

EXHIBIT A
BUSINESS ASSISTANCE APPLICATION

A. APPLICANT INFORMATION

Name of Corporation/Partnership Cobblestone Hotel Development, LLC
 Address 980 American Dr Neenah, WI 54956
 Primary Contact Brian Wogernese
 Address 980 American Dr Neenah, WI 54956
 Phone 920.230.2022 Fax 866.403.7287 E-mail bwogernese@cobblestonehotels.com

Type of business assistance requested (select one):

Tax Abatement Tax Increment Financing Revolving Loan Fund Other

Have you been, or are you currently, involved in any bankruptcy proceedings or lawsuits related to other development projects with which you have been involved? If yes, please provide an explanation.

 Yes No

On a separate sheet, please provide the following:

- Brief description of the corporation/partnership's business, including history, principal product or service, etc. **Attach as Part 1.**
- List names of officers and shareholders/partners with more than five percent (5%) interest in the corporation/partnership. **Attach as Part 2.**
- Brief description of the proposed project. **Attach as Part 3.**
- A *but for* analysis and narrative. **Attach as Part 4.**
- Completed Revolving Loan Fund Application. **Attach as Part 5 if required.**

Attorney Name Robyn Hansen
 Address 980 American Dr Neenah, WI 54956
 Phone 920.230.2022 Fax 866.403.7287 E-mail rhansen@cobblestonehotels.com

Contractor Name Primate Builders, LLC
 Address 980 American Dr Neenah, WI 54956
 Phone 920.955.3999 Fax 866.403.7287 E-mail ssell@primatebuilders.com

Engineer Name Excel Engineering
 Address 100 Camelot Dr Fond du Lac, WI 54935
 Phone 920.926.9800 Fax _____ E-mail jeff.1@excelengineer.com

Architect Name Excel Engineering
 Address 100 Camelot Dr Fond du Lac, WI 54935
 Phone 920.926.9800 Fax _____ E-mail jeff.1@excelengineer.com

B. PROJECT INFORMATION

The project will be: (Check all that apply)

- Industrial: (New Construction Redevelopment/Rehab Expansion)
- Office/research facility: (New Construction Redevelopment/Rehab Expansion)
- Commercial: (New Construction Redevelopment/Rehab Expansion)
- Housing: (New Construction Redevelopment/Rehab Expansion)
- Other _____

The project will be: Owner Occupied Leased Space

- If leased space, please attach a list of names and addresses of future tenants and indicate the status of commitments or lease agreements. **Attach as Part 5.**

Project Address . T.B.D., East Half of Outlot A, COR Stone Brook Academy, Anoka County, MN

- Include Legal Description and PID number(s). **Attach as Part 6.** Portion 28-32-25-23-0018

Site Plan Attached: Yes No

Current Real Estate Taxes on Project Site: \$ 0

Estimated Real Estate Taxes Upon Completion:

Phase I	\$	<u>136,563</u>
Phase II	\$	_____
Phase III	\$	_____
Total	\$	_____

Construction Start Date:

Summer 2020

Construction Completion Date:

Summer 2021

If Phased Project: NA % Completed in _____ years
 _____ % Completed in _____ years
 _____ % Completed in _____ years

C. PUBLIC PURPOSE OBJECTIVES

It is the policy of the City and EDA of Ramsey that the business assistance should result in a public benefit as identified in items 1-10 below. Please indicate how the proposed project will accomplish this by checking the appropriate boxes. **Attach additional narrative as Part 7.**

1. To encourage redevelopment.
2. To retain local jobs and/or increase the number and diversity of jobs that offer stable employment and/or attractive wages and benefits.
3. To enhance and/or diversify the City's economic base.
4. To encourage additional unsubsidized private (re)development.
5. To remove blight and/or encourage (re)development of commercial and industrial areas.
6. To create housing opportunities.
7. To provide a diversity of housing.
8. To provide a variety of family housing ownership alternatives and housing choices.
9. To promote neighborhood stabilization and revitalization by the removal of blight and the upgrading of existing housing stock in residential areas.
10. To accomplish other public policies which may be adopted such as the promotion of quality urban or architectural design, energy conservation, and decreasing capital and/or operating costs of local government.
- Utilization of architectural and landscaping techniques that will enable the components of the project to blend with the natural environment.
 - Mitigation of project impact on the natural environment.

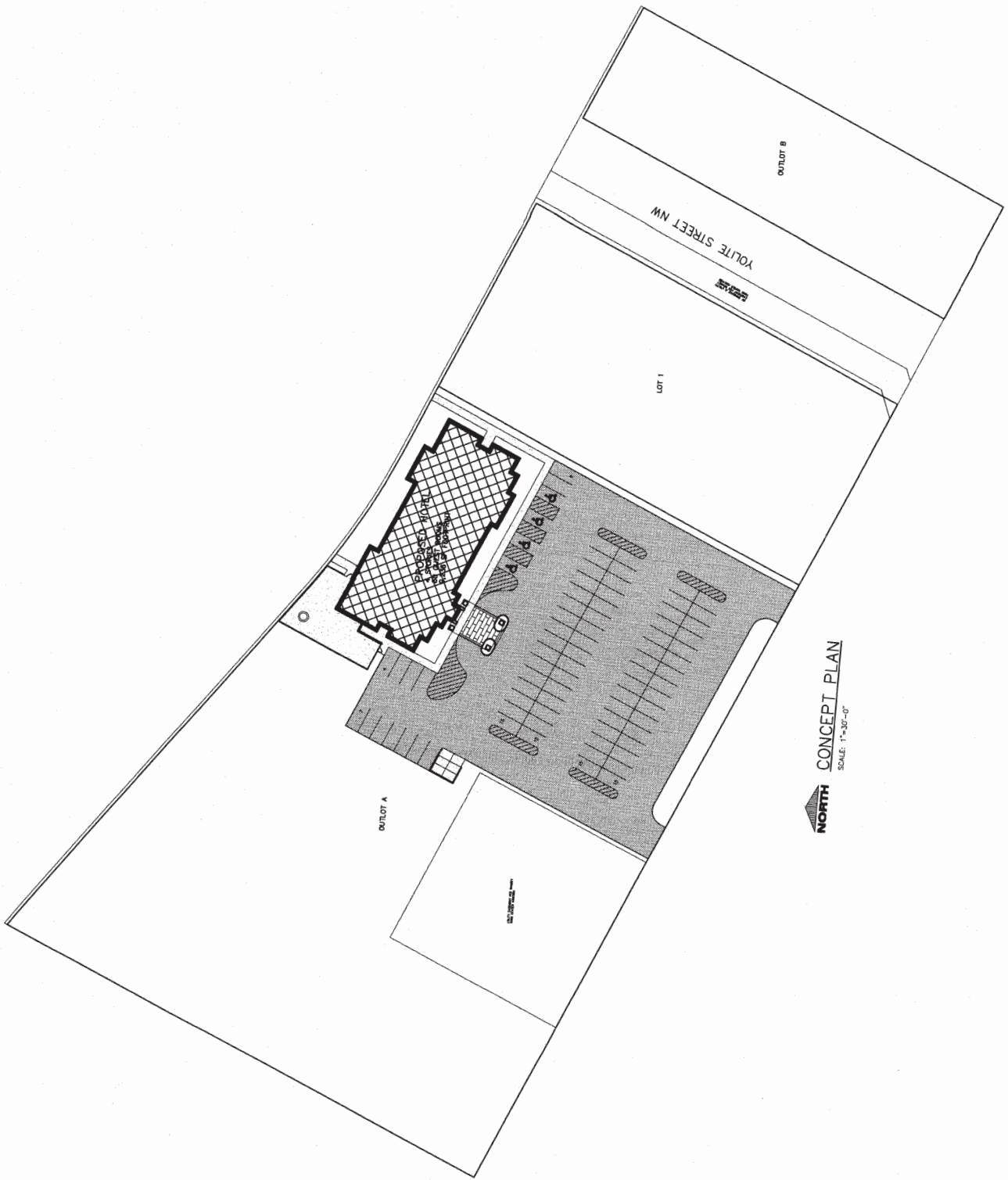
D. SOURCES & USES OF FUNDS

Attach additional information as Part 8

<u>SOURCES</u>	<u>AMOUNT</u>
Bank Loan	\$ <u>5,000,000.⁰⁰</u>
Other Loans	\$ <u>0.00</u>
Owner Equity	\$ <u>2,970,000.⁰⁰</u>
Fed Grant/Loan	\$ <u>0.00</u>
State Grant/Loan	\$ <u>0.00</u>
Industrial Development Bonds	\$ <u>0.00</u>
Tax Increment Financing	\$ <u>0.00 LANDWRITEDOWN</u>
Tax Abatement	\$ <u>0.00</u>
Revolving Loan Fund	\$ <u>0.00</u>
Other	\$ <u>0.00</u>
TOTAL	\$ <u>7,970,000.⁰⁰</u>

<u>USES</u>	<u>AMOUNT</u>
Land Acquisition	\$ <u>1.00</u>
Site Development	\$ <u>500,000</u>
Construction	\$ <u>5,300,000</u>
Machinery & Equipment	\$ <u>385,000</u>
Architectural/Engineering Fees	\$ <u>100,000</u>
Debt Service Reserve	\$ <u>0.00</u>
Contingencies	\$ <u>100,000</u>
Other	\$ <u>584,999</u>
TOTAL	\$ <u>7,970,000</u>

Total Amount of business assistance requested from either Revolving Loan Fund, Abatement, Tax Increment Financing or another source: \$ 326,700 ... LANDWRITE DOWN



NORTH
CONCEPT PLAN
SCALE: 1"=30'-0"

Cobblestone Hotel & Suites Ramsey, MN

Number of Units: 60

Building Specifications: 60 unit, 4-story Boutique Style Hotel & Suites with standard and extended stay rooms, guest cocktail lounge & Steak House, hot continental breakfast, fitness room, and pool.

Total Land & Prep	\$500,000	
<i>per room</i>	<i>\$8,333</i>	
Building Construction	\$5,300,000	
<i>per room</i>	<i>\$88,333</i>	
Fixtures, Furnishings, and Equipment	\$1,385,000	
<i>per room</i>	<i>\$23,083</i>	
Indirect Costs	\$785,000	
<i>per room</i>	<i>\$13,083</i>	
Appraisal	\$5,000	
Architectural / Engineering	\$100,000	
Surveys	\$10,000	
Development Services	\$250,000	
Pre-Opening Expenses	\$40,000	
Working Capital	\$100,000	
Legal and Accounting Fees	\$10,000	
Construction Period Interest / Loan Fees / Closing	\$150,000	
Insurance & Taxes During Construction	\$20,000	
Project Contingency	\$100,000	
Total Project Costs:	\$7,970,000	
<i>per room</i>	<i>\$132,833</i>	
Requested Loan Amount:	\$5,000,000	62.7%
Expected Cash Injection:	\$2,970,000	37.3%
Sources of Funding		
Bank Loan	\$5,000,000	Debt Interest: 5.50%
Expected Cash Injection	\$2,970,000	Debt Terms: 20
Total:	\$7,970,000	Debt Service: \$412,732

* Pricing noted above valid for 90 days from document date shown



RAMP UP YEAR:												Rooms	
	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Lodging Rooms Available	1,860	1,680	1,860	1,800	1,860	1,800	1,860	1,860	1,800	1,860	1,800	1,860	21,900
Lodging Occupancy %	43.5%	44.2%	48.4%	57.5%	58.1%	65.0%	65.3%	65.3%	62.5%	58.1%	42.5%	37.5%	54.0%
Total Occ. Rooms	810	743	900	1,035	1,080	1,170	1,215	1,215	1,125	1,080	765	698	11,835
Average Daily Rate	\$97.85	\$98.80	\$101.65	\$110.20	\$110.20	\$112.10	\$113.05	\$113.05	\$107.35	\$104.50	\$99.75	\$95.00	\$106.40
Revenue Per Available Room (REVPAR)	\$42.61	\$43.67	\$49.19	\$63.37	\$63.99	\$72.87	\$73.85	\$73.85	\$67.09	\$60.68	\$42.39	\$35.63	\$57.50
REVENUE:													
Guest Rooms	79,259	73,359	91,485	114,057	119,016	131,157	137,356	137,356	120,769	112,860	76,309	66,263	1,259,244
F&B Revenue	8,100	7,425	9,000	10,350	10,800	11,700	12,150	12,150	11,250	10,800	7,650	6,975	118,350
Vending Revenue	2,025	1,856	2,250	2,588	2,700	2,925	3,038	3,038	2,813	2,700	1,913	1,744	29,588
TOTAL HOTEL REVENUE	89,384	82,640	102,735	126,995	132,516	145,782	152,543	152,543	134,831	126,360	85,871	74,981	1,407,182
HOTEL PAYROLL EXPENSE													
Hotel Manager	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	70,000
Ast. Manager/Sales Manager	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	50,000
Housekeeping	4,455	4,084	4,950	5,693	5,940	6,435	6,683	6,683	6,188	5,940	4,208	3,836	65,093
Maintenance	793	734	915	1,141	1,190	1,312	1,374	1,374	1,208	1,129	763	663	12,592
Front Desk	3,963	3,668	4,574	5,703	5,951	6,558	6,868	6,868	6,038	5,643	3,815	3,313	62,962
F&B Staffing	4,455	4,084	4,950	5,693	5,940	6,435	6,683	6,683	6,188	5,940	4,208	3,836	65,093
Breakfast/Social	1,585	1,467	1,830	2,281	2,380	2,623	2,747	2,747	2,415	2,257	1,526	1,325	25,185
Workers Comp Insurance	631	601	680	763	785	834	859	859	801	773	613	574	8,773
Payroll Tax	3,156	3,005	3,402	3,814	3,925	4,170	4,294	4,294	4,005	3,864	3,065	2,872	43,866
TOTAL HOTEL PAYROLL	29,038	27,642	31,302	35,086	36,111	38,367	39,506	39,506	36,842	35,545	28,198	26,420	403,563
HOTEL OPERATING EXPENSE													
Cleaning Supplies	405	371	450	518	540	585	608	608	563	540	383	349	5,918
Laundry Supplies	608	557	675	776	810	878	911	911	844	810	574	523	8,876
Linens	810	743	900	1,035	1,080	1,170	1,215	1,215	1,125	1,080	765	698	11,835
Guest Supplies	1,013	928	1,125	1,294	1,350	1,463	1,519	1,519	1,406	1,350	956	872	14,794
Operating Supplies	689	631	765	880	918	995	1,033	1,033	956	918	650	593	10,060
Uniforms Expense	648	594	720	828	864	936	972	972	900	864	612	558	9,468
Repairs & Maintenance	396	367	457	570	595	656	687	687	604	564	382	331	6,296
Swimming Pool	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	12,500
Grounds/Landscaping	750	1,000	1,000	500	500	500	500	500	500	500	500	750	7,500
Franchise Fee	5,115	4,620	5,115	4,950	5,115	4,950	5,115	5,115	4,950	5,115	4,950	5,115	60,225
Training Expense	417	417	417	417	417	417	417	417	417	417	417	417	5,000
Property Mgmt. System Expense	430	430	430	430	430	430	430	430	430	430	430	430	5,160
Complimentary Breakfast	3,240	2,970	3,600	4,140	4,320	4,680	4,860	4,860	4,500	4,320	3,060	2,790	47,340
Travel Agent Fees	1,981	1,834	2,287	2,851	2,975	3,279	3,434	3,434	3,019	2,822	1,908	1,657	31,481
Reservations Expense	750	750	750	750	750	750	750	750	750	750	750	750	9,000
F&B Expenses	4,050	3,713	4,500	5,175	5,400	5,850	6,075	6,075	5,625	5,400	3,825	3,488	59,175
Vending Expense	1,013	928	1,125	1,294	1,350	1,463	1,519	1,519	1,406	1,350	956	872	14,794
Marketing / Advertising	793	734	915	1,141	1,190	1,312	1,374	1,374	1,208	1,129	763	663	12,592
Utilities	6,257	5,785	7,191	8,890	9,276	10,205	10,678	10,678	9,438	8,845	6,011	5,249	98,503
Cable/Internet/Phone	4,650	4,650	4,650	4,650	4,650	4,650	4,650	4,650	4,650	4,650	4,650	4,650	55,800
Credit Card Expense	2,011	1,859	2,312	2,857	2,982	3,280	3,432	3,432	3,034	2,843	1,932	1,687	31,662
Management Fee	5,363	4,958	6,164	7,620	7,951	8,747	9,153	9,153	8,090	7,582	5,152	4,499	84,431
Other Expense/Frequent Stay	203	186	225	259	270	293	304	304	281	270	191	174	2,959
Accounting Services	400	400	400	400	400	400	400	400	400	400	400	400	4,800
TOTAL OPERATING EXPENSES	43,031	40,465	47,215	53,265	55,175	58,927	61,075	61,075	56,137	53,990	41,258	38,554	610,168
Income Before Fixed Expenses	17,314	14,533	24,219	38,643	41,230	48,488	51,962	51,962	41,852	36,825	16,415	10,007	393,451
Gross Operating Profit (GOP)	19.37%	17.59%	23.57%	30.43%	31.11%	33.26%	34.06%	34.06%	31.04%	29.14%	19.12%	13.35%	27.96%
RESERVES & FIXED EXPENSES													
Debt Service	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	412,732
Real Estate Taxes (Estimates)	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	112,161
Insurance	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	25,200
Reserves For Replacement	894	826	1,027	1,270	1,325	1,458	1,525	1,525	1,348	1,264	859	750	14,072
TOTAL RESERVES & FIXED	46,735	46,668	46,868	47,111	47,166	47,299	47,367	47,367	47,189	47,105	46,700	46,591	564,165
NET OPERATING INCOME (NOI)	4,973	2,260	11,744	25,927	28,458	35,584	38,989	38,989	29,057	24,115	4,110	(2,189)	242,018
NET CASH FLOW	(29,421)	(32,134)	(32,650)	(8,466)	(5,936)	1,189	4,595	4,595	(5,337)	(10,279)	(30,285)	(36,584)	(170,715)

NOTE: The above information is a forward 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 its data rate shopping of local and surrounding hotels. This projection could change due to changes in the economy, both locally and overall, the acceptance of the project by the local community 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. Therefore, all investors understand and acknowledge that these forward looking projections are not warranted by CDG and are subject to change and fluctuation.



Numbers projected and compared to similar markets for a hotel with the following rooms:

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Lodging Rooms Available	1,860	1,680	1,860	1,800	1,860	1,800	1,860	1,860	1,800	1,860	1,800	1,860	21,900
Lodging Occupancy %	48.4%	49.1%	53.8%	63.9%	64.5%	72.2%	72.6%	72.6%	69.4%	64.5%	47.2%	41.7%	60.0%
Total Occ. Rooms	900	825	1,000	1,150	1,200	1,300	1,350	1,350	1,250	1,200	850	775	13,150
Average Daily Rate	\$103.00	\$104.00	\$107.00	\$116.00	\$116.00	\$118.00	\$119.00	\$119.00	\$113.00	\$110.00	\$105.00	\$100.00	\$112.00
Revenue Per Available Room (REVPAR)	\$49.84	\$51.07	\$57.53	\$74.11	\$74.84	\$85.22	\$86.37	\$86.37	\$78.47	\$70.97	\$49.58	\$41.67	\$67.25
REVENUE:													
Guest Rooms	92,700	85,800	107,000	133,400	139,200	153,400	160,650	160,650	141,250	132,000	89,250	77,500	1,472,800
F&B Revenue	9,000	8,250	10,000	11,500	12,000	13,000	13,500	13,500	12,500	12,000	8,500	7,750	131,500
Vending Revenue	2,700	2,475	3,000	3,450	3,600	3,900	4,050	4,050	3,750	3,600	2,550	2,325	39,450
TOTAL HOTEL REVENUE	104,400	96,525	120,000	148,350	154,800	170,300	178,200	178,200	157,500	147,600	100,300	87,575	1,643,750
HOTEL PAYROLL EXPENSE													
Hotel Manager	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	65,000
Ast. Manager/Sales Manager	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	45,000
Housekeeping	4,500	4,125	5,000	5,750	6,000	6,500	6,750	6,750	6,250	6,000	4,250	3,875	65,750
Maintenance	1,854	1,716	2,140	2,668	2,784	3,068	3,213	3,213	2,825	2,640	1,785	1,550	29,456
Front Desk	6,489	6,006	7,490	9,338	9,744	10,738	11,246	11,246	9,888	9,240	6,248	5,425	103,096
F&B Staffing	4,950	4,538	5,500	6,325	6,600	7,150	7,425	7,425	6,875	6,600	4,675	4,263	72,325
Breakfast/Social	927	858	1,070	1,334	1,392	1,534	1,607	1,607	1,413	1,320	893	775	14,728
Workers Comp Insurance	697	660	759	865	892	954	985	985	910	874	675	626	9,884
Payroll Tax	3,573	3,384	3,891	4,431	4,572	4,889	5,049	5,049	4,666	4,480	3,462	3,210	50,655
TOTAL HOTEL PAYROLL	32,157	30,453	35,017	39,877	41,151	43,999	45,441	45,441	41,993	40,321	31,154	28,891	455,894
HOTEL OPERATING EXPENSE													
Cleaning Supplies	450	413	500	575	600	650	675	675	625	600	425	388	6,575
Laundry Supplies	675	619	750	863	900	975	1,013	1,013	938	900	638	581	9,863
Linens	900	825	1,000	1,150	1,200	1,300	1,350	1,350	1,250	1,200	850	775	13,150
Guest Supplies	1,125	1,031	1,250	1,438	1,500	1,625	1,688	1,688	1,563	1,500	1,063	969	16,438
Operating Supplies	765	701	850	978	1,020	1,105	1,148	1,148	1,063	1,020	723	659	11,178
Repairs & Maintenance	695	644	803	1,001	1,044	1,151	1,205	1,205	1,059	990	669	581	11,046
Swimming Pool	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	12,500
Grounds/Landscaping	750	1,000	1,000	500	500	500	500	500	500	500	500	750	7,500
Franchise Fee	5,115	4,620	5,115	4,950	5,115	4,950	5,115	5,115	4,950	5,115	4,950	5,115	60,225
Property Mgmt. System Expense	430	430	430	430	430	430	430	430	430	430	430	430	5,160
Complimentary Breakfast	3,600	3,300	4,000	4,600	4,800	5,200	5,400	5,400	5,000	4,800	3,400	3,100	52,600
Travel Agent Fees	2,318	2,145	2,675	3,335	3,480	3,835	4,016	4,016	3,531	3,300	2,231	1,938	36,820
Reservations Expense	750	750	750	750	750	750	750	750	750	750	750	750	9,000
F&B Expenses	4,500	4,125	5,000	5,750	6,000	6,500	6,750	6,750	6,250	6,000	4,250	3,875	65,750
Vending Expense	1,350	1,238	1,500	1,725	1,800	1,950	2,025	2,025	1,875	1,800	1,275	1,163	19,725
Marketing / Advertising	510	472	589	734	766	844	884	884	777	726	491	426	8,100
Utilities	6,264	5,792	7,200	8,901	9,288	10,218	10,692	10,692	9,450	8,856	6,018	5,255	98,625
Cable/Internet/Phone	4,650	4,200	4,650	4,500	4,650	4,500	4,650	4,650	4,500	4,500	4,500	4,650	54,750
Credit Card Expense	2,349	2,172	2,700	3,338	3,483	3,832	4,010	4,010	3,544	3,321	2,257	1,970	36,984
Management Fee	6,264	5,792	7,200	8,901	9,288	10,218	10,692	10,692	9,450	8,856	6,018	5,255	98,625
Other Expense/Frequent Stay	225	206	250	288	300	325	338	338	313	300	213	194	3,288
Accounting Services	400	400	400	400	400	400	400	400	400	400	400	400	4,800
TOTAL OPERATING EXPENSES	45,126	41,914	49,653	56,146	58,355	62,299	64,770	64,770	59,258	57,056	43,091	40,264	642,701
Income Before Fixed Expenses	27,117	24,158	35,331	52,327	55,294	64,002	67,989	67,989	56,249	50,223	26,055	18,421	545,155
Gross Operating Profit (GOP)	25.97%	25.03%	29.44%	35.27%	35.72%	37.58%	38.15%	38.15%	35.71%	34.03%	25.98%	21.03%	33.17%
RESERVES & FIXED EXPENSES													
Debt Service	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	34,394	412,732
Real Estate Taxes (Estimates)	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	9,347	112,161
Insurance	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	25,200
Reserves For Replacement	1,044	965	1,200	1,484	1,548	1,703	1,782	1,782	1,575	1,476	1,003	876	16,438
TOTAL RESERVES & FIXED	46,885	46,806	47,041	47,325	47,389	47,544	47,623	47,623	47,416	47,317	46,844	46,717	566,531
NET OPERATING INCOME (NOI)	14,626	11,746	22,684	39,397	42,299	50,852	54,761	54,761	43,227	37,301	13,606	6,098	391,357
NET CASH FLOW	(19,760)	(23,649)	(11,710)	5,003	7,904	16,458	20,366	20,366	8,833	2,906	(20,789)	(28,296)	(21,375)

Five Year Numbers Projected Summary						
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT
Lodging Rooms Available	21,900	21,900	21,900	21,900	21,900	
Lodging Occupancy %	60.0%	64.8%	68.1%	71.5%	74.7%	
Total Occ. Rooms	13,150	14,202	14,912	15,658	16,362	
Average Daily Rate	\$112.00	\$117.60	\$121.13	\$124.76	\$128.50	
REVENUE:						
Guest Rooms	1,472,800	97.0%	1,670,155	97.0%	1,806,273	97.0%
Meeting Room	6,575	0.4%	8,521	0.5%	10,438	0.6%
Vending / Bar Revenue	39,450	2.6%	42,606	2.5%	44,736	2.4%
	=====		=====		=====	=====
TOTAL HOTEL REVENUE	1,518,825	100.0	1,721,282	100.0	1,861,448	100.0

NOTE: The above information is a forward looking projection of anticipated expenses and profit 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 site shopping of local and surrounding hotels. 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.





5 Year Projection										
The following statistics are preliminary projection based on assumed costs of prototypical hotel										Rooms: 60
	Year 1	%	Year 2	%	Year 3	%	Year 4	%	Year 5	%
Lodging Rooms Available	21,900		21,900		21,900		21,900		21,900	
Lodging Occupancy %	60.0%	60.0%	64.8%	64.8%	68.1%	68.1%	71.5%	71.5%	74.7%	74.7%
Total Occ. Rooms	13,150		14,202		14,912		15,658		16,362	
Average Daily Rate	\$112.00		\$117.60		\$121.13		\$124.76		\$128.50	
Revenue Per Available Room (REVPAR)	\$67.25		\$76.26		\$82.48		\$89.20		\$96.01	
REVENUE:										
Guest Rooms	1,472,800	89.60%	1,670,155	90.05%	1,806,273	90.31%	1,953,484	90.56%	2,102,633	90.81%
F&B Revenue	131,500	8.00%	142,020	7.66%	149,121	7.46%	156,577	7.26%	163,623	7.07%
Vending Revenue	39,450	2.40%	42,606	2.30%	44,736	2.24%	46,973	2.18%	49,087	2.12%
TOTAL HOTEL REVENUE	1,643,750	100%	1,854,781	100%	2,000,130	100%	2,157,034	100%	2,315,343	100%
HOTEL PAYROLL EXPENSE										
Hotel Manager	65,000	3.95%	65,975	3.56%	66,965	3.35%	67,969	3.15%	68,989	2.98%
Ast.Manager/SalesManager	45,000	2.74%	46,350	2.50%	47,741	2.39%	49,173	2.28%	50,648	2.19%
Housekeeping	65,750	4.00%	67,723	3.65%	69,754	3.49%	71,847	3.33%	74,002	3.20%
Maintenance	29,456	1.79%	33,403	1.80%	45,157	2.26%	48,837	2.26%	52,566	2.27%
Front Desk	103,096	6.27%	106,189	5.73%	109,375	5.47%	112,656	5.22%	116,035	5.01%
F&B Staffing	72,325	4.40%	78,111	4.21%	82,017	4.10%	86,117	3.99%	89,993	3.89%
Breakfast/Social	14,728	0.90%	15,170	0.82%	15,625	0.78%	16,094	0.75%	16,576	0.72%
Workers Comp Insurance	7,708	0.47%	7,991	0.43%	8,475	0.42%	8,762	0.41%	9,056	0.39%
Payroll Tax	50,383	3.07%	52,614	2.84%	55,638	2.78%	57,682	2.67%	59,733	2.58%
TOTAL HOTEL PAYROLL	453,445	27.59%	473,525	25.53%	500,745	25.04%	519,136	24.07%	537,598	23.22%
HOTEL OPERATING EXPENSE										
Cleaning Supplies	6,575	0.40%	7,101	0.38%	7,456	0.37%	7,829	0.36%	8,181	0.35%
Laundry Supplies	9,863	0.60%	10,652	0.57%	11,184	0.56%	11,743	0.54%	12,272	0.53%
Linens	13,150	0.80%	14,202	0.77%	14,912	0.75%	15,658	0.73%	16,362	0.71%
Guest Supplies	16,438	1.00%	17,753	0.96%	18,640	0.93%	19,572	0.91%	20,453	0.88%
Operating Supplies	11,178	0.68%	12,072	0.65%	12,675	0.63%	13,309	0.62%	13,908	0.60%
Repairs & Maintenance	11,046	0.67%	16,702	0.90%	27,094	1.35%	39,070	1.81%	42,053	1.82%
Swimming Pool Maintenance	12,500	0.76%	15,000	0.81%	18,000	0.90%	21,600	1.00%	25,920	1.12%
Grounds/Landscape	7,500	0.46%	7,725	0.42%	7,957	0.40%	8,195	0.38%	8,441	0.36%
Franchise Fee	60,225	3.66%	60,225	3.25%	60,225	3.01%	60,225	2.79%	60,225	2.60%
Property Mgmt. System Expense	5,160	0.31%	5,263	0.28%	5,368	0.27%	5,476	0.25%	5,585	0.24%
Complimentary Breakfast	52,600	3.20%	56,808	3.06%	59,648	2.98%	62,631	2.90%	65,449	2.83%
Travel Agent Fees	36,820	2.24%	41,754	2.25%	45,157	2.26%	48,837	2.26%	52,566	2.27%
Reservations Expense	9,000	0.55%	9,180	0.49%	9,364	0.47%	9,551	0.44%	9,742	0.42%
F&B Expenses	65,750	4.00%	71,010	3.83%	74,561	3.73%	78,289	3.63%	81,812	3.53%
Vending Expense	19,725	1.20%	21,303	1.15%	22,368	1.12%	23,487	1.09%	24,543	1.06%
Marketing / Advertising	8,100	0.49%	9,186	0.50%	9,935	0.50%	10,744	0.50%	11,564	0.50%
Utilities	98,625	6.00%	111,287	6.00%	120,008	6.00%	129,422	6.00%	138,921	6.00%
Cable/Internet/Phone	54,750	3.33%	61,779	3.33%	66,620	3.33%	71,846	3.33%	77,119	3.33%
Credit Card Expense	36,984	2.25%	41,733	2.25%	45,003	2.25%	48,533	2.25%	52,095	2.25%
Management Fee	98,625	6.00%	111,287	6.00%	120,008	6.00%	129,422	6.00%	138,921	6.00%
Other Expense/Frequent Stay	3,288	0.20%	3,551	0.19%	3,728	0.19%	3,914	0.18%	4,091	0.18%
Accounting Services	4,800	0.29%	5,416	0.29%	5,841	0.29%	6,299	0.29%	6,761	0.29%
TOTAL OPERATING EXPENSES	642,701	39.10%	710,986	38.33%	765,751	38.29%	825,652	38.28%	876,984	37.88%
Income Before Fixed Expenses	547,604	33.31%	670,270	36.14%	733,633	36.68%	812,246	37.66%	900,760	38.90%
Gross Operating Profit (GOP)										
RESERVES & FIXED EXPENSES										
Real Estate Taxes (Estimates)	112,161	6.82%	112,161	6.05%	112,161	5.61%	112,161	5.20%	112,161	4.84%
Insurance	25,200	1.53%	25,704	1.39%	26,218	1.31%	26,742	1.24%	27,277	1.18%
Reserves For Replacement	16,438	1.00%	18,548	1.00%	40,003	2.00%	64,711	3.00%	92,614	4.00%
NET OPERATING INCOME (NOI)	393,805	23.96%	513,857	27.70%	555,252	27.76%	608,631	28.22%	668,708	28.88%
Loan (Interest Payment)	271,474	16.52%	263,506	14.21%	255,089	12.75%	246,196	11.41%	236,803	10.23%
LOAN (Principal Reduction)	141,258	8.59%	149,226	8.05%	157,643	7.88%	166,536	7.72%	175,929	7.60%
NET CASH FLOW	(\$18,927)	-1.15%	\$101,124	5.45%	\$142,519	7.13%	\$195,899	9.08%	\$255,976	11.06%
RETURN ON INVESTMENT (ROI) %	-0.64%		3.40%		4.80%		6.60%		8.62%	

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 rate shopping of local and surrounding hotels. 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.





5 Year Break Even Rooms: 60

The following statistics are preliminary projections based on assumed costs of prototypical hotel.

	Year 1	%	Year 2	%	Year 3	%	Year 4	%	Year 5	%
Lodging Rooms Available	21,900		21,900		21,900		21,900		21,900	
Lodging Occupancy %	66.6%	66.6%	63.8%	63.8%	64.8%	64.8%	63.9%	63.9%	62.6%	62.6%
Total Occ. Rooms	14,596		13,977		14,188		14,001		13,711	
Average Daily Rate	\$112.00		\$117.60		\$121.15		\$124.76		\$128.50	
Revenue Per Available Room (REVPAR)	\$74.65		\$75.05		\$78.47		\$79.76		\$80.45	
REVENUE:										
Guest Rooms	1,634,752	89.60%	1,643,695	90.05%	1,718,564	90.31%	1,746,791	90.56%	1,761,928	90.81%
F&B Revenue	145,960	8.00%	139,770	7.66%	141,880	7.46%	140,010	7.26%	137,110	7.07%
Vending Revenue	43,788	2.40%	41,931	2.30%	42,564	2.24%	42,003	2.18%	41,133	2.12%
TOTAL HOTEL REVENUE	1,824,500	100%	1,825,396	100%	1,903,008	100%	1,928,804	100%	1,940,171	100%
HOTEL PAYROLL EXPENSE										
Hotel Manager	65,000	3.56%	66,950	3.67%	68,959	3.62%	71,027	3.68%	73,158	3.77%
Asst. Manager/Sales Manager	45,000	2.47%	46,350	2.54%	47,741	2.51%	49,173	2.55%	50,648	2.61%
Housekeeping	72,980	4.00%	69,885	3.83%	70,940	3.73%	70,005	3.63%	68,555	3.53%
Maintenance	32,695	1.79%	32,874	1.80%	42,964	2.26%	43,670	2.26%	44,048	2.27%
Front Desk	125,000	6.85%	128,750	7.05%	132,613	6.97%	136,591	7.08%	140,689	7.25%
F&B Staffing	80,278	4.40%	76,874	4.21%	78,034	4.10%	77,006	3.99%	75,411	3.89%
Breakfast/Social	32,695	1.79%	33,676	1.84%	34,686	1.82%	35,727	1.85%	36,799	1.90%
Workers Comp Insurance	8,517	0.47%	8,620	0.47%	9,080	0.48%	9,262	0.48%	9,427	0.49%
Payroll Tax	57,771	3.17%	57,997	3.18%	60,627	3.19%	61,557	3.19%	62,342	3.21%
TOTAL HOTEL PAYROLL	519,936	28.50%	521,976	28.60%	545,643	28.67%	554,017	28.72%	561,076	28.92%
HOTEL OPERATING EXPENSE										
Cleaning Supplies	7,298	0.40%	6,989	0.38%	7,094	0.37%	7,001	0.36%	6,856	0.35%
Laundry Supplies	10,947	0.60%	10,483	0.57%	10,641	0.56%	10,501	0.54%	10,283	0.53%
Linens	14,596	0.80%	13,977	0.77%	14,188	0.75%	14,001	0.73%	13,711	0.71%
Guest Supplies	18,245	1.00%	17,471	0.96%	17,735	0.93%	17,501	0.91%	17,139	0.88%
Operating Supplies	12,407	0.68%	11,880	0.65%	12,060	0.63%	11,901	0.62%	11,654	0.60%
Repairs & Maintenance	12,261	0.67%	16,437	0.90%	25,778	1.35%	34,936	1.81%	35,239	1.82%
Swimming Pool Maintenance	12,500	0.69%	15,000	0.82%	18,000	0.95%	21,600	1.12%	25,920	1.34%
Grounds/Landscape	7,500	0.41%	7,725	0.42%	7,957	0.42%	8,195	0.42%	8,441	0.44%
Franchise Fee	60,225	3.30%	60,225	3.30%	60,225	3.16%	60,225	3.12%	60,225	3.10%
Property Mgmt. System Expense	5,160	0.28%	5,263	0.29%	5,368	0.28%	5,476	0.28%	5,585	0.29%
Complimentary Breakfast	58,384	3.20%	55,908	3.06%	56,752	2.98%	56,004	2.90%	54,844	2.83%
Travel Agent Fees	40,869	2.24%	41,092	2.25%	42,964	2.26%	43,670	2.26%	44,048	2.27%
Reservations Expense	9,000	0.49%	9,180	0.50%	9,364	0.49%	9,551	0.50%	9,742	0.50%
F&B Expenses	72,980	4.00%	69,885	3.83%	70,940	3.73%	70,005	3.63%	68,555	3.53%
Vending Expense	21,894	1.20%	20,966	1.15%	21,282	1.12%	21,002	1.09%	20,567	1.06%
Marketing / Advertising	12,261	0.67%	12,328	0.68%	12,889	0.68%	13,101	0.68%	13,214	0.68%
Utilities	109,470	6.00%	109,524	6.00%	114,180	6.00%	115,728	6.00%	116,410	6.00%
Cable/Internet/Phone	54,750	3.00%	54,777	3.00%	57,106	3.00%	57,880	3.00%	58,221	3.00%
Credit Card Expense	41,051	2.25%	41,071	2.25%	42,818	2.25%	43,398	2.25%	43,654	2.25%
Management Fee	109,470	6.00%	109,524	6.00%	114,180	6.00%	115,728	6.00%	116,410	6.00%
Other Expense/Frequent Stay	3,649	0.20%	3,494	0.19%	3,547	0.19%	3,500	0.18%	3,428	0.18%
Accounting Services	4,800	0.26%	4,802	0.26%	5,007	0.26%	5,074	0.26%	5,104	0.26%
TOTAL OPERATING EXPENSES	699,716	38.35%	698,001	38.24%	730,075	38.36%	745,978	38.68%	749,251	38.62%
Income Before Fixed Expenses	604,848		605,419		627,289		628,809		629,844	
Gross Operating Profit (GOP)										
RESERVES & FIXED EXPENSES										
Real Estate Taxes (Estimates)	112,161	6.15%	112,161	6.14%	112,161	5.89%	112,161	5.82%	112,161	5.78%
Insurance	25,200	1.38%	25,704	1.41%	26,218	1.38%	26,742	1.39%	27,277	1.41%
Reserves For Replacement	54,735	3.00%	54,762	3.00%	76,120	4.00%	77,152	4.00%	77,607	4.00%
NET OPERATING INCOME (NOI)	412,752	22.62%	412,792	22.61%	412,790	21.69%	412,753	21.40%	412,799	21.28%
Loan (Interest Payment)	271,474	14.88%	263,506	14.44%	255,089	13.40%	246,196	12.76%	236,803	12.21%
Loan (Principal Reduction)	141,258	7.74%	149,226	8.18%	157,643	8.28%	166,536	8.63%	175,929	9.07%
NET CASH FLOW	\$20	0.00%	\$60	0.00%	\$58	0.00%	\$21	0.00%	\$67	0.00%

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 rate shopping of local and surrounding hotels. 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.

E. ADDITIONAL DOCUMENTATION AND CHECKLIST

Applicants will also be required to provide the following documentation. All personal financial information will be kept private and confidential.

- 1. Written business plan or a description of the business, ownership/ management, date established, products and services, and future plans.
- 2. Financial statements for past two years, including profit and loss statements and balance sheets.
- 3. Two year financial projections.
- 4. Personal financial statements of all major shareholders (principals) including the most recent 2 years of tax returns. (If requested.)
- 5. Letter of commitment from other sources of financing, stating terms and conditions of their participation in the project.
- 6. Administrative fee of up to \$5,000. In addition to defraying the cost of staff time, the fee will be used to pay costs associated with processing this request for financial assistance such as legal, engineering and financial analysis. The City reserves the right to stop the processing of the request until additional fees are paid should the original amount be insufficient to pay such costs. That portion which remains unspent, if any, will be returned only if the project is denied approval.
- 7. Attach the following documentation:

- _____ Part 1 – Corporation/Partnership Description
- _____ Part 2 – List of Shareholders/Partners
- _____ Part 3 – Description of Project
- _____ Part 4 – *But For* Analysis
- N/A _____ Part 5 – List of Prospective Lessees (If requested)
- _____ Part 6 – Legal Description, Property Identification Numbers, maps of the project area, and project renderings
- _____ Part 7 – Public Purpose Narrative
- _____ Part 8 – Sources & Uses of Funds – Additional Information

The undersigned certifies that all information provided in this application is true and correct to the best of the undersigned's knowledge. The undersigned authorizes the City and EDA of Ramsey to check credit references, verify financial and other information, and share this information with other political subdivisions as needed. The undersigned also agrees to provide any additional information as may be requested by the City after the filing of this application.

Applicant Name As Cobblestone Hotel Development LLC Date 12/30/19
 By _____
 Its managing member

EXHIBIT B
BUSINESS ASSISTANCE REVIEW WORKSHEET
FOR COMMERCIAL/INDUSTRIAL PROJECTS
TO BE COMPLETED BY APPLICANT AND CITY STAFF

A. The project meets which of the following objectives as set forth in Section C of the Business Assistance policy:

- 1. To encourage redevelopment.
- 2. To retain local jobs and/or increase the number and diversity of jobs that offer stable employment and/or attractive wages and benefits.
- 3. To enhance and/or diversify the City's economic base.
- 4. To encourage additional unsubsidized private (re)development.
- 5. To remove blight and/or encourage (re)development of commercial and industrial areas.
- 6. To accomplish other public policies which may be adopted such as the promotion of quality urban or architectural design, energy conservation, and decreasing capital and/or operating costs of local government.
 - Utilization of architectural and landscaping techniques that will enable the components of the project to blend with the natural environment.
 - Mitigation of project impact on the natural environment.

B. Ratio of Private to Public Investment in Project:

\$ 2,970,000.00 Private Investment
 \$ 326,700 Public Investment
9:1 Ratio Private : Public Financing

Points: 5
 5:1 5
 4:1 4
 3:1 3
 2:1 2
 Less than 2:1 1

C. Job Creation:

12 Net new jobs (minimum 40 hours per week) or fulltime equivalents

Points: 3
 50+ 5
 20+ 4
 10+ 3
 5+ 2
 Less than 2 1

D. Wage Level of jobs created:

Average hourly wage
 Of new jobs \$11.00/hr

Points: 2
 Over \$21/hour 5
 \$18-21/hour 4
 \$14-17/hour 3
 \$10-13/hour 2
 Under \$10/hour 1

E. Ratio Of Business Assistance To New Jobs Created:

\$ 326,700 Business assistance requested
12 FTE Number of net *new* jobs created
 \$ 27,225 of business assist. per net *new* job created

Points:	<u>3</u>
\$5,000 or less	<u>5</u>
\$15,000 or less	<u>4</u>
\$25,000 or less	<u>3</u>
\$50,000 or less	<u>2</u>
Over \$75,000	<u>1</u>

F. Project size:

The project will result in the construction
 of 31,521 square feet

Points:	<u>3</u>
75,000+	<u>5</u>
50,000+	<u>4</u>
25,000+	<u>3</u>
10,000+	<u>2</u>
5,000 or less	<u>1</u>

G. Type of Project:

100% Owner Occupied
 Mix Owner Occupied & Investment
 Investment Property

Points:	<u>5</u>
	<u>5</u>
	<u>3</u>
	<u>1</u>

H. Likelihood that the project will result in unsubsidized, spin-off development:

High
 Moderate
 Low

Points:	<u>3</u>
	<u>5</u>
	<u>3</u>
	<u>1</u>

I.

<u>5</u>
<u>3</u>
<u>2</u>
<u>3</u>
<u>3</u>
<u>5</u>
<u>3</u>

Sub-Total Points 24 of a possible 35 points.

Bonus Points

The project will be 100% *pay-as-you-go* financing.
 The project is a redevelopment project.

Bonus Points:

<u>0</u>
<u>3</u>
<u>3</u>

Total Points: 24

Overall project analysis:	High	35 points
	Moderate	25 points
	Low	15 points
	Not Eligible	5 points

The principals of Cobblestone Hotel Development, LLC also are the principals in the following companies:

WHG Companies, LLC, a Hotel Management Company www.whgco.com

BriMark Builders, LLC, a hotel construction company www.brimarkbuilders.com

Cobblestone Hotels, LLC, a hotel franchise company www.staycobblestone.com



Based out of Neenah, Wisconsin, WHG Companies, a hospitality management company, was founded by an independent owner/operator. Growth for WHG Companies has been fueled by implementing creative marketing strategies, and combining them with exceptional customer service programs. WHG currently oversees seventy-eight hotel properties, five restaurants, and one event center; covering seventeen states.

Fusing development services with operational support, WHG is positioned to contribute to every aspect of a hotel. From a conceptual idea to an existing, mature property, they can assist with any facet specific to your needs to help your property thrive.

Marketing

- Personalized Sales Training
- Customized Research and Planning
- Sales Promotion
- Tourism and Travel Department
- Reporting and Monitoring

Operations

- Cost Control Systems
- Food/Beverage Concepts
- Menu Planning and Design
- Standardized Purchasing
- Personnel Recruitment/Training
- Life Safety Training
- Policy Manuals
- Preventative Maintenance
- Insurance Claim Control
- Energy Management

Accounting and Finance

- Cash Management
- Internal Audit
- Payroll Processing
- Budgeting and Profit Planning
- Management Information Systems
- Financial Statement
- Mortgage Submission Packaging

New Development and Renovation

- Market Evaluation/Feasibility Studies
- Site Selection
- Development of Plans and Specifications
- Project Budgeting
- Bid Preparation and Selection
- Construction/Project Management
- Interior Design
- Pre-Opening Marketing
- Staffing



Brimark's experts are skilled in every aspect of new hotel construction, from initial site planning and conceptual budgeting, to the property's opening. Our hotel renovation projects are coordinated with property managers to minimize disruption to hotel operations. We also work with owners on Rebranding and Property Improvement Plans (PIPs) from conceptual estimates through full design and construction.

BriMark Builders is a dedicated and results oriented company. With strong leadership and creative problem-solving skills, we work to produce a cost effective, high quality product.

Services Offered:

- Coordination of Market Study
- Assistance with Site Selection—ensuring optimum visibility and accessibility
- Assistance in Raising Equity for Hotel Project
- Assistance in Acquiring Financing Package for Project
- Obtain approvals form Local Municipality and State—obtaining all possible development related incentives
- Obtain all Local and State Zoning Approvals and complete Permitting Process
- Provide complete set of detailed Construction Plans
- Secure and arrange for Hotel Franchise
- Secure Professional Hotel Management Company
- Provide a complete Turn-Key Budget
- Provide Complete Hotel Construction Services
- Provide Turn-Key Hotel completion including all FF&E
- Arrange for all Landscaping and Signage
- Provide Monitoring Services for completed Hotel

All of the services above are included when you utilize BriMark for your hotel development project.

States we have built in:

Arkansas	Nebraska
Colorado	New York
Idaho	North Dakota
Illinois	Ohio
Indiana	Pennsylvania
Iowa	Texas
Kansas	Utah
Louisiana	Wisconsin
Minnesota	Wyoming

ABOUT COBBLESTONE HOTELS

www.cobblestonehotels.com / www.cobblestonefranchising.com

Headquartered in Neenah, Wisconsin, Cobblestone Hotels, LLC prides itself in filling the lodging needs of communities throughout the United States through its upper midscale brands, Cobblestone Hotel & Suites, Cobblestone Inn & Suites, and its conversion brand Boarders Inn & Suites by Cobblestone Hotels. Since its first property opened in Clintonville, Wisconsin in January of 2008, the brand has expanded to 160+ locations open or under construction, spread across 27 states. With more than 30 locations under development, Cobblestone Hotels is one of the fastest growing hotel brands in the country. The cohesive approach of community and entrepreneurship provides the catalyst for success.

HISTORY

In 2007, while driving from Sioux Falls, SD to Oshkosh, Wisc. Brian Wogernese went through many small towns, and realized these small towns' need for hotels were being overlooked. Upon returning from this trip the perfect prototype was drawn out; however, none of the bigger brands wanted anything less than 65 units. From there, the Cobblestone Hotels began. A 31-unit Cobblestone Inn & Suites was designed that would ensure these small towns were given the quality and amenities that you would see in the bigger markets. A brand that offers all of the amenities a larger brand would provide, but just the right size for smaller communities that couldn't support a 65-unit hotel. It didn't take long for the phone calls to start coming in from various small towns in the Midwest. Now, ten years after the first location opened in Clintonville, Wisconsin, Cobblestone Hotels has expanded development into larger markets, while still holding true to the core mission of providing quality lodging to communities across the nation.

FRANCHISE SUPPORT

Global Distribution and Central Reservations Service Support

- 24 Hours a Day, 7 Days a Week Booking Engine
- Mobile Website for easy on the go booking
- 24 Hour Central Reservation Call Center
- Complete GDS Representation and third-party distribution via online travel sites including: GDS Connectivity through all the major booking channels (AMADEUS, GALILEO, WORLDSPAN, and PEGASUS) and direct link through SABRE.
- Building of all Property Shells for all GDS
- Communication/Relationship Management with all Third-Party Internet Sites

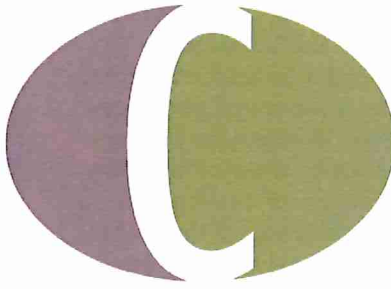
National Sales, Marketing, and Revenue Management Service Support

- Cobblestone Rewards Program
- Social Media Support
- Graphic and Marketing Design Services
- National Sales
- National Online Marketing Ad Campaigns
- Extensive, Daily, Search Engine Optimization
- Market Analysis and Planning
- Extensive and Expansive Public Relations
- Proven Sales and Marketing

Operational Service Support

- Quality Assurance
- Fully Developed Brand Standards
- Training
- Cobblestone Hotels Onsite Training – Brand Standards and PMS Training (with certain systems)
- Cobblestone Hotels Brand Manager/Owner Training
- Ongoing Webinar Training Available to all Staff Members
- Brand wide purchasing power (with no required vendors)
- Proven and Sound Business Acumen





December 12, 2019

With the success of our Cobblestone Main Street Prototype, we are excited to be looking at another location for us within the city of Ramsey, MN

Cobblestone Hotels offers our guest "Big City Quality... Small Town Values" in every aspect of our hotels. We offer upper-midscale hotel accommodations across the United States for those away from home on business or leisure. Complimentary Hot Breakfast Buffet, Wireless Internet, Daily Newspaper, and Onsite Convenience Stores are all staples in the Cobblestone Hotels Brand mixing convenience, comfort and extraordinary customer service to create a perfect and relaxing stay.

Our plan for a hotel in your community would be constructing a 60 unit 4-story hotel with a full-service steak house located on the ground level. The hotel would feature a stone and brick façade. The hotel would feature both standard rooms and suites, as well as extended stay rooms. The furnishings and finishing's of the hotel are all upgraded and modern in style. The hotel would also feature additional amenities of a pool, business center, meeting room, and exercise room.

The Wisconsin Chophouses that we currently operate offer an upscale menu featuring the highest quality USDA Choice cuts of meats, sea food, and an extensive shareables menu including truffle mac & cheese, Risotto, Asparagus, mashed potatoes, and a wide array of desserts. We feature 20 wines by the glass as well as 20 beers on tap. We also feature a relaxing outside patio area for guests to relax and enjoy a beverage or even a full dinner. The patio would also feature a fire pit.

Between the hotel and the restaurant, we plan to employ at least 25 people, with approximately 12 Full time equivalents.

We have included in this letter pictures of the finished product, showing the outside of the facility, along with pictures of the inside of the facility showing guest rooms and guest public spaces including the exercise area and the restaurant and outside patio area.

We appreciate your time and consideration of our project and are very excited at the chance to be looking at working with your community on our next Cobblestone Main Street Hotel.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Wogernese", with a horizontal line extending to the right.

Brian Wogernese
President & CEO
Cobblestone Hotels, LLC

