



FOR MORE INFORMATION CONTACT:
Carla Minsky, Communications, IDM Group Media Contact
920.924.0297 or cminsky@charter.net

Hotel Marshfield Fact Sheet: IT FEELS LIKE A SPECIAL INDEPENDENT HOTEL

Hotel Marshfield has an independent streak.

The property, which has had several incarnations over the years, now has a new identity that is authentically homegrown.

The hotel is owned by Marshfield Hospitalities, LLC, comprised of a group of local investors. The back story is this: The hotel had been foreclosed on and Rick Roehl, president of Roehl Transport, did not want to see the building stand vacant nor fall into further disrepair. No one in the community did. So Rick formed Marshfield Hospitalities and made the commitment to bring it back. For the community which no longer had sufficient hotel or banquet rooms, for travelers to Marshfield Clinic in need of a place to stay, for couples wanting their wedding reception to be special, for families in town for youth sports events, and for businesspeople with high expectations of what a hotel should be even if it is in a small town.

Marshfield Hospitalities and its hotel management firm, IDM Group out of Madison, took all those audiences into consideration when settling on the final blueprint for the massive renovation which began with taking the building down to the studs, removing walls, and reconfiguring the meeting, dining and recreation spaces.

There are 99 guest rooms, a mix of king and double queen beds, with nine of those corner suites for visitors looking to stay longer, spread out a bit more, or entertain family and friends. Thirty of the guest rooms are connected to another room, a plus for extended families and larger groups traveling together. All the furniture, bedding, flooring, lighting, fixtures and finishes are new. Corporate and group rates will be available.

Modern Yet Warm Interior Design with Strong Graphic Statements

- A color palette that includes accents of earthy deep browns, cranberry and plum, with lighter hints of blue spruce and sandy beige neutrals.
- Clean, contemporary, textural patterns in the carpets and on the accent walls.
- Modern graphic statement that harkens to Marshfield's heritage.
- Liberal use of granite surfaces and silver metallic accents.
- Artwork that is Andy Warhol-like in use of colors and iconic imagery of Marshfield, with rustic elegant frames of barn wood.

Unexpected "Wow" Features





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- The landscaped outdoor courtyard will be a major focal point. The owners are creating a four-season experience here - think ski resort out west - with a sauna and large hot soak whirlpool heated year-round, seasonally open in-ground pool, and fire pit with seating for 25 on flagstone surrounded by pines and birches. In the warm weather months, this area will provide an exceptional backdrop for special events and gatherings.
 - Grill and bar with casual public and private dining space and seating for 100, with a menu that will prominently feature local and regional specialties.
 - Two ballrooms, accommodating up to 500 for a reception, which can be further divided into six meeting rooms with state-of-the-art audio/visual equipment, along with pre-event space for receptions and other gatherings.
 - Fully equipped fitness center to stay well while on the road.

Amenities That Go the Extra Mile

- Shuttle service around town – to the Marshfield Clinic, to local businesses for meetings, to the Marshfield airport, to area attractions.
- Breakfast included in the overnight rate, or full breakfast menu cooked to order.
- Refrigerators in all guest rooms, plus honors bar, snack basket and coffee maker.
- Kitchenettes in the suites, appointed with refrigerator, microwave, dishwasher, wet bar sink, china, glassware and silverware, making these perfect for entertaining.
- Comfortable reading chair with ottoman, plus desk with ergonomic chair.
- 42” flat screen TVs with HD channels in all guestrooms and common areas for watching the big game or catching breaking news.
- Complimentary high-speed Wi-Fi.
- Pillow-top beds with high-end pillows.
- In-room dining.
- Pet-friendly.
- Lobby fireplace with comfortable living room style seating.

Late Summer Opening

- Hotel Marshfield is slated to welcome its first guests late summer.
- The staff has already begun accepting reservations for group events including wedding receptions, corporate meetings, family reunions and youth sports. To book groups and events, contact Jessica Barrett, director of sales, at 608.819.3089.

Directions and Contact Information

- Hotel Marshfield is located near the corner of Central Avenue (Hwy 13 Business) and W. 26th Street, and is just 1.2 miles north of Hwy 10. The address is 2700 S. Central Ave.
 - To reach the hotel, call 715.387.2700 or toll free 855.583.2700.
 - The web site is www.HotelMarshfield.com.
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Hotel Marshfield Team

- The hotel is owned by Marshfield Hospitalities, LLC, Marshfield, with Steve Wykle the contact.
- IDM Group, LLC, Madison (www.inndevmgmt.com), is the hotel development consultant and management company.
- Cory Latourell of IDM Group is the general manager of Hotel Marshfield; she will be overseeing upwards of 100 full- and part-time employees once the hotel is fully staffed.
- Serving as architect is Dimension IV Madison Design Group, Madison (www.dimensionivmadison.com).
- Innvision Design, Atlanta, Georgia (www.invisiondesigngroup.net), specializing in hospitality design, was chosen for the interior design.
- General contractor is Don Nikolai Construction, Inc., Marshfield .
- The pool contractor is Poolblu, Lake Geneva (www.poolblu.com), known for its work in creating pool entertainment environments.
- Company B, Milwaukee (www.companybonline.com), with expertise in hospitality marketing, is providing branding and web development.

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