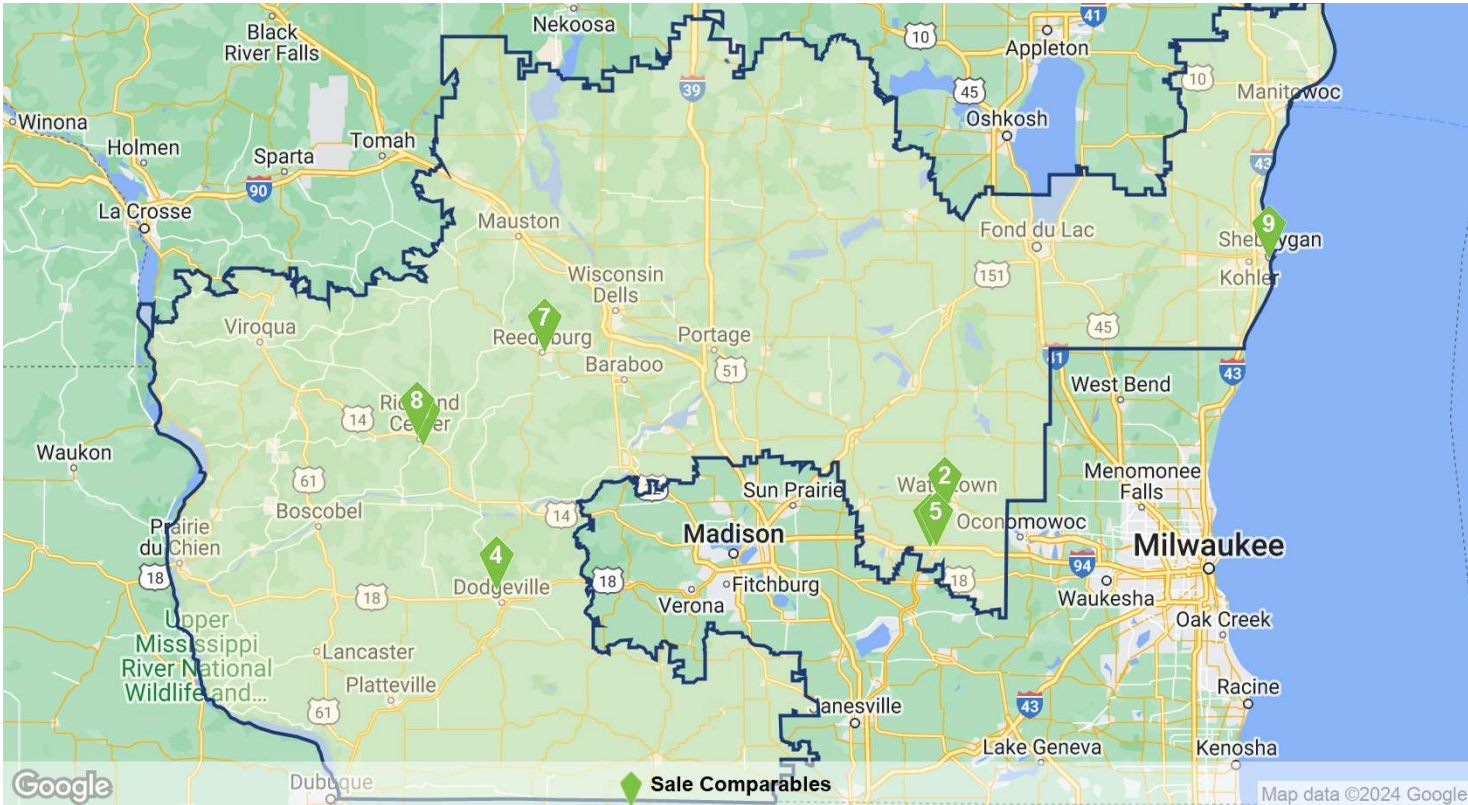
9

\$48K

\$3M

13.5%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sale Attributes	Low	Average	Median	High
Sale Price	\$340,000	\$3,035,100	\$2,955,800	\$5,885,000
Price/Room	\$20,000	\$47,891	\$31,250	\$68,987
Cap Rate	13.5%	13.5%	13.5%	13.5%
Time Since Sale in Months	0.7	6.6	7.9	10.9
Property Attributes	Low	Average	Median	High
Property Size in Rooms	15	59	50	112
Number of Floors	1	2	2	4
Total Meeting Space	0	3,314	3,314	12,792
Year Built	1950	1985	1994	2005
Class	Economy	Midscale	Midscale	Upscale



Sales Past 12 Months

Wisconsin South Area Hospitality

RECENT SIGNIFICANT SALES

	Property Name/Address	Property Information				Sale Information		
		Class	Yr Built	Rooms	Brand	Sale Date	Price	Price/Room
1	Comfort Suites Johnson Creek Co... 725 Paradise Ln	Upper Midscale	2005	100	Comfort Suites	11/3/2023	\$5,885,000	\$58,850
2	Best Western Watertown 101 Aviation Way	Midscale	1996	79	Best Western	10/13/2023	\$5,450,000	\$68,987
3	AmericInn Dodgeville 3637 State Road 23	Midscale	1989	63	AmericInn	3/30/2023	\$3,850,000	\$61,111
4	The House on the Rock Inn 3591 State Road 23	Upper Midscale	1995	112	-	2/5/2024	\$3,500,000	\$31,250
5	Days Inn Johnson Creek 4543-4545 W Linmar Ln	Economy	1994	43	Days Inn	10/30/2023	\$2,955,800	\$68,740
6	Central Lodge & Jacuzzi Suites 100 Foundry Dr	Economy	1950	45	-	6/15/2023	\$1,300,000	\$28,889
7	Super 8 by Wyndham Reedsburg 1470 E Main St	Economy	1994	50	Super 8	5/9/2023	\$1,000,000	\$20,000
8	Park View Motel 511 W 6th St	Economy	1959	15	-	6/30/2023	\$340,000	\$22,667
9	Harbor Winds Hotel Sheboygan 905 S 8th St	Upscale	1987	28	-	5/4/2023	-	-



Appendix

Wisconsin South Area Hospitality

OVERALL SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	7,118,752	0	0%	3,971,909	(7,197)	-0.2%
2027	7,118,752	0	0%	3,979,106	1,066	0%
2026	7,118,752	0	0%	3,978,040	(67,357)	-1.7%
2025	7,118,752	35,860	0.5%	4,045,397	89,864	2.3%
2024	7,082,892	79,633	1.1%	3,955,533	355,352	9.9%
YTD	577,995	4,278	0.7%	196,466	(25,319)	-11.4%
2023	7,003,259	95,363	1.4%	3,600,181	201	0%
2022	6,907,896	18,933	0.3%	3,599,980	198,388	5.8%
2021	6,888,963	179,862	2.7%	3,401,592	1,035,810	43.8%
2020	6,709,101	(48,397)	-0.7%	2,365,782	(1,171,158)	-33.1%
2019	6,757,498	72,245	1.1%	3,536,940	(94,013)	-2.6%
2018	6,685,253	108,470	1.6%	3,630,953	109,444	3.1%
2017	6,576,783	(3,095)	0%	3,521,509	32,601	0.9%
2016	6,579,878	21,185	0.3%	3,488,908	(11,350)	-0.3%
2015	6,558,693	67,787	1.0%	3,500,258	130,722	3.9%
2014	6,490,906	1,698	0%	3,369,536	(21,366)	-0.6%

LUXURY & UPPER UPSCALE SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	-	-	-			
2027	-	-	-			
2026	-	-	-			
2025	-	-	-			
2024	-	-	-			
YTD	68,541	124	0.2%	35,660	(928)	-2.5%
2023	820,799	1,224	0.1%	520,791	20,727	4.1%
2022	819,575	4,560	0.6%	500,064	69,112	16.0%
2021	815,015	-	-	430,952	159,832	59.0%
2020	-	-	-	271,120	(241,859)	-47.1%
2019	862,810	(28,670)	-3.2%	512,979	13,579	2.7%
2018	891,480	5,932	0.7%	499,400	3,622	0.7%
2017	885,548	(92)	0%	495,778	3,877	0.8%
2016	885,640	2,187	0.2%	491,901	23,229	5.0%
2015	883,453	-	-	468,672	65,086	16.1%
2014	-	-	-	403,586		



Appendix

Wisconsin South Area Hospitality

UPSCALE & UPPER MIDSACLE SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	2,856,280	0	0%	1,597,851	(2,902)	-0.2%
2027	2,856,280	0	0%	1,600,753	3,420	0.2%
2026	2,856,280	0	0%	1,597,333	(19,829)	-1.2%
2025	2,856,280	24,247	0.9%	1,617,162	63,456	4.1%
2024	2,832,033	51,627	1.9%	1,553,706	136,579	9.6%
YTD	230,144	2,976	1.3%	77,953	(6,595)	-7.8%
2023	2,780,406	68,535	2.5%	1,417,127	20,549	1.5%
2022	2,711,871	(261)	0%	1,396,578	65,231	4.9%
2021	2,712,132	103,373	4.0%	1,331,347	435,296	48.6%
2020	2,608,759	36,348	1.4%	896,051	(518,464)	-36.7%
2019	2,572,411	38,802	1.5%	1,414,515	(58,818)	-4.0%
2018	2,533,609	163,992	6.9%	1,473,333	102,243	7.5%
2017	2,369,617	35,862	1.5%	1,371,090	35,603	2.7%
2016	2,333,755	34,353	1.5%	1,335,487	(1,436)	-0.1%
2015	2,299,402	13,448	0.6%	1,336,923	35,214	2.7%
2014	2,285,954	(27,351)	-1.2%	1,301,709	(7,741)	-0.6%

MIDSCALE & ECONOMY SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2028	3,440,703	0	0%	1,850,055	(3,069)	-0.2%
2027	3,440,703	0	0%	1,853,124	406	0%
2026	3,440,703	0	0%	1,852,718	(31,790)	-1.7%
2025	3,440,703	11,613	0.3%	1,884,508	37,214	2.0%
2024	3,429,090	27,036	0.8%	1,847,294	185,031	11.1%
YTD	279,310	1,178	0.4%	82,853	(17,796)	-17.7%
2023	3,402,054	25,604	0.8%	1,662,263	(41,075)	-2.4%
2022	3,376,450	14,634	0.4%	1,703,338	64,045	3.9%
2021	3,361,816	25,882	0.8%	1,639,293	447,201	37.5%
2020	3,335,934	13,657	0.4%	1,192,092	(417,354)	-25.9%
2019	3,322,277	62,113	1.9%	1,609,446	(48,774)	-2.9%
2018	3,260,164	(61,454)	-1.9%	1,658,220	3,579	0.2%
2017	3,321,618	(38,865)	-1.2%	1,654,641	(6,878)	-0.4%
2016	3,360,483	(15,355)	-0.5%	1,661,519	(33,144)	-2.0%
2015	3,375,838	54,336	1.6%	1,694,663	83,077	5.2%
2014	3,321,502	28,929	0.9%	1,611,586	21,240	1.3%



Appendix

Wisconsin South Area Hospitality

OVERALL PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2028	55.8%	-0.2%	\$150.59	2.5%	\$84.02	2.4%
2027	55.9%	0%	\$146.85	3.6%	\$82.08	3.6%
2026	55.9%	-1.7%	\$141.77	4.1%	\$79.22	2.4%
2025	56.8%	1.8%	\$136.18	1.2%	\$77.39	3.0%
2024	55.8%	8.6%	\$134.55	0.1%	\$75.14	8.8%
YTD	34.0%	-12.1%	\$116.29	-0.5%	\$39.53	-12.5%
2023	51.4%	-1.4%	\$134.37	1.9%	\$69.08	0.6%
2022	52.1%	5.5%	\$131.82	6.1%	\$68.70	11.9%
2021	49.4%	40.0%	\$124.28	23.8%	\$61.37	73.4%
2020	35.3%	-32.6%	\$100.38	-8.9%	\$35.40	-38.7%
2019	52.3%	-3.6%	\$110.23	1.6%	\$57.70	-2.1%
2018	54.3%	1.4%	\$108.54	1.6%	\$58.95	3.0%
2017	53.5%	1.0%	\$106.88	1.9%	\$57.23	2.9%
2016	53.0%	-0.6%	\$104.92	2.5%	\$55.63	1.9%
2015	53.4%	2.8%	\$102.32	4.2%	\$54.61	7.2%
2014	51.9%	-0.7%	\$98.15	2.5%	\$50.95	1.9%

LUXURY & UPPER UPSCALE PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2028						
2027						
2026						
2025						
2024						
YTD	52.0%	-2.7%	\$233.04	-2.8%	\$121.25	-5.5%
2023	63.4%	4.0%	\$277.95	-0.2%	\$176.36	3.8%
2022	61.0%	15.4%	\$278.58	5.2%	\$169.98	21.4%
2021	52.9%	-	\$264.86	21.5%	\$140.05	-
2020	-	-	\$218	7.4%	-	-
2019	59.5%	6.1%	\$203.06	3.4%	\$120.73	9.8%
2018	56.0%	0.1%	\$196.36	2.5%	\$110	2.6%
2017	56.0%	0.8%	\$191.49	1.1%	\$107.21	1.9%
2016	55.5%	4.7%	\$189.41	0.4%	\$105.20	5.1%
2015	53.1%	-	\$188.63	0.3%	\$100.07	-
2014	-		\$188.12		-	



Appendix

Wisconsin South Area Hospitality

UPSCALE & UPPER MIDSACLE PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2028	55.9%	-0.2%	\$151.94	2.6%	\$85	2.4%
2027	56.0%	0.2%	\$148.10	3.9%	\$83	4.1%
2026	55.9%	-1.2%	\$142.52	4.6%	\$79.70	3.4%
2025	56.6%	3.2%	\$136.19	3.3%	\$77.11	6.6%
2024	54.9%	7.6%	\$131.87	-0.9%	\$72.34	6.7%
YTD	33.9%	-9.0%	\$107.78	-5.4%	\$36.51	-13.9%
2023	51.0%	-1.0%	\$133.06	1.4%	\$67.82	0.4%
2022	51.5%	4.9%	\$131.20	4.8%	\$67.56	10.0%
2021	49.1%	42.9%	\$125.15	20.8%	\$61.44	72.7%
2020	34.3%	-37.5%	\$103.59	-5.8%	\$35.58	-41.2%
2019	55.0%	-5.4%	\$110.01	-1.4%	\$60.49	-6.7%
2018	58.2%	0.5%	\$111.53	2.3%	\$64.86	2.8%
2017	57.9%	1.1%	\$109.06	2.9%	\$63.10	4.0%
2016	57.2%	-1.6%	\$106.04	2.3%	\$60.68	0.6%
2015	58.1%	2.1%	\$103.70	5.6%	\$60.29	7.8%
2014	56.9%	0.6%	\$98.24	2.2%	\$55.94	2.8%

MIDSCALE & ECONOMY PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2028	53.8%	-0.2%	\$111.11	2.6%	\$59.75	2.4%
2027	53.9%	0%	\$108.28	5.2%	\$58.32	5.2%
2026	53.8%	-1.7%	\$102.93	7.0%	\$55.43	5.2%
2025	54.8%	1.7%	\$96.17	4.9%	\$52.67	6.6%
2024	53.9%	10.3%	\$91.71	1.3%	\$49.40	11.7%
YTD	29.7%	-18.0%	\$74.04	-0.8%	\$21.96	-18.6%
2023	48.9%	-3.1%	\$90.50	1.4%	\$44.22	-1.8%
2022	50.4%	3.5%	\$89.24	3.0%	\$45.02	6.6%
2021	48.8%	36.5%	\$86.61	22.2%	\$42.23	66.8%
2020	35.7%	-26.2%	\$70.85	-12.4%	\$25.32	-35.3%
2019	48.4%	-4.8%	\$80.84	1.8%	\$39.16	-3.1%
2018	50.9%	2.1%	\$79.44	-0.3%	\$40.41	1.8%
2017	49.8%	0.8%	\$79.71	0.9%	\$39.71	1.7%
2016	49.4%	-1.5%	\$79	2.1%	\$39.06	0.6%
2015	50.2%	3.5%	\$77.37	5.1%	\$38.84	8.7%
2014	48.5%	0.5%	\$73.64	5.1%	\$35.73	5.6%



Appendix

Wisconsin South Area Hospitality

OVERALL SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	\$159,442	300	11.0%
2027	-	-	-	-	-	-	\$153,641	289	11.2%
2026	-	-	-	-	-	-	\$143,188	269	11.5%
2025	-	-	-	-	-	-	\$130,367	245	12.1%
2024	-	-	-	-	-	-	\$125,341	236	12.0%
YTD	1	\$3.5M	0.6%	\$3,500,000	\$31,250	-	\$144,658	272	9.9%
2023	10	\$29.2M	2.7%	\$2,918,080	\$55,162	13.5%	\$140,382	264	9.8%
2022	27	\$51.7M	9.0%	\$1,915,607	\$29,370	20.3%	\$128,102	241	9.3%
2021	22	\$33.1M	4.9%	\$1,503,947	\$34,610	-	\$116,974	220	9.1%
2020	15	\$11.5M	9.9%	\$768,364	\$5,914	7.5%	\$112,248	211	9.7%
2019	13	\$35.6M	4.1%	\$2,734,962	\$45,006	9.9%	\$120,357	226	9.8%
2018	9	\$12.2M	2.5%	\$1,356,556	\$25,867	12.3%	\$123,022	231	9.5%
2017	14	\$18.4M	3.7%	\$1,316,500	\$26,368	9.3%	\$120,087	226	9.4%
2016	17	\$29.7M	5.7%	\$1,747,112	\$27,941	10.6%	\$113,056	212	9.4%
2015	17	\$72.2M	7.0%	\$4,248,300	\$54,963	6.9%	\$107,556	202	9.2%
2014	18	\$21.3M	6.0%	\$1,182,598	\$18,888	15.6%	\$104,478	196	8.9%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

LUXURY & UPPER UPSCALE SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	\$846,474	383	8.1%
2027	-	-	-	-	-	-	\$815,676	369	8.2%
2026	-	-	-	-	-	-	\$760,181	344	8.5%
2025	-	-	-	-	-	-	\$692,117	313	8.9%
2024	-	-	-	-	-	-	\$665,431	301	8.8%
YTD	-	-	-	-	-	-	\$768,029	347	7.3%
2023	-	-	-	-	-	-	\$744,628	337	7.2%
2022	1	\$264.2K	10.3%	\$264,200	\$1,124	-	\$667,616	302	7.0%
2021	-	-	-	-	-	-	\$590,911	267	7.0%
2020	7	\$1.6M	69.2%	\$233,333	\$1,051	-	\$547,461	247	7.7%
2019	-	-	-	-	-	-	\$579,088	262	7.8%
2018	-	-	-	-	-	-	\$581,382	263	7.7%
2017	-	-	-	-	-	-	\$567,827	257	7.6%
2016	-	-	-	-	-	-	\$532,111	241	7.6%
2015	1	\$36M	17.7%	\$36,000,000	\$82,569	-	\$504,214	228	7.5%
2014	1	\$1.1M	1.1%	\$1,050,000	\$40,385	-	\$483,164	218	7.3%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.



Appendix

Wisconsin South Area Hospitality

UPSCALE & UPPER MIDSACLE SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	\$75,358	197	11.2%
2027	-	-	-	-	-	-	\$72,616	190	11.4%
2026	-	-	-	-	-	-	\$67,676	177	11.8%
2025	-	-	-	-	-	-	\$61,617	161	12.4%
2024	-	-	-	-	-	-	\$59,241	155	12.3%
YTD	1	\$3.5M	1.4%	\$3,500,000	\$31,250	-	\$68,379	179	10.1%
2023	2	\$11.6M	2.1%	\$5,792,500	\$70,212	-	\$66,513	174	10.0%
2022	8	\$24.8M	6.9%	\$3,096,725	\$46,134	-	\$62,838	164	9.6%
2021	6	\$15.1M	5.2%	\$2,516,979	\$37,197	-	\$60,547	158	9.4%
2020	3	\$3.8M	2.8%	\$1,281,667	\$17,477	-	\$61,746	161	9.9%
2019	4	\$20.9M	5.2%	\$5,212,500	\$52,785	9.2%	\$67,445	176	10.0%
2018	1	\$3.1M	0.9%	\$3,100,000	\$46,970	14.5%	\$72,615	190	9.5%
2017	4	\$5.4M	4.2%	\$1,342,750	\$18,145	8.5%	\$70,933	185	9.5%
2016	4	\$14.9M	8.0%	\$3,722,500	\$27,422	10.6%	\$67,102	175	9.5%
2015	4	\$18.7M	3.6%	\$4,681,875	\$78,687	-	\$64,239	168	9.3%
2014	3	\$3.6M	5.7%	\$1,185,145	\$9,558	19.9%	\$64,707	169	8.9%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

MIDSCALE & ECONOMY SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	\$44,580	221	11.5%
2027	-	-	-	-	-	-	\$42,958	213	11.7%
2026	-	-	-	-	-	-	\$40,036	199	12.1%
2025	-	-	-	-	-	-	\$36,451	181	12.7%
2024	-	-	-	-	-	-	\$35,046	174	12.6%
YTD	-	-	-	-	-	-	\$40,428	200	10.4%
2023	8	\$17.6M	3.8%	\$2,199,475	\$48,340	13.5%	\$39,289	195	10.3%
2022	18	\$26.7M	10.4%	\$1,482,411	\$26,980	20.3%	\$37,227	185	9.8%
2021	16	\$18M	5.8%	\$1,124,059	\$32,700	-	\$36,343	180	9.5%
2020	5	\$6M	1.8%	\$1,209,424	\$34,555	7.5%	\$37,041	184	10.1%
2019	9	\$14.7M	4.1%	\$1,633,833	\$37,227	10.2%	\$40,804	202	10.1%
2018	8	\$9.1M	4.3%	\$1,138,625	\$22,436	10.0%	\$41,353	205	9.9%
2017	10	\$13.1M	4.3%	\$1,306,000	\$32,407	10.2%	\$40,235	200	9.8%
2016	13	\$14.8M	5.4%	\$1,139,300	\$28,483	10.6%	\$38,275	190	9.9%
2015	12	\$17.5M	6.7%	\$1,457,800	\$27,334	6.9%	\$36,611	182	9.6%
2014	14	\$16.7M	7.6%	\$1,191,524	\$22,882	13.5%	\$35,345	175	9.3%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.



Appendix

Wisconsin South Area Hospitality

DELIVERIES & UNDER CONSTRUCTION

Year	Inventory			Deliveries		Net Deliveries		Under Construction	
	Bldgs	Rooms	% Change	Bldgs	Rooms	Bldgs	Rooms	Bldgs	Rooms
YTD	285	19,863	0.2%	1	83	1	83	2	179
2023	284	19,814	0.9%	2	197	2	197	3	262
2022	282	19,634	0.5%	2	97	0	48	2	197
2021	280	19,542	-0.3%	2	128	0	63	2	97
2020	280	19,600	0.8%	3	267	1	219	2	128
2019	281	19,435	1.2%	3	250	0	217	3	280
2018	280	19,200	1.4%	-	-	-	-	1	122
2017	284	18,929	0.7%	3	277	(1)	159	-	-
2016	286	18,805	0.8%	2	168	(1)	129	2	205
2015	285	18,663	0.2%	1	86	(3)	(112)	2	168
2014	285	18,630	-0.1%	2	69	(1)	(54)	1	86



COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY FINANCIAL PROFORMA



PREPARED FOR

DODGEVILLE, WISCONSIN

PREPARED BY

Core Distinction Group, LLC

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Offices in Wisconsin

INCLUDES

- Projected Land Costs
- Projected Building Costs
- Projected Fixture, Furnishings, and Equipment Costs
- Projected Soft Costs
- Projected Investment
- Projected Revenue
- Projected Expenses
- Projected Return on Investment



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL

Hampton by Hilton Dodgeville, WI

Number of Units:	72	
Total Land & Prep (TBD)	\$0	
Building Construction	\$10,296,956	
<i>per room</i>	<i>\$143,013</i>	
Fixtures, Furnishings, and Equipment	\$1,358,437	
<i>per room</i>	<i>\$18,867</i>	
Indirect/Soft Costs	\$2,154,354	
<i>per room</i>	<i>\$29,922</i>	
Appraisal	\$7,500	
Architectural / Engineering	\$308,908	
Franchise Fee Application	\$100,000	
Sign Package	\$42,750	
Guest Internet Access	\$55,000	
Inventory & Operating Equipment	\$145,000	
Training & Computer Hardware/Software	\$135,000	
ADA Consultation	\$5,500	
Legal and Accounting Fees	\$75,000	
Working Capital	\$250,000	
Contingencies	\$1,029,696	
Total Project Costs:	\$13,809,747	
<i>per room</i>	<i>\$191,802</i>	
Requested Loan Amount:	\$9,666,823	70.0%
Expected Cash Injection:	\$4,142,924	30.0%

Sources of Funding

	Bank Loan	9,666,823	Debt Interest:	7.50%
	Expected Cash Injection	4,142,924	Debt Terms:	25
	Total:	\$13,809,747	Debt Service:	\$876,487



First Full Year Open													Rooms: 72
	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Lodging Rooms Available	2,232	2,016	2,232	2,160	2,232	2,160	2,232	2,232	2,160	2,232	2,160	2,232	26,280
Lodging Occupancy %	44.6%	51.5%	60.9%	61.6%	67.2%	77.3%	78.0%	79.6%	72.1%	76.3%	56.8%	49.2%	64.7%
Total Occ. Rooms	996	1,038	1,360	1,331	1,499	1,669	1,740	1,777	1,557	1,704	1,227	1,097	16,996
Average Daily Rate	\$119.39	\$144.87	\$147.45	\$150.37	\$179.52	\$164.52	\$184.49	\$192.18	\$165.03	\$178.28	\$146.12	\$136.25	\$162.73
Revenue Per Available Room (REVPAR)	\$53.27	\$74.63	\$89.83	\$92.67	\$120.56	\$127.12	\$143.85	\$153.01	\$118.98	\$136.08	\$83.00	\$66.98	\$105.24
Revenue:													
Guest Room Revenue	118,905	150,446	200,498	200,167	269,083	274,587	321,080	341,526	256,993	303,720	179,281	149,501	2,765,788
Meeting Room Revenue	498	519	680	666	749	834	870	889	779	852	613	549	8,498
Marketplace/Vending	2,988	3,115	4,079	3,993	4,497	5,007	5,221	5,331	4,672	5,111	3,681	3,292	50,987
TOTAL HOTEL REVENUE	122,391	154,081	205,257	204,826	274,329	280,429	327,171	347,746	262,444	309,683	183,575	153,342	2,825,273
Hotel Payroll Expenses:													
Hotel Manager	4,833	4,833	4,833	4,833	4,833	4,833	4,833	4,833	4,833	4,833	4,833	4,833	58,000
Housekeeping/Maintenance	6,972	7,269	9,518	9,318	10,492	11,683	12,183	12,440	10,901	11,925	8,589	7,681	118,970
Front Desk	7,440	6,960	7,440	7,200	7,440	10,800	11,160	11,160	10,800	7,440	7,200	7,440	102,480
Workers Comp Insurance	481	477	545	534	569	683	704	711	663	605	516	499	6,986
Payroll Tax	2,466	2,442	2,792	2,736	2,917	3,500	3,610	3,643	3,400	3,100	2,642	2,557	35,805
TOTAL HOTEL PAYROLL	22,192	21,982	25,128	24,621	26,251	31,499	32,490	32,787	30,597	27,904	23,780	23,010	322,241
Hotel Operating Expenses:													
Cleaning Supplies	548	571	748	732	824	918	957	977	856	937	675	603	9,348
Laundry Supplies	498	519	680	666	749	834	870	889	779	852	613	549	8,498
Linens	747	779	1,020	998	1,124	1,252	1,305	1,333	1,168	1,278	920	823	12,747
Guest Supplies	996	1,038	1,360	1,331	1,499	1,669	1,740	1,777	1,557	1,704	1,227	1,097	16,996
Operating Supplies	847	883	1,156	1,131	1,274	1,419	1,479	1,511	1,324	1,448	1,043	933	14,446
Repairs & Maintenance	892	1,128	1,504	1,501	2,018	2,059	2,408	2,561	1,927	2,278	1,345	1,121	20,743
Swimming Pool Maintenance	833	833	833	833	833	833	833	833	833	833	833	833	10,000
Franchise & Royalty Fees	12,239	15,408	20,526	20,483	27,433	28,043	32,717	34,775	26,244	30,968	18,358	15,334	282,527
Hhonor Program Fees	5,826	7,372	9,824	9,808	13,185	13,455	15,733	16,735	12,593	14,882	8,785	7,326	135,524
PMS Fee	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600
Complimentary Breakfast	3,984	4,154	5,439	5,325	5,996	6,676	6,962	7,109	6,229	6,815	4,908	4,389	67,983
Travel Agent Fees	3,567	4,513	6,015	6,005	8,072	8,238	9,632	10,246	7,710	9,112	5,378	4,485	82,974
Marketplace/Vending Expense	1,494	1,558	2,040	1,997	2,248	2,503	2,611	2,666	2,336	2,555	1,840	1,646	25,494
Marketing / Advertising	595	752	1,002	1,001	1,345	1,373	1,605	1,708	1,285	1,519	896	748	13,829
Utilities	3,060	3,852	5,131	5,121	6,858	7,011	8,179	8,694	6,561	7,742	4,589	3,834	70,632
Cable/Internet/Phone	2,232	2,016	2,232	2,160	2,232	2,160	2,232	2,232	2,160	2,232	2,160	2,232	26,280
Credit Card Expense	2,754	3,467	4,618	4,609	6,172	6,310	7,361	7,824	5,905	6,968	4,130	3,450	63,569
Management Fee	3,672	4,622	6,158	6,145	8,230	8,413	9,815	10,432	7,873	9,290	5,507	4,600	84,758
TOTAL OPERATING EXPENSES	46,582	55,267	72,086	71,645	91,895	94,965	108,241	114,101	89,141	103,213	65,009	55,803	967,947
Income Before Fixed Expenses	53,616	76,833	108,043	108,560	156,183	153,964	186,439	200,858	142,706	178,566	94,786	74,529	1,535,085
Gross Operating Profit (GOP)	43.81%	49.87%	52.64%	53.00%	56.93%	54.90%	56.99%	57.76%	54.38%	57.66%	51.63%	48.60%	54.33%
Reserves & Fixed Expenses:													
Debt Service	73,041	73,041	73,041	73,041	73,041	73,041	73,041	73,041	73,041	73,041	73,041	73,041	876,487
Real Estate Taxes (Estimates)	13,310	13,310	13,310	13,310	13,310	13,310	13,310	13,310	13,310	13,310	13,310	13,310	159,725
Personal Property Taxes (Estimates)	1,756	1,756	1,756	1,756	1,756	1,756	1,756	1,756	1,756	1,756	1,756	1,756	21,072
Insurance	1,836	2,311	3,079	3,072	4,115	4,206	4,908	5,216	3,937	4,645	2,754	2,300	42,379
Reserves For Replacement	2,448	3,082	4,105	4,097	5,487	5,609	6,543	6,955	5,249	6,194	3,672	3,067	56,505
TOTAL RESERVES & FIXED	92,391	93,500	95,291	95,276	97,708	97,922	99,558	100,278	97,292	98,946	94,532	93,474	1,156,168
NET OPERATING INCOME (NOI)	34,266	56,373	85,793	86,325	131,515	129,083	159,922	173,621	118,454	152,661	73,295	54,096	1,255,404
NET CASH FLOW	(38,774)	(16,667)	12,752	13,284	58,475	56,042	86,881	100,580	45,414	79,620	254	(18,945)	378,917

Five Year Numbers Projected Summary										
	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
	AMOUNT		AMOUNT		AMOUNT		AMOUNT		AMOUNT	
Lodging Rooms Available	26,280		26,280		26,280		26,280		26,280	
Lodging Occupancy %	64.7%		67.3%		69.9%		72.7%		75.3%	
Total Occ. Rooms	16,996		17,676		18,383		19,118		19,787	
Average Daily Rate	\$162.73		\$167.62		\$172.64		\$177.82		\$181.38	
REVENUE:										
Guest Room Revenue	2,765,788	97.9%	2,962,712	98.0%	3,173,657	98.0%	3,399,621	98.1%	3,588,980	98.1%
Meeting Room Revenue	8,498	0.3%	8,838	0.3%	9,191	0.3%	9,559	0.3%	9,894	0.3%
Marketplace/Vending	50,987	1.8%	53,027	1.8%	55,148	1.7%	57,354	1.7%	59,361	1.6%
=====	=====		=====		=====		=====		=====	
TOTAL HOTEL REVENUE	2,825,273	100.0	3,024,577	100.0	3,237,996	100.0	3,466,534	100.0	3,658,235	100.0

NOTE: The above information is a forwards looking projection of anticipated expenses and profits with regard to this project based on the professional experience of Core Distinction Group LLC (CDG) participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by Smith Travel Research (STR) in the market's proximity along with to date range shopping of local and surrounding hotels. This projection could change due to changes and in the economy, both locally and overall, the acceptance of the project by the local community and patrons and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward projections are not warranted by CDG and are subject to change and fluctuation.



5 Year Projection									Rooms: 72
	Year 1		Year 2		Year 3		Year 4		Year 5
Lodging Rooms Available	26,280		26,280		26,280		26,280		26,280
Lodging Occupancy %	64.7%		67.3%		69.9%		72.7%		75.3%
Total Occ. Rooms	16,996		17,676		18,383		19,118		19,787
Average Daily Rate	\$162.73		\$167.62		\$172.64		\$177.82		\$181.38
Revenue Per Available Room (REVPAR)	\$105.24		\$112.74		\$120.76		\$129.36		\$136.57
Revenue:									
Guest Room Revenue	2,765,788		2,962,712		3,173,657		3,399,621		3,588,980
Meeting Room Revenue	8,498		8,838		9,191		9,559		9,894
Marketplace/Vending	50,987		53,027		55,148		57,354		59,361
TOTAL HOTEL REVENUE	2,825,273		3,024,577		3,237,996		3,466,534		3,658,235
Hotel Payroll Expenses:									
Hotel Manager	58,000		58,870		59,753		60,649		61,559
Housekeeping/Maintenance	118,970		123,729		128,678		133,826		138,509
Front Desk	102,480		105,554		108,721		111,983		115,342
Workers Comp Insurance	6,986		7,204		7,429		7,661		7,885
Payroll Tax	35,805		36,920		38,073		39,265		40,412
TOTAL HOTEL PAYROLL	322,241		332,277		342,654		353,384		363,708
Hotel Operating Expenses:									
Cleaning Supplies	9,348		9,722		10,110		10,515		10,883
Laundry Supplies	8,498		8,838		9,191		9,559		9,894
Linens	12,747		13,257		13,787		14,338		14,840
Guest Supplies	16,996		17,676		18,383		19,118		19,787
Operating Supplies	14,446		15,024		15,625		16,250		16,819
Repairs & Maintenance	20,743		22,220		31,737		33,996		35,890
Swimming Pool Maintenance	10,000		11,500		13,225		15,209		17,490
Franchise & Royalty Fees	282,527		302,458		323,800		346,653		365,823
Hhonor Program Fees	135,524		145,173		155,509		166,581		175,860
PMS Fee	21,600		21,600		21,600		21,600		21,600
Complimentary Breakfast	67,983		70,702		73,531		76,472		79,148
Travel Agent Fees	82,974		88,881		95,210		101,989		107,669
Marketplace/Vending Expense	25,494		26,513		27,574		28,677		29,681
Marketing / Advertising	13,829		14,814		15,868		16,998		17,945
Utilities	70,632		75,614		80,950		86,663		91,456
Cable/Internet/Phone	26,280		27,068		27,880		28,717		29,578
Credit Card Expense	63,569		68,053		72,855		77,997		82,310
Management Fee	84,758		90,737		97,140		103,996		109,747
TOTAL OPERATING EXPENSES	967,947		1,029,851		1,103,975		1,175,329		1,236,421
Income Before Fixed Expenses	1,535,085		1,662,449		1,791,368		1,937,821		2,058,106
Gross Operating Profit (GOP)									
Reserves & Fixed Expenses:									
Real Estate Taxes (Estimates)	159,725		159,725		159,725		159,725		159,725
Personal Property Taxes (Estimates)	21,072		21,072		21,072		21,072		21,072
Insurance	42,379		45,369		48,570		51,998		54,874
Reserves For Replacement	56,505		90,737		97,140		138,661		146,329
NET OPERATING INCOME (NOI)	1,255,404		1,345,546		1,464,861		1,566,365		1,676,107
Loan (Interest Payment)	736,541		725,677		713,969		701,352		687,756
Loan (Principal Reduction)	139,946		150,810		162,518		175,135		188,731
NET CASH FLOW	\$378,917		\$469,059		\$588,374		\$689,878		\$799,620
RETURN ON INVESTMENT (ROI) %	9.15%		11.32%		14.20%		16.65%		19.30%
ROI % (Including Principal Reduction)	12.52%		14.96%		18.12%		20.88%		23.86%

NOTE: The above information is a forwards looking projection of anticipated expenses and profits with regard to this project based on the professional experience of Core Distinction Group LLC (CDG) participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by Smith Travel Research (STR) in the market's proximity along with to date range shopping of local and surrounding hotels. This projection could change due to changes and in the economy, both locally and overall, the acceptance of the project by the local community and patrons and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward projections are not warranted by CDG and are subject to change and fluctuation.



5 Year Break Even									Rooms: 72
	Year 1		Year 2		Year 3		Year 4		Year 5
Lodging Rooms Available	26,280		26,280		26,280		26,280		26,280
Lodging Occupancy %	50.6%		50.0%		48.9%		48.4%		47.8%
Total Occ. Rooms	13,294		13,149		12,843		12,716		12,569
Average Daily Rate	\$162.73		\$167.62		\$172.64		\$177.82		\$181.38
Revenue Per Available Room (REVPAR)	\$82.32		\$83.87		\$84.37		\$86.04		\$86.75
Revenue:									
Guest Room Revenue	2,163,383		2,203,981		2,217,271		2,261,205		2,279,767
Meeting Room Revenue	6,647		6,575		6,422		6,358		6,285
Marketplace/Vending	39,882		39,447		38,529		38,148		37,707
TOTAL HOTEL REVENUE	2,209,912		2,250,002		2,262,221		2,305,711		2,323,758
Hotel Payroll Expenses:									
Hotel Manager	58,000		59,740		61,532		63,378		65,280
Housekeeping/Maintenance	93,058		92,043		89,901		89,012		87,983
Front Desk	90,000		92,700		95,481		98,345		101,296
Workers Comp Insurance	6,026		6,112		6,173		6,268		6,364
Payroll Tax	30,886		31,324		31,636		32,125		32,615
TOTAL HOTEL PAYROLL	277,970		281,919		284,723		289,129		293,538
Hotel Operating Expenses:									
Cleaning Supplies	7,312		7,232		7,064		6,994		6,913
Laundry Supplies	6,647		6,575		6,422		6,358		6,285
Linens	9,971		9,862		9,632		9,537		9,427
Guest Supplies	13,294		13,149		12,843		12,716		12,569
Operating Supplies	11,300		11,177		10,917		10,809		10,684
Repairs & Maintenance	21,634		22,040		27,716		28,265		34,196
Swimming Pool Maintenance	10,000		11,500		13,225		15,209		17,490
Franchise & Royalty Fees	220,991		225,000		226,222		230,571		232,376
Hhonor Program Fees	106,006		107,995		108,646		110,799		111,709
PMS Fee	21,600		21,600		21,600		21,600		21,600
Complimentary Breakfast	53,176		52,596		51,372		50,864		50,276
Travel Agent Fees	64,901		66,119		66,518		67,836		68,393
Marketplace/Vending Expense	19,941		19,724		19,265		19,074		18,854
Marketing / Advertising	10,817		11,020		11,086		11,306		11,399
Utilities	77,347		78,750		79,178		80,700		81,332
Cable/Internet/Phone	26,280		27,068		27,880		28,717		29,578
Credit Card Expense	49,723		50,625		50,900		51,879		52,285
Management Fee	66,297		67,500		67,867		69,171		69,713
TOTAL OPERATING EXPENSES	797,237		809,531		818,352		832,404		845,076
Income Before Fixed Expenses	1,134,706		1,158,551		1,159,146		1,184,178		1,185,144
Gross Operating Profit (GOP)									
Reserves & Fixed Expenses:									
Real Estate Taxes (Estimates)	159,725		159,725		159,725		159,725		159,725
Personal Property Taxes (Estimates)	21,072		21,072		21,072		21,072		21,072
Insurance	33,149		33,750		33,933		34,586		34,856
Reserves For Replacement	44,198		67,500		67,867		92,228		92,950
NET OPERATING INCOME (NOI)	876,562		876,505		876,550		876,567		876,541
Loan (Interest Payment)	736,541		725,677		713,969		701,352		687,756
Loan (Principal Reduction)	139,946		150,810		162,518		175,135		188,731
NET CASH FLOW	\$75		\$18		\$63		\$80		\$54

NOTE: The above information is a forwards looking projection of anticipated expenses and profits with regard to this project based on the professional experience of Core Distinction Group LLC (CDG) participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by Smith Travel Research (STR) in the market's proximity along with to date range shopping of local and surrounding hotels. This projection could change due to changes and in the economy, both locally and overall, the acceptance of the project by the local community and patrons and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward projections are not warranted by CDG and are subject to change and fluctuation.



Lodging Demand Analysis

1st Quarter (Jan-Mar)	January	February	March	
Lodging Rooms Available	2,232	2,016	2,232	
Lodging Occupancy %	44.6%	51.5%	60.9%	
Total Occ. Rooms	996	1,038	1,360	
Average Daily Rate	119.39	144.87	147.45	
Total Revenue	\$118,905	\$150,446	\$200,498	
2nd Quarter (Apr-June)	April	May	June	
Lodging Rooms Available	2,160	2,232	2,160	
Lodging Occupancy %	61.6%	67.2%	77.3%	
Total Occ. Rooms	1,331	1,499	1,669	
Average Daily Rate	150.37	179.52	164.52	
Total Revenue	\$200,167	\$269,083	\$274,587	
3rd Quarter (July-Sept)	July	August	September	
Lodging Rooms Available	2,232	2,232	2,160	
Lodging Occupancy %	78.0%	79.6%	72.1%	
Total Occ. Rooms	1,740	1,777	1,557	
Average Daily Rate	184.49	192.18	165.03	
Total Revenue	\$321,080	\$341,526	\$256,993	
4th Quarter (Oct-Dec)	October	November	December	TOTAL
Lodging Rooms Available	2,232	2,160	2,232	26,280
Lodging Occupancy %	76.3%	56.8%	49.2%	64.7%
Total Occ. Rooms	1,704	1,227	1,097	16,996
Average Daily Rate	178.28	146.12	136.25	\$162.73
Total Revenue	\$303,720	\$179,281	\$149,501	2,765,788

** The above forecasts represent projections for occupancy, ADR, and revenue of a developed 72 unit lodging option. Financial Returns projected based on specific brand chosen for development. Development costs and FDD required by each brand for financial projection estimates.*

NOTE: The above information is a forward looking projection of anticipated occupancies, average daily rate and revenue based on the professional experience of Core Distinction Group LLC's participation in other projects, similar in nature. Occupancy and ADR projections derived from market data trends reported by CoStar/Smith Travel Research (STR) in the market's proximity along with to date rate shopping of local and surrounding hotels, and community feedback. This projection could change due to changes in the economy (both locally and overall), the acceptance of the project by the local community and patrons, and the fact that CDG has not been involved in a project in this area and in a municipality with these demographics in the past. Thereby, all investors understand and acknowledge that these forward looking projections are not warranted by CDG and are subject to change and fluctuation.

Source: Core Distinction Group LLC



1-5 Year Projections:

OCC%	ADR:	REVPAR	Room Revenue:	YEAR 1
64.7%	\$162.73	\$105.24	\$2,765,788	
OCC%	ADR:	REVPAR	Room Revenue:	YEAR 2
67.3%	\$167.62	\$112.74	\$2,962,712	
OCC%	ADR:	REVPAR	Room Revenue:	YEAR 3
69.9%	\$172.64	\$120.76	\$3,173,657	
OCC%	ADR:	REVPAR	Room Revenue:	YEAR 4
72.7%	\$177.82	\$129.36	\$3,399,621	
OCC%	ADR:	REVPAR	Room Revenue:	YEAR 5
75.3%	\$181.38	\$136.57	\$3,588,980	

It should be noted that the above projections are considered to be forecasted for the first full year open. Consideration for a ramp up period at a minimum of 90 to 180 days is typical for new hotel development. It should be noted that projections shown in any forward reaching Pro Forma will indicate a first partial year ramp up period for comparison and budget planning. The opening of this potential hotel development should be in timing up to 90 days prior to peak season to ensure highest potential profitability in year 1. A minimum of \$150k should be factored into the total project cost under working capital to offset this first year ramp up period loss potential. Hotels used in this seasonality analysis are from the regional market of Dodgeville, WI. The market's demand patterns appear average.

Source: Core Distinction Group LLC



Proposed Property

In this section of the report, Core Distinction Group has compiled a projection of income and expense for the proposed hotel development. This projection is based on the hotel's recommendations stated throughout this report, as well as the occupancy and average rate projected throughout this report. This section of the report also details construction/development costs gathered by Core Distinction Group.

Proposed Property Description

The quality of a lodging facility's physical improvements has a direct influence on marketability, attainable occupancy, and average room rate. The design and functionality of the structure can also affect operating efficiency and overall profitability. This section investigates the subject property's proposed physical improvements and personal property in an effort to determine how they are expected to contribute to attainable cash flows.

Projected Construction/Development Costs

Gathering the most accurate costs available may help ensure the hotel project projection estimates set in this report be as accurate as possible. Core Distinction Group requested construction/development costs directly from a reputable hotel construction company and/or the brand selected by the client. Core Distinction Group is not responsible for any discrepancies in costs in the future. The total estimated costs for this proposed hotel development project are listed in table below:

Hotel Construction/Development Costs in Dodgeville, WI	
Total Estimated Costs	\$13,809,747

Hotel Construction/Development Costs in Dodgeville, WI		
Total Estimated Costs	\$191,802	per room/key



Projected Hotel Development Revenue

In this section of this report, Core Distinction Group has compiled projections of revenue for the proposed hotel. This projection is based on the hotel's recommendations stated throughout this report, as well as the occupancy and average rate projected throughout this report. Room revenue is determined by two variables: occupancy and average rate. We projected occupancy and average rate in a previous section of this report. The proposed subject hotel is expected to stabilize by year three. Due to the scale of the proposed hotel development, the revenue will also contain a small amount of food and beverage revenue, telephone revenue, meeting space revenue and miscellaneous revenue. Below you will find a five year projection of total revenue for the proposed hotel development:

Five Year Projected Hotel Development Revenue	
Year 1	
	\$2,825,273.02
Year 2	
	\$3,024,576.52
Year 3	
	\$3,237,996.19

Projected Hotel Development Payroll

The projected hotel development payroll expenses consist of all payroll associated with the revenue obtained by the proposed property. Core Distinction Group includes; the General Manager salary, all maintenance payroll, all housekeeping payroll, all front desk payroll, as well as workers compensation insurance and any payroll taxes in its evaluation. Below you will find the forecasted five year proposed property's total payroll:

Five Year Projected Hotel Development Total Payroll	
Year 1	
	\$322,241.30
Year 2	
	\$332,277.20
Year 3	
	\$342,654.00



Projected Hotel Development Operating Expenses

The projected hotel development operating expenses consist of all operating expenses associated with the revenue obtained by the proposed property. Core Distinction Group includes the following in its operating expenses:

Cleaning Supply Expenses - All expenses related to the cleaning of the proposed hotel project.

Laundry Supply Expenses - All expenses related to the laundering of the linens at the proposed hotel project.

Linen Expenses - All expenses related to the ongoing cost of replacing linens at the proposed hotel project.

Guest Supply Expenses - All expenses related to the restocking of supplies used by the guest at proposed hotel project.

Operating Supply Expenses - All expenses related to the operations of the proposed hotel project.

Repairs and Maintenance Expenses - All expenses related to the repair and maintenance of the proposed hotel project. It should be noted that as a new hotel, these amounts may be lower in the first year or two of operation. However, this also does include any contracts such as elevator maintenance, fire alarm monitoring, etc.

Swimming Pool Maintenance Expenses - All expenses related to the upkeep of the pool at the proposed hotel project. It should be noted that if the proposed hotel does not have a pool, this number will not be present in the proposed hotel project expenses.

Grounds and Landscaping Expenses - All expenses related to the ongoing maintenance of lawn, landscaping and snow removal (if applicable) of the proposed hotel project.

Franchise Fee Expenses - All expenses related to the ongoing fees charged by the franchise to the proposed hotel project.

Property Management System Expenses - All expenses related to the ongoing fees charged by the property management system of the proposed hotel project.

Breakfast Expenses - All expenses related to the breakfast provided by the proposed hotel project.

Travel Agent Fee Expenses - All expenses related to the ongoing fees charged by any travel agent booking revenue at the proposed hotel project. This also includes online travel agent websites.

Reservation Expenses - All expenses related to the ongoing fees charged by the central reservation system of proposed hotel project.



Projected Hotel Development Operating Expenses (continued)

Vending and Bar Expenses - All expenses related to the bar or vending area of the proposed hotel project.

Office Expenses - All expenses related to the office supplies need at the proposed hotel project.

Marketing and Advertising Expenses - All expenses related to the marketing and advertising done for the proposed hotel project.

Utility Expenses - All expenses related to the utilities utilized at the proposed hotel project.

Telephone Expenses - All expenses related to the phone system at the proposed hotel project.

Internet Expenses - All expenses related to the internet system at the proposed hotel project.

Cable Expenses - All expenses related to the cable system at the proposed hotel project.

Waste Removal Expenses - All expenses related to the removal of waste at the proposed hotel project.

Dues and Subscription Expenses - All expenses related to any dues or subscriptions utilized at proposed hotel project.

Licenses and Permitting Expenses - All expenses related to any ongoing licenses or permits for the proposed hotel project.

Credit Card Processing Expenses - All expenses related to the credit card processing system at the proposed hotel project.

Management Fee Expenses - All expenses related to the ongoing professional hotel management fees of the proposed hotel project.

Accounting Service Expenses - All expenses related to the ongoing, professional accounting or accountant fees of the proposed hotel project.

Other Expenses/Frequent Stay Program Expenses - All expenses related to the brand's frequent stay program at the proposed hotel project. This line also includes any miscellaneous expenses.



Projected Hotel Development Operating Expenses (continued)

Below you will find the forecasted five year, proposed property's total operating expenses:

Five Year Projected Hotel Development Total Operating Expenses	
Year 1	
	\$967,946.91
Year 2	
	\$1,029,850.70
Year 3	
	\$1,103,974.63
Year 4	
	\$1,175,328.97
Year 5	
	\$1,236,420.95



Projected Hotel Development Reserves and Fixed Expenses

The projected hotel development reserves and fixed expenses consist of all fixed monthly expenses as well as the reserve for replacement expenses associated with the revenue obtained by the proposed property. Core Distinction Group includes the following in its reserves and fixed expenses:

Real Estate Tax Expenses - This expense relates to the real estate taxes assessed for the proposed hotel project. In some cases this item could be an estimate and/or may be reduced due to incentives. Depending on the taxing policy of the municipality, property taxes can be based on the value of the real property or the value of the personal property and the real property. We have based our estimate of the proposed subject property's market value (for tax purposes) on an analysis of assessments of comparable hotel properties in the local municipality. The numbers below are based on what was available to Core Distinction Group representatives at the time of conducting the research in this report.

Insurance Expenses - This expense relates to the ongoing property insurance for the proposed hotel project. In some cases this item could be an estimate. The insurance expense consists of the cost of insuring the hotel and its contents against damage or destruction by fire, weather, sprinkler leakage, boiler explosion, plate glass breakage, and so forth. General insurance costs also include premiums relating to liability, fidelity, and theft coverage. Insurance rates are based on many factors, including building design and construction, fire detection and extinguishing equipment, fire district, distance from the firehouse, and the area's fire experience. Insurance expenses do not vary with occupancy. The numbers to follow are based on what was available to Core Distinction Group representatives at the time of conducting the research in this report.

Reserve for Replacement Expenses - Furniture, fixtures, and equipment are essential to the operation of a lodging facility, and their quality often influences a property's revenue-producing abilities. This expense line includes all non-real estate items that are capitalized, rather than expensed. The furniture, fixtures, and equipment of a hotel are exposed to heavy use and must be replaced at regular intervals. The useful life of these items is determined by their quality, durability, and the amount of guest traffic and use. Periodic replacement of furniture, fixtures, and equipment is essential to maintain the quality, image, and revenue-producing potential of a lodging facility. Studies have indicated that on an ongoing basis a minimum of 4 percent is required to properly maintain hotels. Because the proposed hotel will be a new construction, we used a buildable approach whereas, in the first two years of operation, the reserve was estimated to be 3 percent and in subsequent years the reserve for replacement was estimated to be 4 percent of total sales and is estimated to provide sufficient funds for future capital improvements.



Projected Hotel Development Reserves and Fixed Expenses (continued)

Below you will find the forecasted five year, proposed property's total reserves and fixed expenses:

Five Year Projected Hotel Development Total Reserves and Fixed Expenses	
Year 1	
	\$258,609.24
Year 2	
	\$295,830.63
Year 3	
	\$305,434.51
Year 4	
	\$350,384.06
Year 5	
	\$360,927.61



Projected Hotel Development Loan Expenses

The projected hotel development loan expenses consist of all monthly expenses incurred by the proposed property. Based on our analysis of the current lodging industry's mortgage market and adjustments for specific factors, such as the property's site, proposed facility, and conditions in the hotel market, it is our opinion that a 7.5% interest, 25-year amortization mortgage is appropriate for the proposed subject hotel. In the mortgage equity analysis, we have applied a loan-to-cost ratio of 70%, which is reasonable to expect based on this interest rate and current parameters. Below you will find the forecasted five year, proposed property's total loan expenses:

Five Year Projected Hotel Development Total Interest Payment	
Year 1	
	\$736,541
Year 2	
	\$725,677
Year 3	
	\$713,969
Year 4	
	\$701,352
Year 5	
	\$687,756

Five Year Projected Hotel Development Total Principal Reduction	
Year 1	
	\$139,946
Year 2	
	\$150,810
Year 3	
	\$162,518
Year 4	
	\$175,135
Year 5	
	\$188,731



Projected Hotel Development Income

The projected hotel development income is measured by two separate parameters for the proposed property:

Return On Investment (ROI) is a performance measure used to evaluate the efficiency of an investment or compare the efficiency of a number of different investments. ROI tries to directly measure the amount of return on a particular investment relative to the investment's cost.

ROI % (Including Principal Reduction) is a calculation used to analyze the profitability of income-generating real estate investments. ROI equals all revenue from the property, minus all reasonably necessary operating expenses, and principle loan payment.

The projected Return On Investment (ROI) and Net Operating Income ROI % (Including Principal Reduction) are as follows:

Five Year Projected - Total Return On Investment (ROI)	
Year 1	
	9.15%
Year 2	
	11.32%
Year 3	
	14.20%
Year 4	
	16.65%
Year 5	
	19.30%

Five Year Projected - ROI % (Including Principal Reduction)	
Year 1	
	12.52%
Year 2	
	14.96%
Year 3	
	18.12%
Year 4	
	20.88%
Year 5	
	23.86%



2023 Consumer Confidence Report Data

DODGEVILLE WATERWORKS, PWS ID: 12500796

Este informe contiene información importante acerca de su agua potable. Haga que alguien lo traduzca para usted, o hable con alguien que lo entienda.

Dlaim ntawv tshaabzu nuav muaj lug tseemceeb heev nyob rua huv kws has txug cov dlej mej haus. Kuas ib tug paab txhais rua koj, los nrug ib tug kws paub lug thaam.

Water System Information

If you would like to know more about the information contained in this report, please contact Brian Schultz at (608) 574-4254.

Opportunity for input on decisions affecting your water quality

Monthly City Council meetings are typically held on the first and third Tuesday of each month. Meetings held at 100 E. Fountain Street at 5:30 PM.

Health Information

Drinking water, including bottled water, may reasonably be expected to contain at least small amounts of some contaminants. The presence of contaminants does not necessarily indicate that water poses a health risk. More information about contaminants and potential health effects can be obtained by calling the Environmental Protection Agency's safe drinking water hotline (800-426-4791).

Some people may be more vulnerable to contaminants in drinking water than the general population. Immuno-compromised persons such as persons with cancer undergoing chemotherapy, persons who have undergone organ transplants, people with HIV/AIDS or other immune systems disorders, some elderly, and infants can be particularly at risk from infections. These people should seek advice about drinking water from their health care providers. EPA/CDC guidelines on appropriate means to lessen the risk of infection by cryptosporidium and other microbial contaminants are available from the Environmental Protection Agency's safe drinking water hotline (800-426-4791).

Source(s) of Water

Source ID	Source	Depth (in feet)	Status
5	Groundwater	726	Active
6	Groundwater	726	Temp. out of Service as of
8	Groundwater	748	Active
9	Groundwater	1020	Active

To obtain a summary of the source water assessment please contact, Brian Schultz at (608) 574-4254.

Educational Information

The sources of drinking water, both tap water and bottled water, include rivers, lakes, streams, ponds, reservoirs, springs and wells. As water travels over the surface of the land or through the ground, it dissolves naturally occurring minerals and, in some cases, radioactive material, and can pick up substances resulting from the presence of animals or from human activity.

Contaminants that may be present in source water include:

- Microbial contaminants, such as viruses and bacteria, which may come from sewage treatment plants, septic systems, agricultural livestock operations and wildlife.
- Inorganic contaminants, such as salts and metals, which can be naturally- occurring or result from urban stormwater runoff, industrial or domestic wastewater discharges, oil and gas production, mining or farming.
- Pesticides and herbicides, which may come from a variety of sources such as agriculture, urban stormwater runoff and residential uses.
- Organic chemical contaminants, including synthetic and volatile organic chemicals, which are by-products of industrial processes and petroleum production, and can also come from gas stations, urban stormwater runoff and septic systems.
- Radioactive contaminants, which can be naturally occurring or be the result of oil and gas production and mining activities.

In order to ensure that tap water is safe to drink, EPA prescribes regulations that limit the amount of certain contaminants in water provided by public water systems. FDA regulations establish limits for contaminants in bottled water, which shall provide the same protection for public health.

Definitions

Term	Definition
AL	Action Level: The concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow.
HA and HAL	HA: Health Advisory. An estimate of acceptable drinking water levels for a chemical substance based on health effects information. HAL: Health Advisory

Term	Definition
	Level is a concentration of a contaminant which, if exceeded, poses a health risk and may require a system to post a public notice. Health Advisories are determined by US EPA.
HI	HI: Hazard Index: A Hazard Index is used to assess the potential health impacts associated with mixtures of contaminants. Hazard Index guidance for a class of contaminants or mixture of contaminants may be determined by the US EPA or Wisconsin Department of Health Services. If a Health Index is exceeded a system may be required to post a public notice.
Level 1 Assessment	A Level 1 assessment is a study of the water system to identify potential problems and determine, if possible, why total coliform bacteria have been found in our water system.
Level 2 Assessment	A Level 2 assessment is a very detailed study of the water system to identify potential problems and determine, if possible, why an E. coli MCL violation has occurred or why total coliform bacteria have been found in our water system, or both, on multiple occasions.
MCL	Maximum Contaminant Level: The highest level of a contaminant that is allowed in drinking water. MCLs are set as close to the MCLGs as feasible using the best available treatment technology.
MCLG	Maximum Contaminant Level Goal: The level of a contaminant in drinking water below which there is no known or expected risk to health. MCLGs allow for a margin of safety.
MFL	million fibers per liter
MRDL	Maximum residual disinfectant level: The highest level of a disinfectant allowed in drinking water. There is convincing evidence that addition of a disinfectant is necessary for control of microbial contaminants.
MRDLG	Maximum residual disinfectant level goal: The level of a drinking water disinfectant below which there is no known or expected risk to health. MRDLGs do not reflect the benefits of the use of disinfectants to control microbial contaminants.
mrem/year	millirems per year (a measure of radiation absorbed by the body)
NTU	Nephelometric Turbidity Units
pCi/l	picocuries per liter (a measure of radioactivity)
ppm	parts per million, or milligrams per liter (mg/l)
ppb	parts per billion, or micrograms per liter (ug/l)
ppt	parts per trillion, or nanograms per liter
ppq	parts per quadrillion, or picograms per liter
PHGS	PHGS: Public Health Groundwater Standards are found in NR 140 Groundwater Quality. The concentration of a contaminant which, if exceeded, poses a health risk and may require a system to post a public notice.
RPHGS	RPHGS: Recommended Public Health Groundwater Standards: Groundwater standards proposed by the Wisconsin Department of Health Services. The

Term	Definition
	concentration of a contaminant which, if exceeded, poses a health risk and may require a system to post a public notice.
SMCL	Secondary drinking water standards or Secondary Maximum Contaminant Levels for contaminants that affect taste, odor, or appearance of the drinking water. The SMCLs do not represent health standards.
TCR	Total Coliform Rule
TT	Treatment Technique: A required process intended to reduce the level of a contaminant in drinking water.

Detected Contaminants

Your water was tested for many contaminants last year. We are allowed to monitor for some contaminants less frequently than once a year. The following tables list only those contaminants which were detected in your water. If a contaminant was detected last year, it will appear in the following tables without a sample date. If the contaminant was not monitored last year, but was detected within the last 5 years, it will appear in the tables below along with the sample date.

Disinfection Byproducts

Contaminant (units)	Site	MCL	MCLG	Level Found	Range	Sample Date (if prior to 2023)	Violation	Typical Source of Contaminant
HAA5 (ppb)	H5	60	60	1	1		No	By-product of drinking water chlorination
TTHM (ppb)	H5	80	0	0.9	0.9		No	By-product of drinking water chlorination

Inorganic Contaminants

Contaminant (units)	Site	MCL	MCLG	Level Found	Range	Sample Date (if prior to 2023)	Violation	Typical Source of Contaminant
ARSENIC (ppb)		10	n/a	2	0 - 2		No	Erosion of natural deposits; Runoff from orchards; Runoff from glass

Contaminant (units)	Site	MCL	MCLG	Level Found	Range	Sample Date (if prior to 2023)	Violation	Typical Source of Contaminant
								and electronics production wastes
BARIUM (ppm)		2	2	0.040	0.023 - 0.040		No	Discharge of drilling wastes; Discharge from metal refineries; Erosion of natural deposits
CADMIUM (ppb)		5	5	0.2	0.0 - 0.2		No	Corrosion of galvanized pipes; Erosion of natural deposits; Discharge from metal refineries; runoff from waste batteries and paints
FLUORIDE (ppm)		4	4	0.2	0.1 - 0.2		No	Erosion of natural deposits; Water additive which promotes strong teeth; Discharge from fertilizer and aluminum factories
NICKEL (ppb)		100		3.6000	1.2000 - 3.6000		No	Nickel occurs naturally in soils, ground water and surface waters and is often used in electroplating, stainless steel and alloy products.
NITRATE (N03-N) (ppm)		10	10	0.64	0.00 - 0.64		No	Runoff from fertilizer use; Leaching from septic tanks, sewage; Erosion of natural deposits
SODIUM (ppm)		n/a	n/a	27.00	1.60 - 27.00		No	n/a

Contaminant (units)	Action Level	MCLG	90th Percentile Level Found	# of Results	Sample Date (if prior to 2023)	Violation	Typical Source of Contaminant
COPPER (ppm)	AL=1.3	1.3	0.2100	0 of 20 results were above the action level.		No	Corrosion of household plumbing systems; Erosion of natural deposits; Leaching from wood preservatives
LEAD (ppb)	AL=15	0	1.40	0 of 20 results were above the action level.		No	Corrosion of household plumbing systems; Erosion of natural deposits

PFAS Contaminants with a Recommended Health Advisory Level

Perfluoroalkyl and polyfluoroalkyl substances (PFAS) are a large group of human-made chemicals that have been used in industry and consumer products worldwide since the 1950. The following table list PFAS contaminants which were detected in your water and that have a Recommended Public Health Groundwater Standard (RPHGS) or Health Advisory Level (HAL). There are no violations for detections of contaminants that exceed the RPHGS or HAL. The RPHGS are levels at which concentrations of the contaminant present a health risk and are based on guidance provided by the Wisconsin Department of Health Services.

Typical Source of Contaminant		Drinking water is one way that people can be exposed to PFAS. In Wisconsin, two-thirds of people use groundwater as their drinking water source. PFAS can get in groundwater from places that make or use PFAS and release from consumer products in landfills.				
Contaminant (units)	Site	RPHGS or HAL (PPT)	Level Found	Range	Sample Date (if prior to 2023)	
PFHXS (ppt)		40	0.35	0.00 - 0.35		

Radioactive Contaminants

Contaminant (units)	Site	MCL	MCLG	Level Found	Range	Sample Date (if prior to 2023)	Violation	Typical Source of Contaminant
GROSS ALPHA, EXCL. R & U (pCi/l)		15	0	3.1	1.6 - 3.1	6/25/2020	No	Erosion of natural deposits
RADIUM, (226 + 228) (pCi/l)		5	0	0.6	0.0 - 0.6	6/25/2020	No	Erosion of natural deposits
GROSS ALPHA, INCL. R & U (n/a)		n/a	n/a	3.4	0.0 - 3.4	6/25/2020	No	Erosion of natural deposits
COMBINED URANIUM (ug/l)		30	0	0.5	0.3 - 0.5	6/25/2020	No	Erosion of natural deposits

Additional Health Information

If present, elevated levels of lead can cause serious health problems, especially for pregnant women and young children. Lead in drinking water is primarily from materials and components associated with service lines and home plumbing. Dodgeville Waterworks is responsible for providing high quality drinking water, but cannot control the variety of materials used in plumbing components. When your water has been sitting for several hours, you can minimize the potential for lead exposure by flushing your tap for 30 seconds to 2 minutes before using water for drinking or cooking. If you are concerned about lead in your water, you may wish to have your water tested. Information on lead in drinking water, testing methods, and steps you can take to minimize exposure is available from the Safe Drinking Water Hotline or at www.epa.gov/safewater/lead.

DODGEVILLE POLICE DEPARTMENT

Section IV. Item #7.

111 W. Merrimac
Dodgeville, WI 53533

Telephone: 608-935-3238
Fax: 608-935-9655

Chief of Police Brandon Wilhelm

TO: Dodgeville City Common Council
FROM: Chief Brandon Wilhelm
RE: June 4th, 2024 Police Department Report

May 2024 Calls for Service Report

- 294 Calls for service
- 23 percent decrease compared to last May
- 39 percent increase in arrests compared to last May
- 1380 Calls for service- Year to date

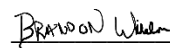
Lieutenant Update

- Conditional Offer- Tentative start in July 2024

Ordinance Compliance Initiative

-Officers are being assigned specific wards within the City to address various ordinance violations.

- | | |
|--|--|
| -WARD 1- Sgt. Blake Weier | bw56@dodgevillewi.gov |
| -WARD 2- Officer Joseph Pepper | jp54@dodgevillewi.gov |
| -WARD 3- Officer Shane Groom | sg57@dodgevillewi.gov |
| -WARD 4- Chief Brandon Wilhelm | policechief@dodgevillewi.gov |
| -WARD 5-Officer Garrett Faull | gf52@dodgevillewi.gov |
| -WARD 6-“Vacant” Will be Lt. | |
| -WARD 7-Officer Jared Weier | jw51@dodgevillewi.gov |
| -WARD 8-Officer Mandi Andrews | ma49@dodgevillewi.gov |
| -WARD 9- Officer Cody Durni | cd53@dodgevillewi.gov |
| -Ward 10- “Vacant” | |
| | |
| -Streets E. of 23- Officer Nathan Birdsill | nb55@dodgevillewi.gov |
| -Streets W. of 23- Officer David Brennum | db50@dodgevillewi.gov |



Brandon Wilhelm
Chief of Police
Dodgeville Police Department

“To protect and serve, in partnership with our community, through integrity and compassion.”

DODGEVILLE POLICE DEPARTMENT

Section IV. Item #7.

111 W. Merrimac
Dodgeville, WI 53533

Telephone: 608-935-3238
Fax: 608-935-9655

Chief of Police Brandon Wilhelm

Incident Summary Report by Case Outcome

Section IV. Item #7.

Dodgeville Police Department

Incidents From: 5/1/2024

To: 5/30/2024

Date Run: 5/30/2024 11:10AM

Active

Bail Jumping	1
Child in Need of Protection/Services -Juvenile	1
Emergency Detention	1
Fraud	1
Theft	1
Traffic Accident - Hit and Run	1

Total Incidents for Active: 6

Arrest

	0
Assist Drug Task Force	1
Assist Iowa County Sheriff Department	1
Bail Jumping	3
Battery	1
Child in Need of Protection/Services -Juvenile	1
Disorderly Conduct - Fight, Disturbance	4
Domestic Disturbance	1
Drug Possession	1
Operate Motor Vehicle While Intoxicated	1
Resist/Obstruct Law Enforcement Officer	1
Simple Assault	2
Theft	1
Warrant - Arrest	3

Total Incidents for Arrest: 21

Citation Issued

Operator's License Violation	1
Registration/Title Violation	2
Required Stop Violation	1
Sign, Marker Violation	1
Speeding Violation	4

Total Incidents for Citation Issued: 9

Closed

Section IV. Item #7.

Abandoned/Towed Vehicle	1
Alarm - Business	2
All-Terrain Vehicle Violation	1
Animal at Large	4
Animal Barking/Noise	2
Animal Bite	3
Animal Carcass/Nuisance/Etc.	1
Assist Citizen	12
Assist City Department	53
Assist Dodgeville Schools	12
Assist EMS	19
Assist Fire	4
Assist Iowa County Sheriff Department	7
Assist Motorist	3
Assist Probation/Parole	1
Assist Social Services	1
Attempt to Locate Person	1
Bar/Tavern Check	6
Check Building / Area	1
CITIZEN CONTACT	13
Civil Dispute	1
Detox	1
Disorderly Conduct - All Other	2
Disorderly Conduct - Fight, Disturbance	1
Emergency Detention	1
Fire	1
Found Items/Property	2
Fraud	1
Handicapped Zone	1
Harassment	3
Harassment - Phone Calls	1
License - Bartender	1
Lockout - Vehicles	2
Lost Items/Property	4
Loud and Unnecessary Noise	1
Neighbor Problems	2

Operate Motor Vehicle While Intoxicated	Section IV. Item #7.
Public Service, DARE, etc.	11
Radar	4
Speeding Violation	1
Street Use Permit	4
Suicide Attempts, Threats, Actual	1
Suspicious Person/Activity	4
TIME Dissemination	1
Traffic Accident - Property Damage	9
Traffic Complaint	1
Traffic Direction - Funeral	1
Traffic Direction -Other	1
Trespassing	2
Truancy	1
Vehicle Equipment Violation	3
Warrant - Arrest	1
Welfare Check	8

Total Incidents for Closed: 226

Inactive

Attempt to Locate Vehicle	1
Child in Need of Protection/Services -Juvenile	1
Found Items/Property	1
Fraud	3
Theft	2

Total Incidents for Inactive: 8

No Case Outcome

Assist Citizen	1
Fraud	1
TIME CH - Query and Dissemination to DA	3
Traffic Accident - Property Damage	2

Total Incidents for No Case Outcome: 7

Refer to Juv Off

Disorderly Conduct - Juvenile	1
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Total Incidents for Refer to Juv Off: 1

Referred to another department

Section IV. Item #7.

Assist Citizen	1
Assist City Department	1
Assist Other Law Enforcement Agency	2
CITIZEN CONTACT	1
Fraud	1
Suspicious Person/Activity	1

Total Incidents for Referred to another department: 7**Referred to DA**

Disorderly Conduct - Fight, Disturbance	1
Operator's License Violation	1
Sexual Assault - Child	1

Total Incidents for Referred to DA: 3**Unfounded**

Alarm - Business	1
Assist Citizen	1
Assist Fire	1
Suspicious Person/Activity	1
Theft	1
Traffic Complaint	1

Total Incidents for Unfounded: 6

Warned

Section IV. Item #7.

	0
.....	
Animal at Large	2
.....	
Animal Barking/Noise	2
.....	
CITIZEN CONTACT	1
.....	
Driving, Meeting, Passing Violation	1
.....	
Failure to Yield Offenses	1
.....	
Handicapped Zone	1
.....	
Loud and Unnecessary Noise	1
.....	
Municipal Code Violation	2
.....	
Registration/Title Violation	1
.....	
Required Stop Violation	2
.....	
Speeding Violation	4
.....	
Traffic Complaint	1
.....	
Trespassing	1
.....	
Truancy	1
.....	
Vehicle Equipment Violation	5
.....	

Total Incidents for Warned: 26

Proclamation

Whereas; we gather with heavy hearts to honor the life and legacy of Coach Bob Buck, a cherished member of this community who has passed from our midst;

Whereas; Coach Bob Buck has touched the lives of all who had the privilege of knowing him, leaving a lasting imprint of kindness, compassion, and friendship;

Whereas; his presence amongst us was a source of inspiration, his friendship a beacon of warmth, and his contributions a testament to the power of selflessness and dedication;

Whereas; Coach Bob Buck enriched our community with his unwavering commitment to service, his spirit of generosity, and his belief in the inherent goodness of humanity;

Whereas; we honor and remember Coach Bob Buck, with sorrow and deep appreciation, for the profound impact he made on our lives and the legacy of love and compassion he leaves behind;

Now, Therefore, I, Barry N. Hottmann, Mayor of the City of Dodgeville, do hereby proclaim June 1, 2024, as

"It's a great day to be a Dodger" Day

in Dodgeville, Wisconsin.

May his memory be a blessing, and may his spirit continue to guide and inspire us as we strive to uphold the values and ideals he so passionately embraced.

Barry N. Hottmann
Mayor, City of Dodgeville

Lauree Aulik
Clerk/Treasurer, City of Dodgeville

City of Dodgeville – Police Department
Licenses and Permits - Application Investigation 2024
Prepared by Chief of Police – Brandon E. Wilhelm

Application for Alcohol Beverage License

The following businesses/operators, making a written application or renewal application, for a retail alcohol beverage license, have provided information that is consistent with those courts and police records inspected and reviewed by the Dodgeville Police Department and its employees.

Name of Business: Cathryn’s Market
Name(s) of Owner/Agent: Cathryn and Cliff Gonyer

Name of Business: Designs by Lori/Roots to Branches
Name(s) of Owner/Agent: Lori Cerutti

Name of Business: Red Room Bar and Restaurant
Name(s) of Owner/Agent: Laura & Kelly U’ren

Name of Business: Dodger Bowl Lanes & Catering LLC
Name(s) of Owner/Agent: Ashley Price

Name of Business: Dean’s Liquor
Name(s) of Owner/Agent: Dean Rogers

Name of Business: New Horizons Supply Cooperative
Name(s) of Owner/Agent: Jennifer Christianson

Name of Business: Dino’s
Name(s) of Owner/Agent: Richard & Dean Whitish

Name of Business: Wal-Mart Stores East, LP
Name(s) of Owner/Agent: David Murphy

Name of Business: Walgreens #10962
Name(s) of Owner/Agent: Rebecca Wentworth

Name of Business: Piggly Wiggly Supermarket #403
Name(s) of Owner/Agent: Nicholas M. Bearer

Name of Business: Corralejo Mexican Grill
Name(s) of Owner/Agent: Thalia H. Leon Porras

Name of Business: Jeffrey's House of Foolishness
Name(s) of Owner/Agent: Jeff Krier

Name of Business: Bob's Bitchin BBQ, LLC.
Name(s) of Owner/Agent: Robert Page

Name of Business: Kwik Trip #765
Name(s) of Owner/Agent: Harry Hying

Name of Business: Kwik Trip #340
Name(s) of Owner/Agent: Scott Oomens

Name of Business: Pizza Hut
Name(s) of Owner/Agent: Clint Miller

Chief of Police report with recommendation

The Chief of Police has conducted a background investigation on the owners/agents identified for each business. Information revealed that the application or renewal application for an operator's license for the above-named businesses/individual agents or owners, is in compliance with regulations, ordinances and applicable laws. Additionally, an on-site inspection was conducted, in person, by the Chief of Police at the location of the license described on the application. The inspection revealed compliance with the requirement of law. Any deviations from ordinance or applicable law appeared to be unintentional and recommendations were made for compliance.

This report to the Common Council is a recommendation for approval for the application or license holder as the records provide no justification for law enforcement denial.

Application for Cigarette, Tobacco & Electronic Vaping Device Retail License

The following businesses, making a written application or renewal application, for a retail license to sell cigarette, tobacco and electronic vaping products, have provided information that is consistent with those courts and police records inspected and reviewed by the Dodgeville Police Department and its employees.

Kwik Trip #765
Kwik Trip #340
Walgreen #10962
Piggly Wiggly Supermarket #403
Dean's Liquor LLC
New Horizons Supply Coop

Chief of Police report with recommendation

Information revealed that the application, or renewal application, for a retail license to sell cigarette, tobacco and electronic vaping products, is in compliance with regulations, ordinances and applicable laws. Additionally, an on-site inspection was conducted, in person, by the Chief of Police, at the location of the license described on the application. The inspection revealed compliance with the requirements of the law. Any deviations from ordinance or applicable law appeared to be unintentional and recommendations were made for compliance.

This report to the Common Council is a recommendation for approval for the application or license holder as the records provide no justification for law enforcement denial.

Application for a Mobile Home Park License

The applicants listed below are making written application or renewal application for a Mobile Home Park License and have provided information that is accurate, complete, and consistent with those court and police records inspected and reviewed by the Dodgeville Police Department and its employees.

Martin Mobile Home Park (E Spring St.)- Evelyn Martin

Starr Mobile Home Park, LLC. (County Road YZ)- Timothy & Ronald Starr

Slaney Mobile Home Park (Spring St, 1st, 2nd, 3rd & 4th St)-Lois Slaney

Chief of Police report with Approval

This report to the Common Council is that there are no significant discrepancies that would provide justification for denial for these applicants or license holders. Additionally, an on-site inspection was conducted, in person, by the Chief of Police at the location of the license described in the application. The inspection revealed compliance with the requirements of law.

Any deviation from ordinances will be addressed via letters sent in the Summer of 2024 and re-examined during the 2025 license application renewal.

Application for Dance License

The following businesses/operators, making a written application or renewal application for a City of Dodgeville Dance License, have provided information which is consistent with those courts and police records inspected and reviewed by the Dodgeville Police Department and its employees.

- Name of Business: Jeffrey's House of Foolishness
 Dodger Bowl
 Red Room
 Duke's Brew Pub & Ale House
 Dino's

Information revealed that the application or renewal application for a dance license is in compliance with regulations, ordinances and applicable laws. Additionally, an on-site inspection was conducted, in person, by a the Chief of Police, at the location of the license described on the application. The inspection revealed compliance with the requirement of the law. The records for the establishment have also been reviewed and found that no violations of the license have been reported within the past year.

Chief of Police report with recommendation

This report to the Common Council is a recommendation for approval or renewal and approval for this applicant or license holder.

CITY OF DODGEVILLE
2024 Skidloader Snowblower
84" Width

Bidder and Address	Make & Model	Bid Amount
Ritchie's 507 W Main St Cobb, WI 53526	Erksine SB360X 84" Snowblower	\$11,950.00
K&LBobcat 13866 County Rd F Darlington, WI 53530	Erksine SB360X 84" Snowblower	\$11,830.00
K&LBobcat 13866 County Rd F Darlington, WI 53530	Virnig VBW84 84" Snowblower	\$13,198.00

Job Description

Assistant Director of Public Works

June 2024

POSITION SUMMARY

Job Title: Assistant Director of Public Works	Employment Classification: Full-Time
Department: Public Works	FLSA Category: Exempt
Reports to: Director of Public Works	Pay Type: Salary

Under general supervision of the Director of Public Works, assist in the management, planning, organizing, and directing of work within the Department of Public Works. Work requires the use of considerable professional judgment and initiative within the framework of established regulations, policies, and procedures. Responsibilities will include assisting in overseeing multiple operations within the Department of Public Works which includes street, storm sewer and fleet maintenance, water/sewer utilities, building inspections, building maintenance, parks operation and maintenance, swimming pool operation and maintenance, recreation department operation and maintenance, cemetery operation and maintenance, construction plan review, capital improvement project management, and planning and zoning. In the absence of the Director of Public Works, this position may assume the duties of the department director when assigned.

DUTIES & RESPONSIBILITIES

- Assist in planning and directing the maintenance and construction of sanitary and storm sewers, streets, sidewalks, curb and gutters, water, wastewater treatment, cemetery, park facilities, recreation facilities, and swimming pool.
- Assist in plan review with other City Staff, including but not limited to; the City Engineer, Water, Sewer and Street Departments, to ensure that new development, or redevelopment plans comply with applicable City Codes and long-range development plans.
- Assist and make recommendations for the preparation and implementation of the annual budget for the Public Works Department.
- Assists in the preparation of long-range plans as required by the Common Council.
- Attends City Council, Public Works Committee, Plan Commission and other meetings as necessary
- Develop effective working relationships with council members, property owners, business owners, contractors, vendors, public utilities and state agencies.
- Conduct field inspections of work in progress or upon completion.

- Keep abreast of problems, circumstances, activities or events which may/will affect the department and keep the Director apprised of concerns.
- Resolve and respond to citizen complaints or inquiries regarding public works programs and operations.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of City Ordinance's to assist with questions from the public
- Ability to maintain good records and file reports.
- Proficiency in Microsoft Office, GIS applications, Civil 3D, as well as other computer software programs and technological resources as available.
- Foster a working environment, by example and encouragement, which promotes teamwork, trust and respect among employees.
- Assist in providing information for economic development.
- Ability to maintain strict confidentiality.
- Assumes the duties of the Director of Public Works, when necessary.
- Perform other tasks which from time to time may be assigned by the Mayor, Common Council or Director of Public Works.

REQUIRED EXPERIENCE, EDUCATION AND TRAINING

- Graduation from an ABET accredited college or university with a Bachelor of Science degree in civil or municipal engineering. Minimum of four (4) years of relevant experience, or any equivalent combination of experience and education. Registered as a Professional Engineer in the State of Wisconsin, or the ability to obtain within one year. Prior municipal and personnel management experience is desired.
- Valid Wisconsin Motor Vehicle Operator's License.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility: The ability to move around the municipality and various work sites, including walking, standing, and climbing stairs or ladders. This may involve conducting site inspections, visiting construction projects, or assessing infrastructure needs.

Lifting and Carrying: Occasionally lifting and carrying equipment, materials, or supplies weighing up to 50 pounds. This may include tools, documents, or other items needed for daily operations or during emergency response situations.

Driving: Operating a motor vehicle to travel between different work sites, attend meetings, or perform other job-related tasks. A valid driver's license is typically required.

Manual Dexterity: The ability to manipulate small objects, use hand tools, and operate equipment as necessary for the job. This may include tasks such as operating computer keyboards, handling tools, or using measuring devices.

Visual Acuity: Sufficient vision to read written documents, inspect infrastructure, and observe construction or maintenance activities. This includes near vision for reading fine print and distance vision for assessing larger areas or objects.

Hearing: Adequate hearing to communicate effectively with employees, contractors, and the public. This includes the ability to hear and understand instructions, warnings, and alarms.

Stamina: The physical endurance to work extended hours, especially during emergency situations or critical projects. This may involve working in various weather conditions, such as heat, cold, or inclement weather.

Environmental Exposure: The ability to work outdoors and in different environments, which may include exposure to noise, dust, fumes, hazardous substances, and inclement weather conditions. Appropriate personal protective equipment and safety protocols should be followed.

WORKING CONDITIONS: While performing the duties of this job, the employee is regularly required to walk, stand, and sit as needed. The employee may on occasion be required to lift objects weighing no more than 20 lbs. to hip height, be required to stoop, kneel, or crouch. The employee is routinely required to talk and give verbal instructions, speak on the phone, hear and understand conversation in an office environment, and perform work at a computer terminal. The employee is required to operate a variety of office equipment and to operate a motor vehicle.

The employee has contact with the public. The employee is routinely required to work with others to accomplish joint projects and to work alone on his/her own tasks. The incumbent must maintain a level of alertness commensurate with being responsible for the health and welfare of others.

The work environment is generally favorable. Lighting and temperature are adequate and there are rarely hazardous or unpleasant conditions caused by noise, dust, etc. The incumbent may occasionally be exposed to extreme cold or extreme heat and be required to enter confined spaces.

CLOSING STATEMENT

The description has been prepared to assist in evaluating duties, responsibilities and skills of the position. It is not intended as a list of specific responsibilities and duties, nor is it intended to limit duties to those listed. It is understood that the Supervisor has the right to assign, direct and modify duties and responsibilities as needed.

I have read and understand the essential functions of the job.

Signature: _____ Date: _____

Preliminary Cost Modeling Update

		STUDY C.1 / C.2		RENOVATION			
		7,200 GSF		13,370 GSF			
			\$78/sf	\$562,372		\$0/sf	\$0
Sitework							
	Site controls, prep, misc demo	35,000	\$1.16/sf	\$40,600			
	Surfacing demo/removal	11,500	\$2.90/sf	\$33,350			
	Cut & fill, grading	2,000	\$34.80/sf	\$69,600			
	Parking	14,500	\$5.80/sf	\$84,100			
	Pedestrian paving, walk	2,200	\$11.60/sf	\$25,520			
	Ret walls, rail	60	\$522.00/sf	\$31,320			
	North entry stair/patio	1,600	\$63.80/sf	\$102,080			
	Utility connections/modifications	500	\$116.00/sf	\$58,000			
	Landscaping	16,700	\$4.06/sf	\$67,802			
	Site amenities, furnishings, lighting, signage	allowance		\$50,000			
Structure			\$85/sf	\$613,872		\$13/sf	\$179,400
	Typical spread footings, SOG	7,200	\$20.88/sf	\$150,336			
	Retaining wall footings	210	\$696.00/sf	\$146,160			
	Structural framing	7,200	\$44.08/sf	\$317,376			
	Remove atrium area floor/stair				600	\$174.00/sf	\$104,400
	Misc tie-in, reno str supt				allowance		\$75,000
Enclosure			\$138/sf	\$995,562		\$26/sf	\$348,000
	Exterior wall construction - studs/wp/vb/insul	7,470	\$18.56/sf	\$138,643			
	Glazing system	2,200	\$104.40/sf	\$229,680			
	Brick cladding & base	4,270	\$41.76/sf	\$178,315			
	Metal panel cladding/detailing	1,000	\$52.20/sf	\$52,200			
	Exterior entries	4	\$7540.00/sf	\$30,160			
	Entry canopy construction	300	\$203.00/sf	\$60,900			
	Roof edge/overhang	310	\$232.00/sf	\$71,920			
	Exterior features	allowance		\$50,000			
	Roofing system	7,200	\$25.52/sf	\$183,744			
	Exterior wall demo/tie-in				2,000	\$116.00/sf	\$232,000
	Existing enclosure mods - windows				800	\$145.00/sf	\$116,000
Interior			\$70/sf	\$501,120		\$62/sf	\$825,460
	Interior fit & finishes	7,200	\$69.60/sf	\$501,120	13,370	\$58.00/sf	\$775,460
	Vertical circulation			reuse existing	allowance		\$50,000
Mechanical			\$72/sf	\$517,824		\$34/sf	\$449,767
	Rooftop units, VAV, reuse & upgrade of existing	7,200	\$55.68/sf	\$400,896	13,370	\$23.20/sf	\$310,184
	New FP service & system complete	7,200	\$4.64/sf	\$33,408	13,370	\$3.48/sf	\$46,528
	New plumbing service & system complete, upgrades	7,200	\$11.60/sf	\$83,520	13,370	\$6.96/sf	\$93,055
Electrical			\$42/sf	\$300,672		\$29/sf	\$387,730
	Electrical service & distribution, upgrades	7,200	\$19.72/sf	\$141,984	13,370	\$11.60/sf	\$155,092
	Lighting & controls	7,200	\$16.24/sf	\$116,928	13,370	\$13.92/sf	\$186,110
	LV - Telcom, security, pa, fp, av	7,200	\$5.80/sf	\$41,760	13,370	\$3.48/sf	\$46,528
Contractor GC's/OH&P			\$39/sf	\$279,314		\$13/sf	\$175,229
	8.00%						
SUBTOTAL CONSTRUCTION COST			\$524/sf	\$3,770,736		\$177/sf	\$2,365,585
Design Contingency				\$377,074			\$236,559
	10.00%						
Construction Contingency				\$124,434			\$78,064
	3.00%						
TOTAL CONSTRUCTION COST (Q2-2024)			\$593/sf	\$4,272,244		\$200/sf	\$2,680,208
Escalation (to Q4-2024)				\$128,167			\$80,406
	3.00%						
TOTAL CONSTRUCTION COST (Q4-2024)			\$611/sf	\$4,400,411		\$206/sf	\$2,760,614
Project Soft Costs				\$1,100,103			\$690,154
	25.00%						
	(A&E Fees, FF&E, Technology / AV, Testing & Inspections, Permits, Commissioning, etc.)						
TOTAL PROJECT COST (Q4-2024)			\$764/sf	\$5,500,000		\$258/sf	\$3,450,000
\$8,950,000							

Table 1
Financing Plan Tax Impact
 City of Dodgeville, WI

Year Ending	Existing Debt					Proposed Debt						Year Ending
	Net Debt Service Levy	Change From Prior Year Levy	Equalized Value (TID OUT)	Tax Rate Per \$1,000	Annual Taxes for a Property Valued at \$243,100	2024 G.O. Notes \$5,100,000 Dated: 9/15/2024 Total Principal and Interest	Debt Service Levy		Taxes			
							Total Net Debt Service Levy	Levy Change from Prior Year	Total Tax Rate for Debt Service	Annual Taxes for a Property Valued at \$243,100	Change in Taxes for Property	
2024	284,159		513,436,800	\$0.55	\$134.54	0	284,159		\$0.55	\$135		2024
2025	290,822	6,663	523,908,537	\$0.56	\$134.94	379,484	670,306	386,147	\$1.28	\$311	\$176	2025
2026	290,418	(404)	534,593,850	\$0.54	\$132.06	380,505	670,923	617	\$1.26	\$305	(\$6)	2026
2027	262,223	(28,195)	545,497,093	\$0.48	\$116.86	378,526	640,749	(30,173)	\$1.17	\$286	(\$20)	2027
2028	206,917	(55,306)	556,622,713	\$0.37	\$90.37	376,590	583,507	(57,242)	\$1.05	\$255	(\$31)	2028
2029	206,917	(0)	567,975,243	\$0.36	\$88.56	379,473	586,389	2,882	\$1.03	\$251	(\$4)	2029
2030	206,917	0	579,559,313	\$0.36	\$86.79	377,081	583,998	(2,391)	\$1.01	\$245	(\$6)	2030
2031	206,917	0	591,379,644	\$0.35	\$85.06	379,416	586,333	2,335	\$0.99	\$241	(\$4)	2031
2032	206,908	(9)	603,441,055	\$0.34	\$83.35	381,274	588,182	1,848	\$0.97	\$237	(\$4)	2032
2033	131,773	(75,135)	615,748,463	\$0.21	\$52.02	377,685	509,458	(78,724)	\$0.83	\$201	(\$36)	2033
2034	0	(131,773)	628,306,886	\$0.00	\$0.00	378,755	378,755	(130,703)	\$0.60	\$147	(\$55)	2034
2035	0	0	641,121,442	\$0.00	\$0.00	379,320	379,320	565	\$0.59	\$144	(\$3)	2035
2036	0	0	654,197,356	\$0.00	\$0.00	379,245	379,245	(75)	\$0.58	\$141	(\$3)	2036
2037	0	0	667,539,958	\$0.00	\$0.00	378,443	378,443	(803)	\$0.57	\$138	(\$3)	2037
2038	0	0	681,154,688	\$0.00	\$0.00	376,820	376,820	(1,623)	\$0.55	\$134	(\$3)	2038
2039	0	0	695,047,095	\$0.00	\$0.00	379,310	379,310	2,490	\$0.55	\$133	(\$2)	2039
2040	0	0	709,222,843	\$0.00	\$0.00	380,845	380,845	1,535	\$0.54	\$131	(\$2)	2040
2041	0	0	723,687,710	\$0.00	\$0.00	376,558	376,558	(4,287)	\$0.52	\$126	(\$4)	2041
2042	0	0	738,447,595	\$0.00	\$0.00	381,426	381,426	4,868	\$0.52	\$126	(\$1)	2042
2043	0	0	753,508,512	\$0.00	\$0.00	380,406	380,406	(1,021)	\$0.50	\$123	(\$3)	2043
2044	0	0	768,876,603	\$0.00	\$0.00	378,603	378,603	(1,803)	\$0.49	\$120	(\$3)	2044
Total	2,293,970					7,579,764	9,873,734					Total

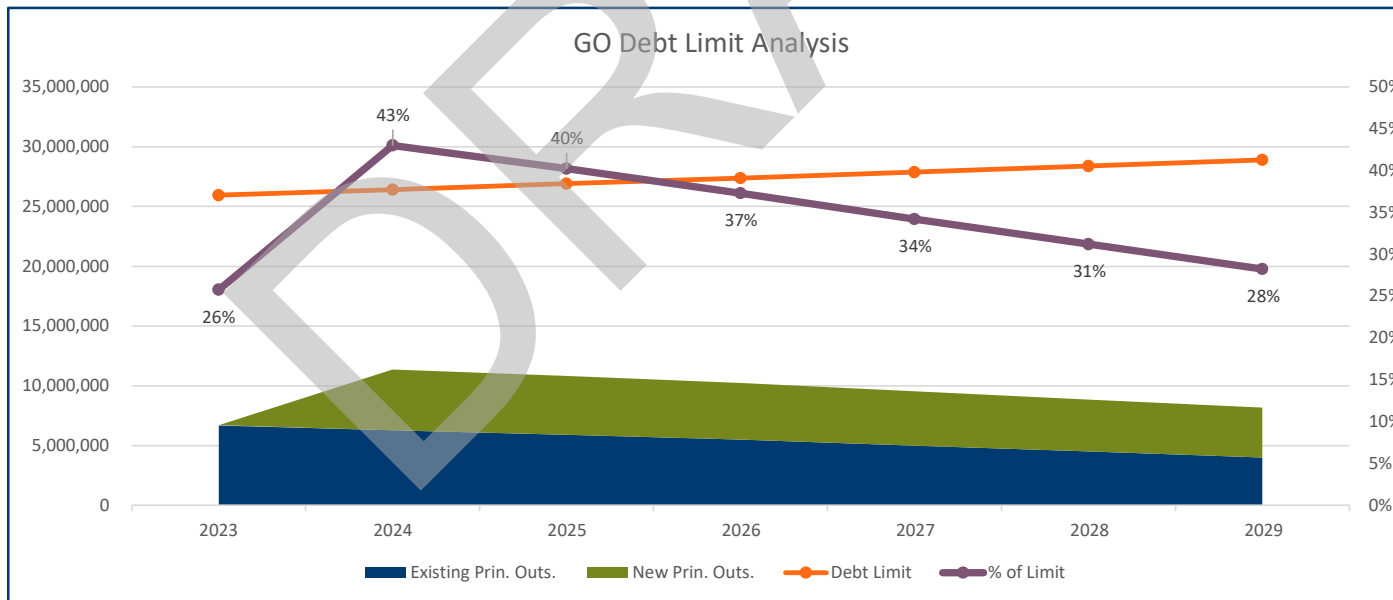
Notes:

Table 2 General Obligation Debt Capacity Analysis - Impact of Financing Plan

City of Dodgeville, WI

Existing Debt					Proposed Debt			
Year Ending	Projected Equalized Value (TID IN)	Debt Limit	Existing Principal Outstanding	% of Limit	Combined Principal Existing & Proposed	% of Limit	Residual Capacity	Year Ending
2023	519,200,700	25,960,035	6,689,603	26%	\$6,689,603	26%	\$19,270,432	2023
2024	528,577,120	26,428,856	6,271,209	24%	\$11,371,209	43%	\$15,057,647	2024
2025	538,122,871	26,906,144	5,907,420	22%	\$10,827,420	40%	\$16,078,723	2025
2026	547,841,012	27,392,051	5,483,325	20%	\$10,223,325	37%	\$17,168,725	2026
2027	557,734,657	27,886,733	4,986,334	18%	\$9,541,334	34%	\$18,345,398	2027
2028	567,806,974	28,390,349	4,498,843	16%	\$8,863,843	31%	\$19,526,506	2028
2029	578,061,191	28,903,060	4,001,010	14%	\$8,166,010	28%	\$20,737,050	2029

Notes:



Contract for Grant Writing Services

This Contract ("Agreement") is made and entered into as of this ____ day of _____, 2024, by and between the City of Dodgeville, a municipal corporation located in Dodgeville, Wisconsin (hereinafter referred to as the "City"), and Julia Oellerich, an independent contractor (hereinafter referred to as the "Contractor"). The City and the Contractor are collectively referred to as the "Parties."

WHEREAS, the City desires to retain the services of the Contractor for the purpose of grant writing activities; and

WHEREAS, the Contractor has the requisite skills, experience, and qualifications to provide such services to the City;

NOW, THEREFORE, in consideration of the mutual covenants and promises herein contained, the Parties agree as follows:

1. Engagement of Services

- 1.1. The City hereby engages the Contractor to perform the services described herein, and the Contractor hereby accepts the engagement.
- 1.2. The Contractor shall perform the following services (the "Services"):
 - a. Grant Research: Identifying potential grant opportunities that align with the City's needs and priorities, reviewing grant guidelines and eligibility requirements, compiling a list of potential funding sources, and evaluating the feasibility of applying for specific grants.
 - b. Grant Writing: Drafting and preparing grant proposals, including writing narratives, preparing budgets, and compiling all required documentation, ensuring compliance with grant guidelines, and submitting grant applications.
 - c. Grant Reporting: Working with appropriate City staff with preparing and submitting required reports to grantors, including progress reports, final reports, and financial reports, ensuring all reporting requirements and deadlines are met, and maintaining records of grant activities and outcomes.

2. Compensation

- 2.1. The City agrees to pay the Contractor for the Services at the rate of Fifty Dollars (\$50.00) per hour.
- 2.2. The Contractor shall submit detailed invoices to the City on a monthly basis, indicating the hours worked and a description of the Services performed.
- 2.3. Payment shall be made by the City within thirty (30) days of receipt of an invoice from the Contractor.

3. Term and Termination

- 3.1. This Agreement shall commence on the date first above written and shall continue in effect until terminated by either party upon thirty (30) days written notice to the other party.
- 3.2. The City may terminate this Agreement immediately for cause if the Contractor fails to perform any of the material terms of this Agreement.

4. Independent Contractor

- 4.1. The Contractor acknowledges that she is an independent contractor and is not an employee of the City. The Contractor shall have no authority to bind the City in any manner.
- 4.2. The Contractor shall be responsible for all taxes arising from compensation and other amounts paid under this Agreement.

5. Responsibilities of the Contractor

5.1. The Contractor shall be responsible for performing the Services in a professional and diligent manner.

5.2. The Contractor shall not be responsible for the following activities:

- a. Project design: Activities involved in conceptualizing and planning projects, including defining project objectives, developing project plans, designing project structures, creating timelines, establishing budgets, identifying resources, and determining project feasibility.
- b. Project management: Activities related to the execution and oversight of projects, including coordinating tasks, managing teams, monitoring project progress, ensuring adherence to timelines and budgets, resolving issues
- c. Grant accounting: Financial management activities, including maintaining financial records, preparing financial statements and reports, managing audits, and overseeing the proper allocation and expenditure of grant monies.

6. Confidentiality

6.1. The Contractor agrees to keep confidential all information provided by the City or acquired by the Contractor in the performance of the Services, except as required by law or with the prior written consent of the City.

7. Indemnification

7.1. The Contractor agrees to indemnify and hold harmless the City, its officers, agents, and employees, from any and all claims, liabilities, damages, and expenses, including reasonable attorneys' fees, arising out of or in any way connected with the performance of the Services by the Contractor.

8. Miscellaneous

8.1. This Agreement constitutes the entire agreement between the Parties and supersedes all prior agreements and understandings, whether written or oral, relating to the subject matter hereof.

8.2. This Agreement may only be amended by a written document signed by both Parties.

8.3. This Agreement shall be governed by and construed in accordance with the laws of the State of Wisconsin.

8.4. If any provision of this Agreement is held to be invalid or unenforceable, such provision shall be severed from the Agreement, and the remaining provisions shall continue in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the day and year first above written.

City of Dodgeville

By: _____

Name: _____

Title: _____

Julia Oellerich

By: _____

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