

RESOLUTION 2022-26

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR ENTER INTO A CONTRACT WITH LIGHTHOUSE HOTEL DEVELOPMENT GROUP FOR THE PURPOSE OF A HOTEL FEASIBILITY STUDY IN THE AMOUNT OF \$7,700.00

WHEREAS, the City of West Branch has interest in attracting a hotel to the community to increase tourism and economic development; and

WHEREAS, there has been interest from a hotel franchise to build in West Branch; and

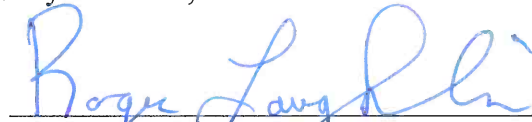
WHEREAS, as a hotel feasibility study is needed for a bank to loan money to a hotel franchise company; and

WHEREAS, the City Administrator received four bids from companies that provide this service and is recommending Lighthouse Hotel Development Group to perform the study; and

WHEREAS, the cost to the City of West Branch will not exceed \$7,700; and

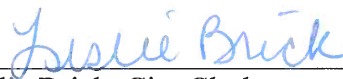
NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of West Branch, Iowa approves the contract price from Lighthouse Hotel Development Group for the purpose of a hotel feasibility study. Further, the City Administrator is directed to execute the agreement on behalf of the City.

Passed and approved this 21st day of March, 2022.



Roger Laughlin, Mayor

ATTEST:



Leslie Brick, City Clerk



March 4, 2022

Adam Kofoed
City Administrator, West Branch, Iowa
110 N Poplar St.
West Branch, Iowa 52358

Dear Adam

I have prepared an engagement proposal regarding market research for the potential development of a limited service hotel to be located in West Branch, Iowa. Lighthouse Hotel Development Group can assist you with market research, brand selection, determining the size, style as well as development of the proposed hotel. The scope of the study will include:

- *Market Overview
- *Site Analysis
- *Supply Analysis
- *Demand Analysis
- *Financial Review
- *Conclusions
- *Executive Summary

TIMING

Your market study is scheduled based upon the accepted return of this engagement letter and receipt of the retainer check.

Lighthouse Hotel Development Group will present preliminary findings after all the field work research is completed. This should be approximately four weeks from the start of the research.

A final comprehensive Market Research Report should be completed within 45 to 60 days of the start of the project.

FEES

Lighthouse Hotel Development Group's fee for a limited service hotel market study for the West Branch, IA site is \$7700.00. A retainer of 50% (\$3850.00) will be due with the signed engagement letter. The balance of \$3850.00 will be due upon receipt of the completed final comprehensive Market Research Report.

ENGAGEMENT

To engage Lighthouse Hotel Development Group, simply sign this letter and send it along with the retainer check payable to Lighthouse Hotel Development Group to the following address:

Lighthouse Hotel Development Group
S77 W17015 Casey Drive
Muskego, WI 53150

Please proceed with the limited service Hotel Market Study for the West Branch, Iowa site

ACCEPTED BY:

Roger Laughlin

TITLE:

MAYOR

COMPANY NAME:

CITY OF WEST BRANCH

DATE:

3-21-22

Sincerely,

Don Klain
Lighthouse Hotel Development Group
President
414-630-7554