



Executive Summary – Grandstay Hotel – Lonsdale, Mn

December 11, 2025

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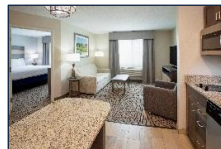
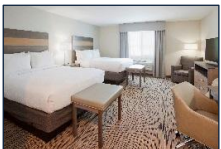
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SECTION VII. PROJECT TEAM



I. HOSPITALITY DEVELOPMENT TEAM



GrandStay Hotel at Running Aces Casino and Racetrack – A DesignWise design



I. HOSPITALITY DEVELOPMENT TEAM

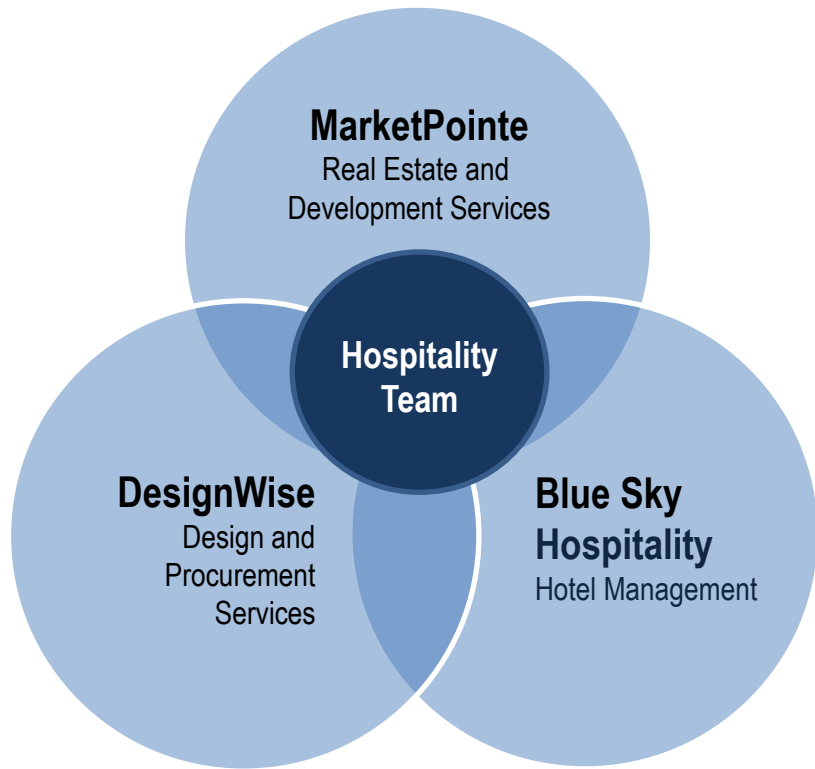
MarketPointe – Real Estate/Development

Core Project Team

MarketPointe has assembled a team of seasoned professionals to lead the development of the GrandStay Hotel in Lonsdale, MN. This collaborative group brings together the expertise required to manage every stage of the development process efficiently and effectively.

In the past, many hoteliers relied heavily on internal resources to manage their real estate needs. However, today's development environment is far too complex to depend on a single perspective. Selecting the wrong site can significantly affect both a hotel's growth potential and its financial performance.

To address this, our team has created a proprietary modeling program designed to analyze hotel sites, identify and mitigate risks, and optimize long-term profitability. By combining data-driven insights with hands-on experience, we are able to guide decisions that ensure both short-term success and sustainable returns.





MARKETPOINTE – REAL ESTATE/DEVELOPMENT

MarketPointe is a commercial real estate brokerage. Our primary business focus is to provide superior real estate/development services to investors in the hospitality and financial sectors. At the start of every assignment our goal is to establish an in-depth knowledge and understanding of our client's expectations and the project requirements. Only then can MarketPointe build a strategy that meets the project goals and financial return.

The MarketPointe Team offers an extensive background in the real estate and development. We have participated a variety of development projects and have taken on many different roles in these projects. This variety has exposed our Team to the wide range of skills and experience to offer an unmatched solution.

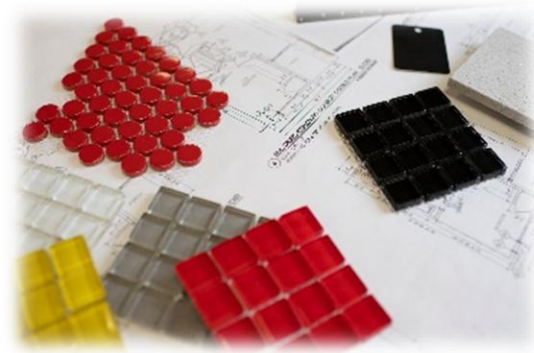
Collaborative Team

MarketPointe has partnered with industry leaders to create collaborative partnerships with experts from throughout the market. This allows MarketPointe to assemble the right team, uniquely suited to address our client's requirements with winning strategies and solid execution. As our client's needs change over time, so will the composition of the team. This entrepreneurial approach fosters accountability and allows the team to be true advocates for success.

“Our philosophy is simple – we never lose sight that you can choose to partner with anyone. The only way we can earn and maintain your business is by providing innovative solutions that create value and exceed your expectations.”



SECTION III. DESIGNWISE – FFE DESIGN AND PROCUREMENT





SECTION III. DESIGNWISE – FFE DESIGN AND PROCUREMENT

Our services include:

Design:

Our designers have the unique ability to combine your needs with their creativity and knowledge of the industry, resulting in designs that are innovative, beautiful, functional, and within budget. Our in-house design team and studio provides our clients a comfortable and unique experience. Understanding that each project, large or small, will have 6 phases which our team manages. Project Kick Off meeting, Schematic Design/Intent, Design Development, Develop Specifications, Pricing Negotiation, and finally Design Execution.

Procurement:

Our procurement staff has the ingenuity and experience to ensure the procurement process run smoothly. Our procurement team is experienced at creating cost savings opportunities for a hotel within its FF&E budget, while also satisfying critical design and brand specification requirements.

Installation

We only use the best and most experienced installers to guarantee the final result meets your expectations. All products are installed correctly, per industry standards and specifications. A detailed punch-list produced at the end of each project assures that we accomplish every aspect of your new design to your satisfaction. Our installation team works closely with our design and logistics people to ensure products are received, documented and installed correctly. As needed, they work quickly and efficiently to report any damaged or other product issues to ensure they are addressed immediately.

SECTION III. DESIGNWISE – FFE DESIGN AND PROCUREMENT



Project Management

Our Project Managers are your personal contact for the entire project, from the kick off meeting to the project close-out. It is their responsibility to communicate and execute your wants and needs while making sure everything runs efficiently through design, procurement, and installation. By working closely with you, our team, the architect, vendors, and general contractors, they ensure an organized, well executed project from start to finish.



Construction

Our in-house construction professionals are committed to delivering the ultimate “Turn key” approach as it relates to your Property Improvement Plan (PIP), Remodel or New Build. The value added to this integrated project approach is; it saves you time, money and the process of resourcing a contractor to fit your project. They work closely with “YOUR” entire team to understand the wants, needs and expectations of your entire project. A project can have many different phases which through our scheduling, communication and industry knowledge we provide you the best options to achieve your goals from timing to financial.



SECTION III. DESIGNWISE – FFE DESIGN AND PROCUREMENT

Hospitality Experience

DesignWise brings a wealth of branded and unbranded hotel/hospitality experience to the Team.



DesignWise awarded "Vendor of the Year Award"

GrandStay	17
IHG	30
Marriot	7
Hilton	19
Wyndham	40
Choice	23
Radisson	19
Independent Hotels	38



IV. HOTET MANAGEMENT





IV. HOTET MANAGEMENT

Blue Sky Hospitality

Management Company:

In an effort to maximize returns in the property the development group is negotiating a management agreement with Blue Sky Hospitality, LLC to manage the hotel due to their knowledge of the GrandStay system and their abilities to understand both the nightly as well as the extended stay markets.

With more than 25 years of combined experience, they offer a range of services and programs that are rooted in professionalism and integrity. Their intimate understanding of the lodging and travel industry allows them to offer the guidance and advice that ensures repeat business and maximizes earnings for investors. They manage a variety of hotel franchises and utilize the most progressive practices with regard to management training, technology, hotel operations and marketing. Their dynamic and comprehensive approach to hotel management is aligned with the expectations of today's travelers and responsive to the ever-changing needs of the lodging and travel industry. The day-to-day management, maintenance and operation of the Hotel will be performed by the employees of the Company hired and supervised by the Management Company.

The Management Company will perform certain pre-opening services (e.g., recruiting and training the initial staff; initiating and conducting publicity, promotion and publicity to attract guests to the Hotel; and obtaining all necessary licenses and permits required for the operation of the Hotel). Upon the opening of the hotel, they will provide the day-to-day oversight of the property and the on-site property management team. The on-site employees, except for the general manager, will be employees of the owner/investor group company. The salaries of these employees will be the responsibility of the owner/investor group. The Management Company will employ additional management/office staff and be responsible for their compensation for the oversight of the hotel operation. The listing of the services provided by the management company include, but are not limited to; oversight of the day to day operations manager, marketing of the hotel property, personnel issues and hiring of employees, overseeing hotel operations, training of staff, providing accounting services, providing financial information to the owner/investor, overseeing payroll, and negotiating operational contracts.



IV. HOTET MANAGEMENT

Management Company:

Once the Hotel is operational, the Management Company will receive a fee equal to four percent (4%) of the Hotel's gross revenue for each month. The company will reimburse the Management Company for certain approved out-of-pocket and personnel expenses relating to operations. The management agreement will be a two (2) year contract initially.

Blue Sky most importantly understands that the guest must have a great experience so that the guest will be a repeat guest. They also have a strong marketing program, which will bring the guests to the property for the guest's first visit. Blue Sky utilizes the latest state of the art technology to market the property. Blue Sky has a strong commitment to provide quality supervision to the on site management team. Under Blue Sky's supervision they will provide the expertise to operate a hotel to the standard levels that are needed in order to make it operate cost effectively to maximize the greatest return.

Attached to this section on the following pages is additional information about Blue Sky Hospitality, LLC and the services they offer.



*Nathan Sieve
President Blue Sky Hospitality*

IV. HOTET MANAGEMENT

Nathan Sieve – President Blue Sky Hospitality

Management Company:

The Ownership will hire a professional hotel management company, Blue Sky Hospitality, LLC, that will oversee the day to day operations of the hotel. The management company will hire the staff to operate the hotel. It is anticipated that there will be the equivalency of approximately 8 to 10 full time employees who will be overseen by the Management Company of the hotel.

The Management Company, Blue Sky Hospitality, LLC, will manage the day-to-day operations of the hotel. They specialize in small and mid-size hotels in the select service and extended stay demographic. Additional information on the management company's experience can be found under the management section of this business plan.

Core Competencies:

- Training and Development Programs
- Franchise Compliance
- Routine Site Inspections
- Regular Oversight on Key Guest Service Indicators
- Robust Standard Operating Procedures
- Procurement Services and CapEx Planning

Services:

- Operations and Management
- Sales and Marketing
- Accounting and Finance
- Human Resources
- Owners and Developers
- Distressed Asset and Receivership

SECTION II. PROJECT PORTFOLIO



Doubletree by Hilton U of M - Minneapolis – A DesignWise design

SECTION II. PROJECT PORTFOLIO

New Construction Projects – Grandstay Hotels



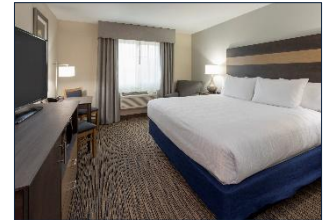
Running Aces, MN



Rock Valley, IA



Milbank, SD



New London-Spicer, MN



Cannon Falls, MN



Algona, IA



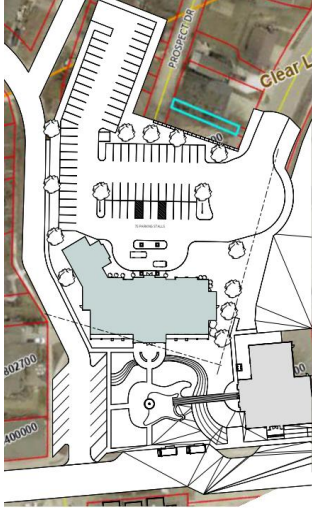
I. MARKETPOINTE – REAL ESTATE/DEVELOPMENT

MarketPointe new construction projects – Financial Branches



SECTION IX. ACTIVE PROJECTS





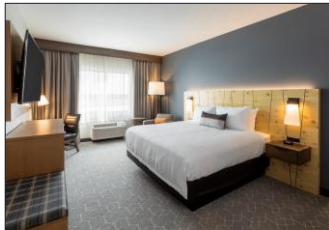
SECTION IX. ACTIVE PROJECTS

The Oaks Hotel by GrandStay – Clear Lake, IA (68 Rooms)

The project will consist of a **4 story, 68 room GrandStay Hotel and Suites**. The site will be approximately two acres for the development of an upscale limited-service hotel. The construction is a combination of wood and concrete, and the main hotel structure will be “stick” built.

Room Mix

The hotel will offer a **mix of 2 room extended stay suites with full kitchens, executive king suites and double queen suites**. All rooms will have microwaves, Keurig coffee makers and refrigerators.



SECTION IX. PROJECT DESCRIPTION

Property Description

The project will consist of a 4 story, 68 room GrandStay Hotel and Suites. The site will be approximately two acres for the development of an upscale limited-service hotel. The construction is a combination of wood and concrete, and the main hotel structure will be “stick” built.

Room Mix

The hotel will offer a mix of 2 room extended stay suites with full kitchens, executive king suites and double queen suites. All rooms will have microwaves, Keurig coffee makers and refrigerators.

SECTION IX. ACTIVE PROJECTS

Pequot Lakes, MN – Grandstay Hotel / Kwik Trip

Sauk Centre, MN – Grandstay Hotel / Tractor Supply / Restaurant

Other Projects

- ❖ Copper Field Restaurant – Rosemount, MN
- ❖ Americana Bank – Chanhassen, MN
- ❖ Magnifi Credit Union – Blaine, MN

SECTION IX. ACTIVE PROJECTS

Other Projects

- ❖ Copper Field Restaurant – Rosemount, MN
- ❖ Americana Bank – Chanhassen, MN
- ❖ Magnifi Credit Union – Blaine, MN

III. FRANCHISE – GRANDSTAY



III. FRANCHISE – GRANDSTAY



 **GRANDSTAY.**
HOSPITALITY, LLC.

EVERY GUEST ~ EVERY TIME™

 **GRANDSTAY.**
HOSPITALITY, LLC.

III. FRANCHISE – GRANDSTAY

EVERY GUEST ~ EVERY TIME™

mid-upscale market



EVERY GUEST ~ EVERY TIME™

III. FRANCHISE – GRANDSTAY

attractive amenities



More than *just* a hotel room.

The GrandStay family of hotels provides every guest with more than just a hotel room. A wide variety of amenities includes a complimentary Grand Start® Breakfast, Bath and Body Works® products, comfortable beds with luxurious bedding, swimming pool and high-speed internet; all in a relaxing atmosphere that feels like home. Warm, friendly staff will work hard to ensure that every guest receives great service, an excellent value and a grand experience.

The GrandStay home office team is tactical, proactive, effective and focused on maximizing the revenue potential and guest experience for each hotel. Great importance is placed on the relationship that exists with each franchise partner.

The GrandStay commitment is "Every Guest – Every Time." GrandStay carries this principle through from guest service to franchise development.

features

GRAND
Returns[™]

GRAND
Start
BREAKFAST
Served Daily 6:00 AM – 10:00 AM

GRANDSTAY.
PANTRY

EVERY GUEST – EVERY TIME™

III. FRANCHISE – GRANDSTAY



Our brand is family

GrandStay Hospitality, LLC offers a hotel franchise opportunity like no other hotel chain. The GrandStay portfolio of brands includes extended-stay and select service hotels:

- GrandStay® Hotel & Suites**
- GrandStay® Residential Suites Hotel**

GrandStay doesn't believe in "one size fits all" hotel franchises. From franchise conversions to new builds, GrandStay franchisees are backed by a strong, growing lodging company with a unique, technology-driven marketing approach, flexible franchise options and collaborative, one-on-one support designed for success.

GrandStay welcomes you to join the GrandStay Family.



brand portfolio



EVERY GUEST ~ EVERY TIME™

III. FRANCHISE – GRANDSTAY

proven business system

Invested in *your* success.

All GrandStay Hospitality brands are franchised.

Dedicated to Your Business

Entering into a new business development takes hard work, patience, dedication and know-how. When entering into a hotel franchise agreement with GrandStay Hospitality, you gain the support of an experienced partner dedicated to your success.

Development & Pre-Opening Support

The most crucial stage in ensuring a hotel's success is prior to opening. The GrandStay team will provide pre-opening tools and support:

- **Design Resources:** Assistance in production of interior designs and furniture, fixtures and equipment (FF&E) packages in compliance with GrandStay brand standards
- **Development Resources:** Prototype packages, architectural and design assistance, and final approval of plans to assure compliance with GrandStay brand standards
- **Sales & Marketing Specialist:** Assistance in identifying top room revenue producers in the hotel market and establish pre-opening marketing initiatives

- **Training Manager:** On-property training for the hotel's staff pre and post opening

Marketing & Sales Support

GrandStay offers exceptional marketing and sales support. GrandStay online marketing initiatives promote awareness and drive reservations to your hotel. GrandStay provides each property a website within the brand website and works closely with each hotel on social media marketing, online reputation management, electronic customer relationship management and revenue management. Grand Returns™, the guest loyalty program, provides an incentive for travelers to frequent GrandStay hotels.

Ongoing Support

GrandStay has tools in place to ensure you receive ongoing, dedicated and collaborative support, a state-of-the-art reservation system, ongoing management training and on-site quality assurance evaluations.



EVERY GUEST – EVERY TIME™

SECTION VIII. FEASIBILITY STUDY

Draft

HVS

Proposed Limited-Service Hotel

HVS STUDY RESULTS

NEAR INTERSTATE 90 AND HIGHWAY 71
JACKSON, MINNESOTA

Draft

HVS

FIGURE 1-3 MARKET RESEARCH AND INTERVIEWS

Demand Sources & Seasonality

Category	Value
Local Traffic	~1000
Local Residential and Employment Vehicle	~1000
Local	~1000
Regional	~1000
National	~1000
International	~1000
Other	~1000
Corporate	~1000
Government	~1000
Education	~1000
Healthcare	~1000
Religious	~1000
Recreation	~1000
Special Events	~1000
Transportation	~1000
Other	~1000

Draft

HVS

HVS Study Results - Selected Tables

Proposed Limited-Service Hotel
Jackson, Minnesota
April 17, 2024
August 8, 2024
Tanya J. Parson, MAI and Nico Cooper

Project:
Location:
Date of Inspection:
Date of Report:
HVS Associate Name:

During the months of April and May of 2024, numerous interviews in the market were conducted with demand generators including area businesses, event facilities, schools, and youth sports groups. In addition, we spoke with prominent members of the business community, as well as lodging facilities in the area.

The charts and tables below illustrate data collected through the various interviews in the Greater Jackson, MN market. Market trends were utilized to illustrate the estimated seasonal numbers based on the annual and monthly figures provided by the market respondents. It is important to note that specific above-the-right and average rates were not available from all interviews, and therefore, our survey results reflect an average/total of those that responded to each specific question.

HVS Study Results - Selected Tables
Proposed Limited-Service Hotel - Jackson, Minnesota
1

June 2024

HVS Study Results - Selected Tables
Proposed Limited-Service Hotel - Jackson, Minnesota
3

?? DEVELOPMENT PROCESS



DEVELOPMENT MATRIX



CODE LEGEND: A = ARCHITECT D = DesignWise/MarketPointe C = General Contractor O = Owner								
ITEM	DESCRIPTION	SPECIFY	URCHAS	ACCEP T DELIVE	STORE & PROTEC T	INSTALL	Assigned	Completed
GUESTROOMS								
Fixtures & Furnishings	Seating	Dw	Dw	Dw	O	GC/DW		
	Case Goods	Dw	Dw	Dw	O	GC/DW		
	Top of Bed Covers and Decotive items (Pillows, Thro	Dw	Dw	Dw	O	GC/DW		
	Mattress / Box Springs and Base	Dw	Dw	Dw	O	GC/DW		
	Mirrors	Dw	Dw	Dw	O	GC/DW		
	Artwork	Dw	Dw	Dw	O	GC/DW		
	Lighting and Lamps (plug-in)	Dw	Dw	Dw	O	GC/DW		
	Light bulbs - free standing lamps	Dw	Dw	Dw	O	GC/DW		
	Televisions (Cabling by GC)	Dw	Dw	Dw	O	GC/DW		
	Drapery, Blinds and Related Hardware	Dw	Dw	Dw	O	DW		
	Cornice Board @ Drapery	Dw	Dw	GC	GC	GC/DW		
	Lit-mirrors @ Guest Bathroom Vanity (Hardwiring by	Dw	Dw	Dw	O	GC		
	Construction Items	Shower Bases	A	GC	GC	GC	GC	
Tub Surrounds		A	GC	GC	GC	GC		
Vanity bowl		Dw	GC	GC	GC	GC		
Bathroom Fixtures		Dw/A	GC	GC	GC	GC		
Closet Doors		A	GC	GC	GC	GC		
Closet Shelving		Dw	Dw	GC	GC	GC/DW		
Solid Tops and Sills		Dw	Dw	GC	GC	GC		
Pre-finished Bathroom Vanity Base		Dw	Dw	GC	GC	GC		
Bath Accessories (Towel boxes, robe hook, towel ba		Dw	Dw	GC	GC	GC/DW		
OS&E Items	Hair Dryers	DW/O	DW/O	O	O	O		
	Alarm Clocks	DW/O	DW/O	O	O	O		
	Radio's, Clock's	DW/O	DW/O	O	O	O		
	Clothes Hangers	DW/O	DW/O	O	O	DW/O		
	Iron & Ironing Board	DW/O	DW/O	O	O	DW/O		
	Bedding / Sheets / Linens	DW/O	DW/O	O	O	O		
	Shower Curtain Rod	Dw	Dw	Dw	O	GC/DW		
	Shower Curtain	Dw	Dw	Dw	O	Dw		
	Suite appliances	Dw	Dw	Dw	O	Dw		
	Refrigerator	Dw	Dw	Dw	O	Dw		
Floor Coverings	Ceramic Tile, Base	Dw	Dw	GC	GC	GC		
	Carpet, Carpet Base & Carpet Pad	Dw	Dw	GC	GC	GC		
	LVT/P flooring, Millwork Base	Dw	Dw	GC	GC	GC		
	Trim Transitions (Schluter, T-snap, etc)	Dw	GC	GC	GC	GC		
Wall Coverings	Wall Vinyl	Dw	Dw	GC	GC	GC		
	Corner Guards	Dw	Dw	GC	GC	GC		
	Paint	Dw/A	GC	GC	GC	GC		
Lighting	Hardwired DECORATIVE Light Fixtures	Dw	Dw	GC	GC	GC		
	Hardwired Non-FFE Light Fixtures	A	GC	GC	GC	GC		
Misc.	Electronic Locks ONLY	A	GC	GC	GC	GC		
GUEST CORRIDORS/STAIRS								
Flooring	Ceramic Tile, Base	Dw	Dw	GC	GC	GC		
	Carpet, Carpet Base & Carpet Pad	Dw	Dw	GC	GC	GC		
	LVT/P flooring, Millwork Base	Dw	Dw	GC	GC	GC		
	Trim Transitions (Schluter, T-snap, etc)	Dw	GC	GC	GC	GC		
Wall Coverings	Wall Vinyl	Dw	Dw	GC	GC	GC		
	Corner Guards	Dw	Dw	GC	GC	GC		
Ceiling	Ceiling - 2x2 ACT & GrDw	A	GC	GC	GC	GC		
	Ceiling - Gyp BD	A	GC	GC	GC	GC		
Lighting	Hardwired DECORATIVE Light Fixtures	Dw	Dw	GC	GC	GC		
	Hardwired Non-FFE Light Fixtures	A	GC	GC	GC	GC		
Misc Items	Signage Package & Door Numbering	Dw	Dw	GC	GC	DW		
Fixtures & Furnishings	Seating @ Elevator Lobbies	Dw	Dw	GC	GC	DW		
	Tables @ Elevator Lobbies	Dw	Dw	GC	GC	DW		
	Artwork @ Elevator Lobbies	Dw	Dw	GC	GC	DW		
	Lighting @ Elevator Lobbies	Dw	Dw	GC	GC	DW		

DEVELOPMENT MATRIX

PUBLIC SPACE								
ITEM	DESCRIPTION	SPECIFY	URCHAS	ACCEP T DELIVE	STORE & PROTEC T	INSTALL	Assigned	Completed
LOBBY/BUFFET AREAS								
Floor Coverings	Carpet, Carpet Base & Carpet Pad	Dw	Dw	GC	GC	GC		
	Ceramic Tile, Base	Dw	Dw	GC	GC	GC		
	Entry Walk-Off Carpet	Dw	Dw	GC	GC	GC		
	Trim Transitions (Schluter, T-snap, etc)	Dw	GC	GC	GC	GC		
Wall Coverings	Wall Vinyl	Dw	Dw	GC	GC	GC		
	Corner Guards	Dw	Dw	GC	GC	GC		
	Paint	Dw	GC	GC	GC	GC		
Lighting	Hardwired DECORATIVE Light Fixtures	Dw	Dw	GC	GC	GC		
	Hardwired Non-FFE Light Fixtures	A	GC	GC	GC	GC		
Misc Items	Door Numbering & Signage Package	Dw	Dw	GC	O	Dw		
	Electric Fireplace	A	GC	GC	GC	GC		
	Electric Fireplace ducting	A	GC	GC	GC	GC		
	Registration Desk Millwork	Dw	Dw	GC	GC	GC		
	Buffet Millwork	Dw	Dw	GC	GC	GC		
	Stone Tops	Dw	Dw	GC	GC	GC		
	Prefinished millwork trim (crown mold/wood base)	A	GC	GC	GC	GC		
	Buffet Stone Tops	Dw	Dw	GC	GC	GC		
	Buffet Equipment	A	GC/O	GC	GC	GC		
	Stereo & Sound System	A	O	GC	O	GC		
	Televisions (Cabling by GC)	Dw	Dw	GC	GC	GC		
BREAKFAST PANTRY/FOOD PREP								
Wall Coverings	Wall Vinyl	Dw	Dw	GC	GC	GC		
	Corner Guards	Dw	Dw	GC	GC	GC		
	Paint	Dw	GC	GC	GC	GC		
Floor Coverings	Ceramic Tile, Base	Dw	Dw	GC	GC	GC		
Construction Items	Equipment	GC	GC	GC	GC	GC		
	M/E Hookups	A	GC	GC	GC	GC		
	Trench Drain	A	GC	GC	GC	GC		
	Mop Sink	A	GC	GC	GC	GC		
	Pop line conduit	A	GC	GC	GC	GC		
	Wall Backing*	A/GC	GC	GC	GC	GC		
	Refrigerator	O	O	GC	GC	GC		
	Freezer	O	O	GC	GC	GC		
PUBLIC BATHROOMS								
Floor Coverings	Ceramic Tile, Base	Dw	Dw	GC	GC	GC		
Wall Coverings	Wall Vinyl	Dw	Dw	GC	GC	GC		
Lighting	Hardwired DECORATIVE Light Fixtures	Dw	Dw	GC	GC	GC		
	Hardwired Non-FFE Light Fixtures	A	GC	GC	GC	GC		
Construction Items	Sink and Faucet	GC	GC	GC	GC	GC		
	Vanity Mirror	Dw	Dw	GC	GC	GC		
	Bathroom Fixtures & Accessories	Dw	Dw	GC	GC	GC		
	Door Numbering & Signage Package	Dw	Dw	GC	GC	GC		
OFFICES								
Floor Coverings	Carpet, Pad and Base	Dw	Dw	GC	GC	GC		
Wall Coverings	Paint	Dw	GC	GC	GC	GC		
Lighting	Hardwired DECORATIVE Light Fixtures	Dw	Dw	GC	GC	GC		
	Hardwired Non-FFE Light Fixtures	A	GC	GC	GC	GC		
Equipment / Misc	Equipment-copier, fax, computer, charge system	O	O	GC	GC	GC		
	Security system-surveillance & alarm	O	O	GC	GC	GC		
	Lock System Key Card Maker	O	O	GC	GC	GC		
	TV system- PPV or?	O	O	GC	GC	GC		
Furniture	Desks, Tables and File	Dw	Dw	Dw	O	Dw		
	Desk and Guest Seating	Dw	Dw	Dw	O	Dw		
FITNESS ROOM								
Floor Coverings	Rubber Flooring and Millwork Base	Dw	Dw	GC	GC	GC		
	Carpet or LVPT and Base	Dw	Dw	GC	GC	GC		
Wall Coverings	Paint	Dw	GC	GC	GC	GC		
Equipment	Fitness Equipment	Dw	Dw	GC	GC	Dw		
	Wall Mounted TV (Cabling by GC)	Dw	Dw	GC	GC	Dw		
	Glazing for Mirrors	A	GC	GC	GC	GC		

DEVELOPMENT MATRIX

POOL									
Furniture	Pool Furniture - Table, Umbrella, Seating, Chaise	DW	DW	GC	GC	DW			
GC Equipment	Dehumidifying Equipment & pool Pac	A&D	GC	GC	GC	GC			
	Pool Chemical system	O	O	GC	GC	GC			
	Handicap Chair lift	A&D	GC	GC	GC	GC			
Floor Coverings	Tile @ Floor and Wall	DW	DW	GC	GC	GC			

VENDING									
Floor Coverings	Ceramic Tile, Base	DW	DW	GC	GC	GC			
Wall Coverings	Wall Vinyl	DW	DW	GC	GC	GC			
Equipment	Vending Machines	GC/O	GC/O	GC	GC	GC/O			
	Ice Machines	GC	GC	GC	GC	GC			

BACK OF HOUSE									
Floor Coverings	VCT Flooring/Vinyl Base	DW	DW	GC	GC	GC			
	Carpet or LVP/T and Base	DW	DW	GC	GC	GC			
	Sealed concrete	A/GC	GC	GC	GC	GC			
Wall Coverings	FRP wet walls	GC	GC	GC	GC	GC			
Accessories	Time Clock @ Breakroom	A/O	GC	GC	GC	GC			

Systems									
Systems	Telephone System Pre-Wire, include cover plates	O	O	GC	GC	GC			
	Data Cabling	O	O	GC	GC	GC			
	Telephone System, PBX	O	O	O	O	O			
	Data/HSPA System	O	O	O	O	O			
	POS/PMS	O	O	O	O	O			
	Satellite Dish	O	O	O	O	GC			
	Computer Equipment	O	O	O	O	O			
	Energy Management Systems	O	O	GC	GC	GC			
	Security System	O	O	O	O	GC			
	Music System	O	O	O	O	GC			

Commercial Laundry									
Equipment	Washers	A	O	O	O	O			
	Dryers	A	O	O	O	O			
	M/E Hookups	A	GC	GC	GC	GC			
Furniture	Storage shelves	DW	DW	GC	GC	DW			
	Folding table	DW	DW	GC	GC	DW			
Wall Coverings	VCT or Tile and Base	DW	DW	GC	GC	GC			
	FRP wet walls	A	GC	GC	GC	GC			

Guest Laundry									
	Washers	O	O	O	O	O			
	Dryers	O	O	O	O	O			
	Folding counter	A	GC	GC	GC	GC			
	Tile Floor	DW	DW	GC	GC	GC			

Storage Rooms									
Furniture	Storage Shelves	DW	DW	GC	GC	DW			
Floor Coverings	VCT / LVT Tile and Base	DW	DW	GC	GC	GC			

SECTION VI. GRANDSTAY LONSDALS, MN – PROJECT SUMMARY



VIII. Lonsdale, MN

Hotel Development

- Location Recommendation
- Development Incentives
- City Participation
- Local Investors/Bank
- Development Process
- Next Steps



I. HOSPITALITY DEVELOPMENT TEAM

MarketPointe – Real Estate/Development

As it relates to hotel development, MarketPointe will oversee a multitude of tasks which are, but not limited to:

- Market Analysis / Feasibility Studies
- Evaluating Franchises
- Developing Return Analysis
- Site Selection
- Reviewing/Assessing Land Options
- Preparing Business Plans
- Review Holding Options for Ownership Group
- Set-up Business Structure
- Reviewing / Negotiating Finance Options
 - TIF
 - Other Tax/Development Incentives
- Overseeing Securing Governmental Approvals
 - Zoning
 - Entitlement Process
- Negotiating Contracts for:
 - Land
 - Architects
 - Contractors
 - Management Companies
 - Geotechnical/Environmental Services
 - Hotel Design - Furniture, Fixture and Equipment (“FFE”)
- Prepare/Manage Master Draw Requests for Lender
- Oversee Construction
- Prepare Final Punch List
- Help Facilitate Soft / Grand Opening

This listing as stated is not all inclusive, but shows the broad spectrum of services that MarketPointe provides.

SECTION VII. PROJECT TEAM

David Janssen - CEO - Owner, Hospitality Design/Procurement

David has enjoyed 36 years in the Hospitality and Commercial industries, whose list of projects and experience speaks volumes. David has designed, remodeled, furnished and even owned three (3) hotels throughout the US. His understanding of the project requirements from the brand mandates to the owners needs is what David does best.

David joined the Minnesota Lodging Association as a Strategic 5-Star Partner in 2005, and has served on the MLA Membership Committee since 2006. The Association recognized David as the MLA Vendor of the year in 2008. Understanding project requirements and identifying the best solution is what David does best.

"I love the clients we get to work with. Building those relationships is important to me and our team. They become more than clients, they become friends"

Professional Affiliations

Minnesota Lodging Association
 Hospitality MN Strategic 5-Star Partner from 2005-2020
 MLA Membership Committee since 2006
 The MLA recognized David as their "Vendor of the Year" in 2008

George Janssen - COO – Owner, MarketPointe Real Estate/Development

After over 7 years with Transwestern, George left to open MarketPointe Commercial Real Estate and Development. George has implemented best practices learned while with Transwestern and incorporated these practices into the business model for MarketPointe.

Throughout his tenure in real estate, George has focused his efforts on the development of success driven real estate strategies. With over 30 years of sales and marketing experience, George offers clients a strong business background and a teamwork driven approach.

George has concentrated his efforts in the Midwest Real Estate Market for the majority of his career and has made a name for himself as one of the top brokers in the marketplace. George was named a CoStar Power Broker for his transaction volume and hands on approach to managing challenging requirements.

Professional Affiliations

Minnesota Commercial Association of Real Estate/Realtors ("MNCAR")
 Named a CoStar Group Power Broker
 St. Paul BOMA Marketing Committee



SECTION VII. PROJECT TEAM

John Sanocki – CFO

John joined DesignWise and MarketPointe in 2025 with over 40 years of accounting and financial leadership experience including financial planning and analysis, budgeting, reporting, forecasting, cost accounting, and investment analysis. He is a CPA (inactive license) with experience from start-up to Fortune 1000 companies and a Big 4 public accounting firm. His industry experience includes manufacturing and operations, building & architectural products, financial services, technology, and media. John manages all the financial functions of the organization and will work closely with the design and purchasing teams to ensure accuracy and accountability throughout the projects.

Chan Johnson - Vice President of Commercial Real Estate Services

Chan Johnson brings over 25 years of entrepreneurial and business development experience to his role as Vice President of Commercial Real Estate Services at MarketPointe. A seasoned leader and property developer, Chan has successfully owned and managed multiple ventures, overseeing teams, scaling operations, and executing complex real estate projects.

Chan's career spans a wide array of industries, with a strong focus on commercial real estate development. He has led projects in collaboration with major national gas station chains, prominent healthcare organizations, and well-known hotel brands. His ability to build strategic partnerships and navigate multifaceted development processes has positioned him as a trusted advisor and operator in the real estate space.

As MarketPointe continues to expand its footprint, Chan's strategic vision, hands-on leadership, and deep industry connections make him a key driver of future success.

Bob Johnson– Senior Project Manager

Bob has extensive project management experience combined with many years in hotel operation leadership. He focuses on mitigating guest disruption during renovations while maintaining schedules and budgets. Bob has led a variety of projects from ground up new buildings in a variety of markets to renovations of every size. Bob sees his mission as bringing increased value to property ownership by providing the most efficient and cost effective process and products to every project. Bob's ability to develop creative solutions to problems as they arise is one of his many attributes.

"I believe that Quality and Integrity are the two cornerstones of success."

Experience

Carlson Hotels Worldwide (Radisson, Country Inn & Suites)

Sand Companies (multi unit Mgt and Ownership company)

SECTION VII. PROJECT TEAM

Lisa Monson – Designer

Lisa brings decades of expertise to the design team, having an extensive background working on hotels, casinos, housing, retail, restaurant and flagships, locally and nationally. Co-leading the interiors team to create dynamic environments that enhance the guest experience within boutique designs or the development of new brand standards. Lisa's focus is on client expectation and clear outline of goals, with keen attention to brand identity. Working to deliver value driven design within budget that offers the most expressive, memorable experience for the guest.

Lisa thrives on collaboration, ideation, having that moment to dream of what is possible within each project and relationship to the community, as well as the guest. Value driven, brand building. Enhancing experiences, and memories for the guest.

Carol – Senior Interior Designer

Carol enjoys using her experience in helping clients fulfill their design needs and goals, while keeping within budget and time constraints. Hospitality projects are always challenging and evolving - transforming the latest trends into looks that are cost effective and appropriate is very satisfying.

“Hospitality Design will never be boring – it requires a lot of “zoom” – zooming your mind out into thinking “big picture”, then instantly “zooming in” and scrutinizing all the final details to the smallest degree.”

Alyssa Jansen - Interior Designer

Alyssa brings a fresh approach to hospitality design by translating her passion for design into every space she works on. She approaches each project as an opportunity to create a design that blends beauty, function, and practicality. Her love of space planning and her ability to problem solve quickly, paired with her creative sensibilities and passion for pushing the limits with color makes her an invaluable asset to our team and to the project.

“Design is more than making something look beautiful. It’s also about creating functional spaces that bring people together while experiencing a memorable atmosphere.”

Experience

Courtyard - Iowa City, IA
Beacon Pointe - Duluth, MN

Pzazz Resort - Burlington, IA
Doubletree - Greentree, PA

Madison Voigt - Interior Designer Intern

Madison brings a fresh perspective and a passion for creating sustainable, functional, and inspiring spaces. Madison thrives in collaborative environments, supporting the team throughout the design process by contributing to schematic design, development, and client engagement. She's dedicated to finding innovative solutions that reflect client values while adding a timeless touch.

Questions and Answers



For more information contact:

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