

CELEBRATING

15
Years
2008 - 2023



COBBLESTONE HOTELS





WELCOME

Headquartered in Neenah, Wisconsin, Cobblestone Hotels prides itself on filling the lodging needs of communities throughout the United States. Since January of 2008, the brand has expanded to over 165 in 28 states.

For more than fifteen years, Cobblestone Hotels has been known as one of the fastest growing hotel brands in the country. From the very first Cobblestone Hotel, Cobblestone prides itself on the cohesive approach of community and entrepreneurship that provides the catalyst for success to our franchisees.

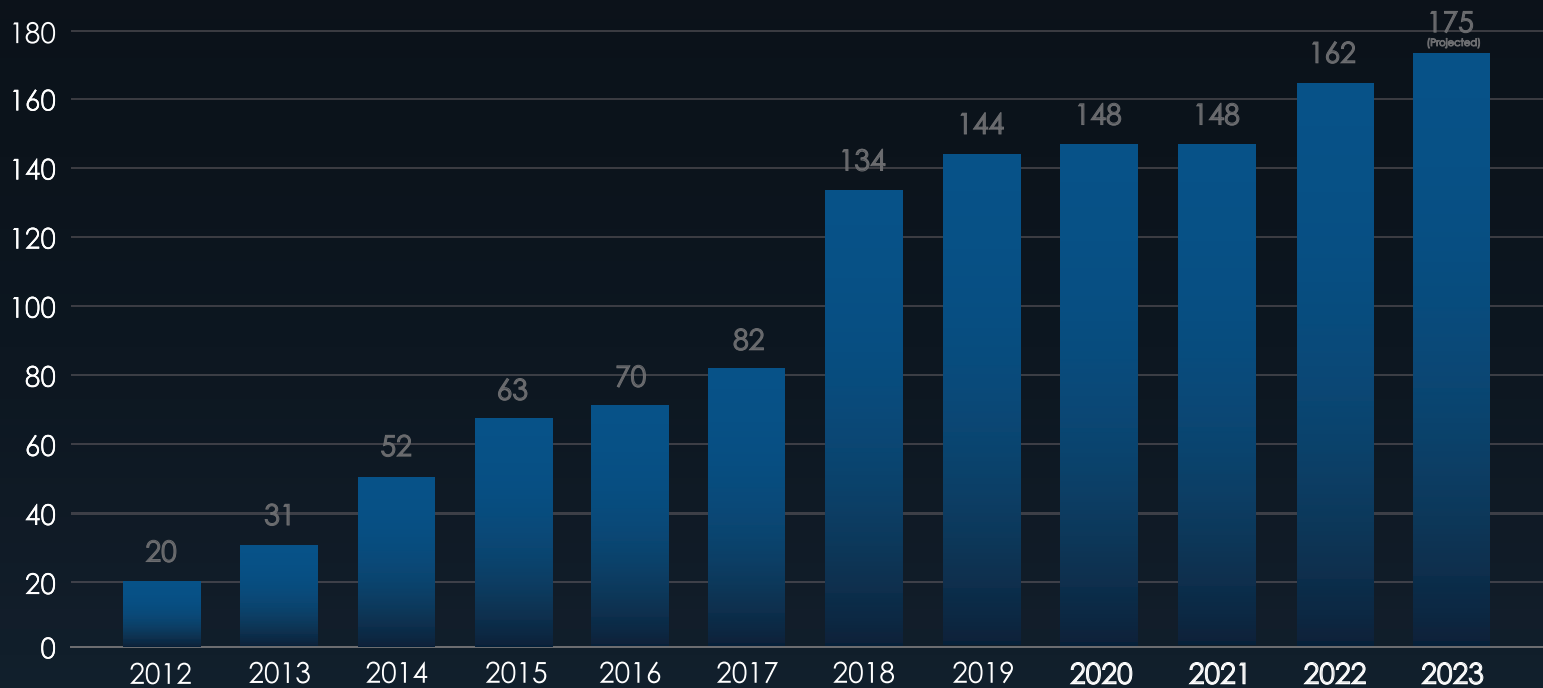
Our Vision: to provide each guest and franchisee with quality lodging accommodations that you would find in any larger market, while fusing that experience with a personal one to one touch.

HISTORY

In 2007, while driving from Sioux Falls, South Dakota to Oshkosh, Wisconsin, Brian Wogernese went through many small towns, and realized these small towns/ need for lodging were being overlooked. Upon returning, the perfect prototype hotel was drawn out; however, none of the bigger brands would consider anything less than 65 units. From there, a 31-unit Cobblestone Inn & Suites was designed that featured everything you would find in a larger town: onsite lounge, hot breakfast, Wi-Fi, fitness room and more. Since the genesis of Cobblestone Hotels, the brand has expanded to a five brand portfolio, not just limited to smaller communities.

GROWTH & MILESTONES

Properties open or under construction per year since 2008.



WE LISTEN

We work for our franchisees, not the other way around.

Advancing new ideas, discussing system-wide focuses, and seamlessly implementing new programs is not something any franchise should do without the insight of their franchisees.

WE UNDERSTAND

“We started Cobblestone Hotels because we have been franchisees of other brands. We know how it feels to be a franchisee; we are attuned to making sure we are sensitive to mandates and how it affects the investors. As we grow, it is important that we are still as good as we told people we were over ten years ago.”

- Brian Wogernese, *Founder*

WE CARE

“Cobblestone Hotels cares about the needs of our small-town properties. They understand the need to adjust and adapt to our guests needs and our needs as franchisees.”

- Marsha Nice, *Owner Boarders Inn & Suites by Cobblestone Hotels of Medford, WI*

WE ARE FAIR

“Cobblestone Hotels is an absolute outstanding organization and I am proud to be part of the group. We are now on our sixth Cobblestone, and hope to continue forward.

- Tom Kennedy, *Owner*



UPSCALE MAIN STREET



Experience the best of the city from the Main Street Model. The hotel's premiere downtown location provides convenient access to all the community has to offer, while fusing warm, modern design elements and local history throughout the hotel. Ask us about full-service opportunities with this model!

Open, Under Construction, and Under Development: 30



Certain states require that Cobblestone Hotels register the franchise disclosure document in those states. We will not offer or sell franchises in those states until we have registered to do so (or obtained an applicable exemption from registration) and otherwise complied with applicable law. Numbers are approximate and fluctuate. © 2023 Cobblestone Hotels, LLC. All rights reserved. Each Cobblestone Hotel branded hotel is independently owned and operated.



UPSCALE MAIN STREET



**WISSOTA
CHOPHOUSE**

Wissota Chophouse restaurants offer an intimate and comfortable, yet upscale atmosphere. Locations include an exclusive dining area which can be rented out to accommodate bigger parties; perfect for corporate meetings or special events.



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60 UNIT MAIN STREET



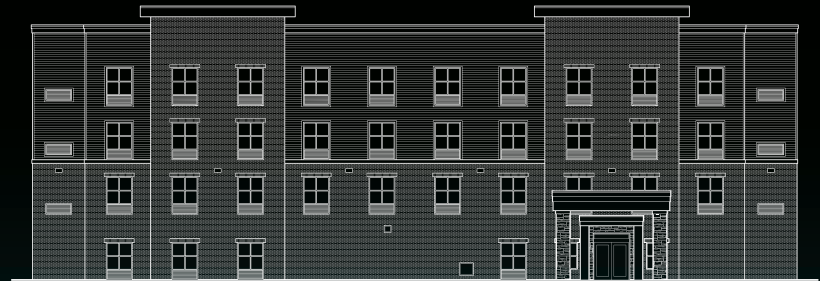
WEST ELEVATION



SOUTH ELEVATION



NORTH ELEVATION



EAST ELEVATION

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60 UNIT MAIN STREET



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UPPER MIDSCALE



**COBBLESTONE
HOTEL & SUITES**



**COBBLESTONE
INN & SUITES**



**COBBLESTONE
SUITES**

Open, Under Construction, and Under Development: 115

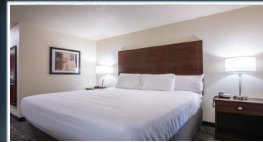
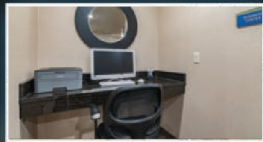
Cobblestone Hotel & Suites and Cobblestone Inn & Suites is an upper-midscale modern approach that focuses on filling the lodging needs of many smaller communities across the country. This new build brand focuses its attention on providing signature amenities that are attractive to any traveler. Featuring an array of optional amenities such as meeting space, beer and wine bars, and more, the Cobblestone Hotels team can create a hotel that fits your needs and the needs of your community.



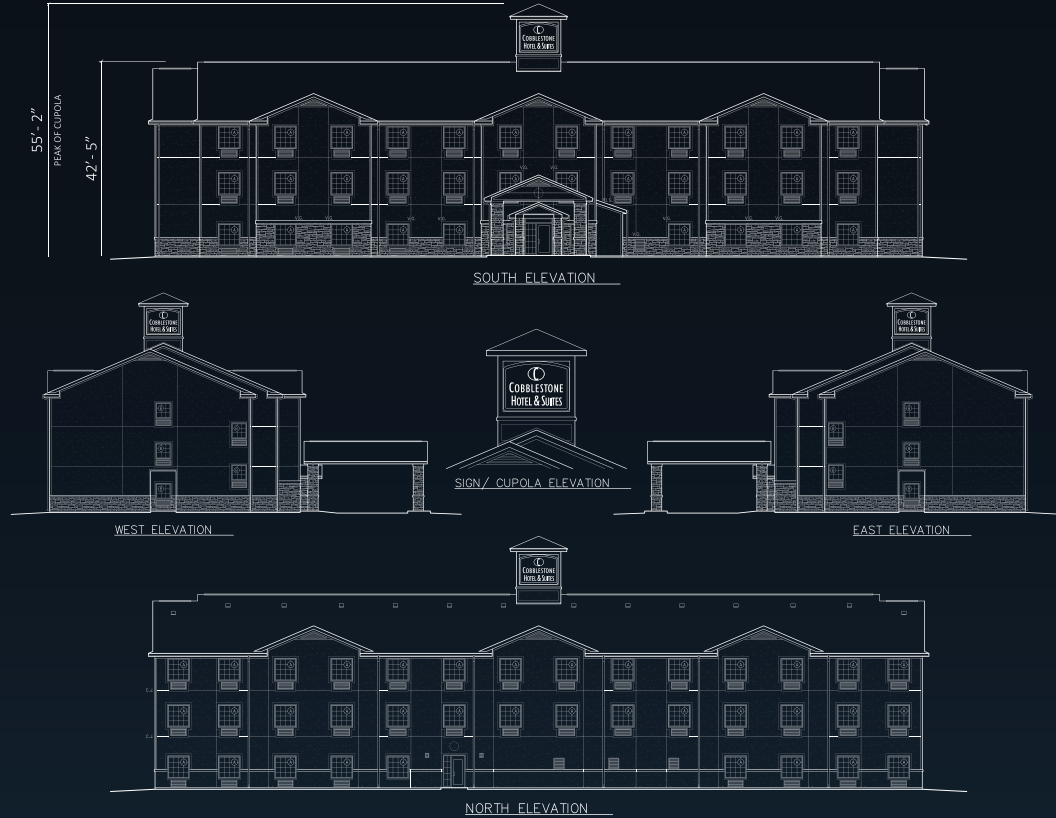
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EXTERIOR PERSPECTIVE VIEW

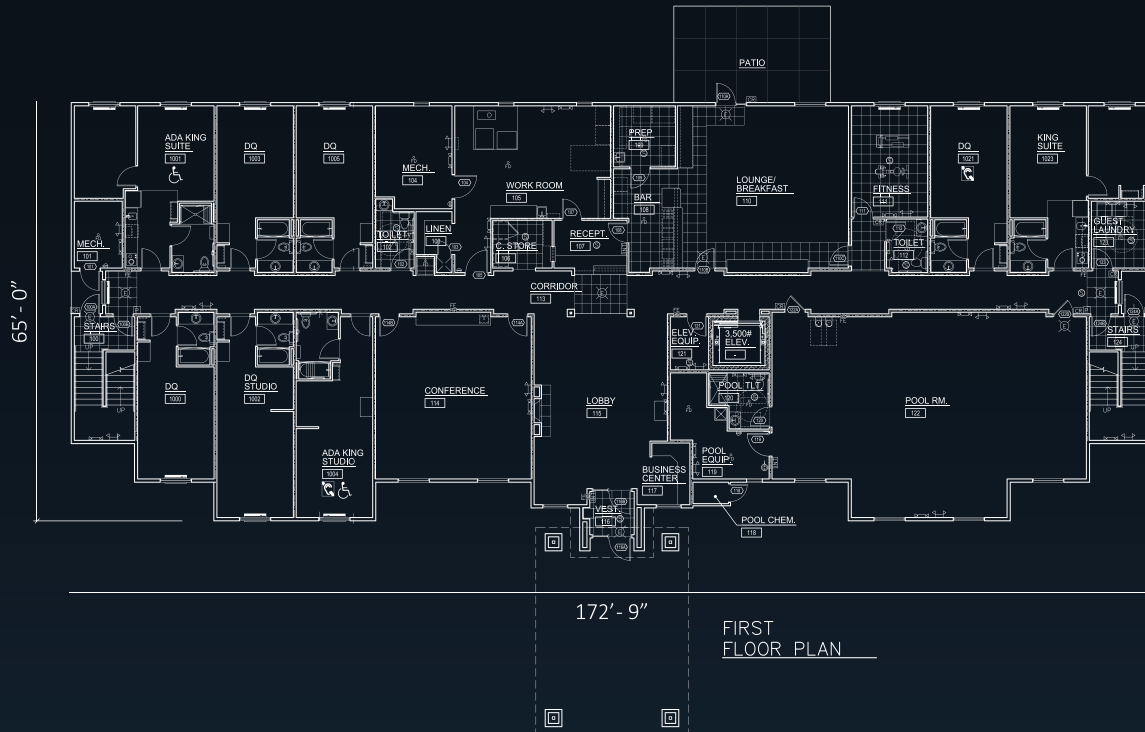


54 UNIT CENTER LOAD



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54 UNIT CENTER LOAD



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45 UNIT CENTER LOAD



REAR ELEVATION



SIDE ELEVATION



SIGN / CUPOLA ELEVATION



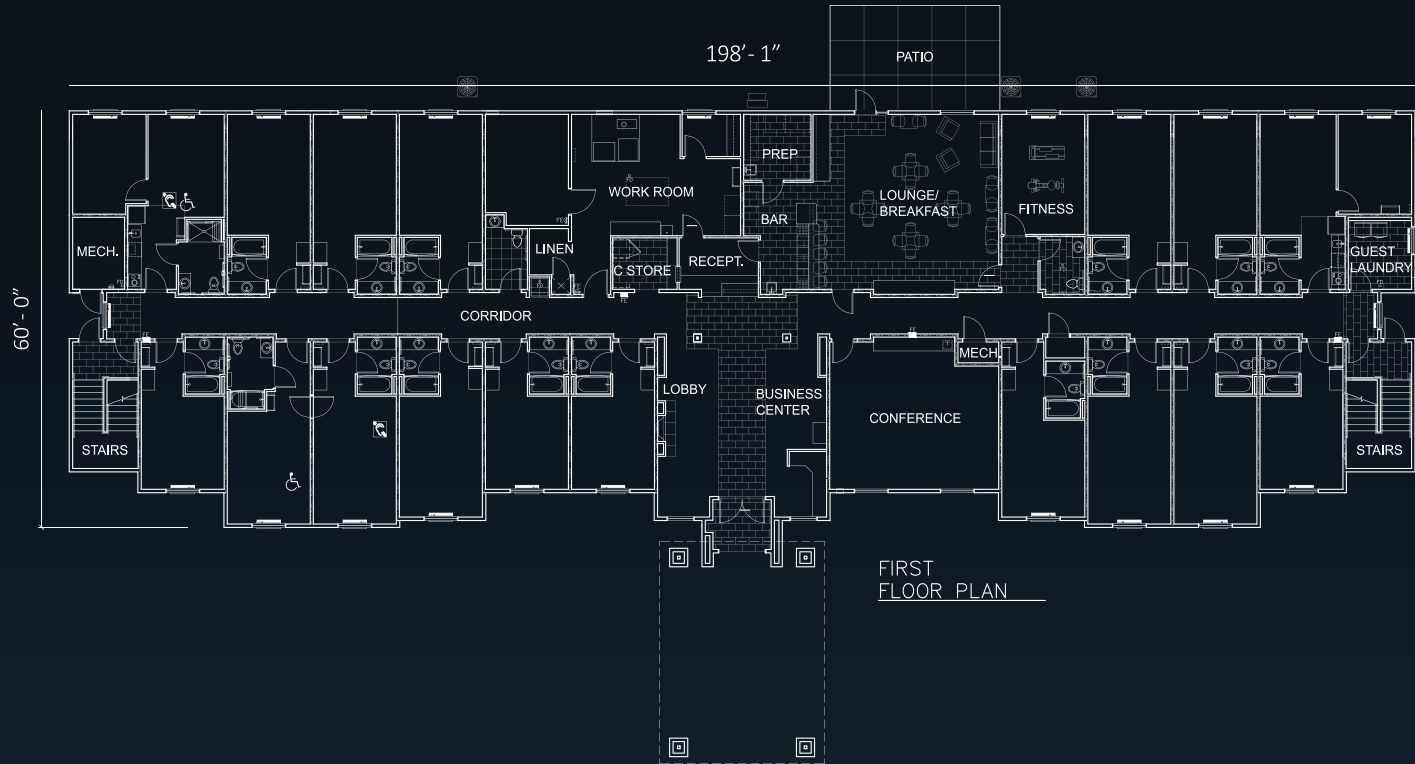
SIDE ELEVATION



FRONT ELEVATION

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45 UNIT CENTER LOAD



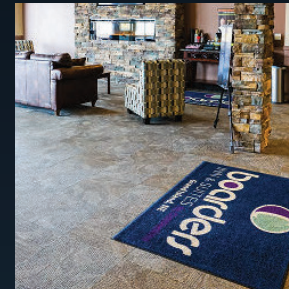
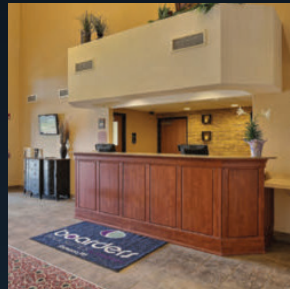
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MIDSCALE

If you already have a modern amenity-focused hotel, you can take advantage of the benefits of becoming a part of the Boarders Inn & Suites by Cobblestone Hotels brand.



Open/Under Development: 25



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UPPER ECONOMY

You want to not only deliver value to your guests, but you want it as well. Our midscale conversation brand, Centerstone Hotels, is a brand you can be proud of. When you are a part of the team, you decide what happens to the brand. No capital-crushing mandates, long commitments, high initial payments, or bottom-dollar busting fees for your revenue that you work hard to bring in.



CENTERSTONE
INN | HOTELS | PLAZA | RESORT™



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ECONOMY

Designed to improve occupancy while keeping costs low, the Key West model is ideal for conversions or new builds. Choosing the right model with the right amenities that align with your vision is essential in the success of your hotel. With Key West Hotels, the options are endless.



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www.brimarkbuilders.com

BriMark Builders, LLC is the preferred hotel general contractor partner of Cobblestone Hotels.

BriMark's experience in the following areas continues to save their clients time and money:

- Site selection assistance
- Assistance in raising equity, acquiring financing and possible development related incentives
- End-to-end new hotel construction service (zoning, approvals, construction documents, budgets, on-site project management, FF&E, OS&E and pre-opening punch list review)



www.slatehg.com

Slate Hospitality Group is the preferred hotel management partner of Cobblestone Hotels.

With over 175 years combined experience in daily property operational support, revenue performance, market penetration, guest satisfaction, cost management, accounting, profitability and margins, the SHG Team effectively delivers advanced solutions tailored to the unique opportunities for each hotel and restaurant in our portfolio.



COBBLESTONE REWARDS

COBBLESTONEREWARDS.COM

(at select locations)

MEMBER TIERS & BENEFITS



- Priority Check In
- Online Reservations at Participating Hotels
- Exclusive Member Offers



- 25% Bonus Points
- Early Check In & Late Check Out
- Qualification: 10 Nights within a 12 Month Period



- 50% Bonus Points
- Early Check In & Late Check Out
- Qualification: 20 Nights within a 12 Month Period

1 USD = 10 POINTS

INNOVATIVE & EASY TO USE



SIGN UP ONLINE
COBBLESTONEREWARDS.COM



START EARNING
& REDEMING

EARN 10 POINTS FOR
EVERY \$1 USD* SPENT