

AVAILABLE FOR SALE

Non-Branded Hotel
and Indoor Waterpark .



P R I C E D W E L L B E L O W R E P L A C E M E N T C O S T

The House on the Rock Inn

3591 State Road 23, Dodgeville WI 53533

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OVERVIEW

CBRE is pleased to exclusively present for sale The House on the Rock Inn in Dodgeville, Wisconsin. This is an excellent opportunity to acquire a premium non-branded hotel complete with indoor waterpark and additional land for development.

One of the primary functions of the hotel has been to support the famous House on the Rock by offering tour and lodging packages for those coming to see the attraction.

The hotel is a great choice for families and tour groups looking to explore the area attractions like the eclectic House on the Rock, Frank Lloyd Wright's Taliesin, the natural wonders of Cave of the Mounds, skiing at Tyrol Basin or some outdoor Shakespeare at American Players Theater.

UNENCUMBERED. The hotel is being offered without any management contracts – allowing the next owner to affiliate with a hotel brand or keep it independent.

OFFERED BELOW REPLACEMENT COST. The all-in price per key for a new owner is well below replacement costs for similar type assets. The cost of the hotel was over seven million back in 1998.

RECENT CAPITAL IMPROVEMENTS. Since 2017, ownership has made various improvements including the majority of the floor coverings being replaced. Consistent capital expenditures have kept the hotel in good operating condition.

VALUE-ADD INVESTMENT. Only half of the 17 acres has been built on, leaving a large portion available for further development.

With no management contract in place the new owner has the freedom of affiliating with a hotel chain which would provide the opportunity to increase revenue through a lodging reservation system.



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PROPERTY DETAILS

ADDRESS:	3591 State Road 23 Dodgeville, WI
YEAR BUILT/OPEN	1998
SITE AREA:	17.39 acres
STORIES:	Three above grade One exposed lower-level walk-out
ROOM COUNT:	114 Total Room Count 112 Guest Rooms 2 Hospitality Suites
PRICE:	\$5,700,000

HOTEL DETAILS

ROOMS The House on the Rock Inn features 112 rooms and two hospitality suites. Every room comes with a flat-screen televisions, complimentary internet access, work desk, microwave and refrigerator. Some rooms have jacuzzi tubs

FOOD & BEVERAGE In addition to the onsite lobby bar and grill, there is a large gift shop adjacent to the front desk, which is perfect for sundries and an assortment of beverages and grab-n-go food

ON-SITE MEETING SPACE. The two banquet rooms are perfect for group travel, small meetings and local events. The main meeting room has an adjacent catering staging/ coffee break room. Given the hotel's location across from Land End corporate headquarters, there is an opportunity to bolster revenue by securing local corporate accounts.

AMENITIES Guest facilities include complimentary breakfast room, high-speed internet, indoor and outdoor pools, hot tub, fitness center, guest laundry, gift shop and free parking.



CONSTRUCTION DETAILS

FOUNDATION	Concrete
STRUCTURAL FRAME	Wood Frame
ROOF COVER	Metal Standing Seam
CEILINGS	Gypsum board
FIRE PROTECTION	Wet System
ELEVATORS	Two passenger
HVAC	Wall-packs in guest rooms and a new natural gas hydronic boiler with back-up for the public areas
UTILITIES	Water: Private. One well with capacity for a second well Sewer: Municipal service Electrical: (2) 3,000amp panels 208/120 Back-Up Power: Natural gas back-up generator

ASSESSED VALUE & TAXES

MUNICIPALITY	Town of Dodgeville
PARCEL ID NUMBERS	008-1185.C, 008-1089.D, 008-1089.09
ASSESSMENT	\$5,649,300
PROPERTY TAXES:	\$105,647 (2019)
ROOM TAX	Exempt from room tax because the hotel is located in the town of Dodgeville. This is a savings of approximately \$40,000-50,000 annually.

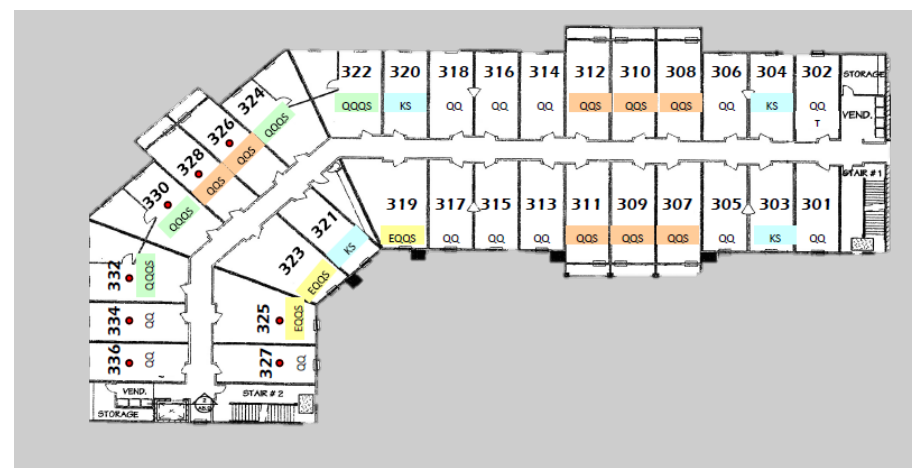
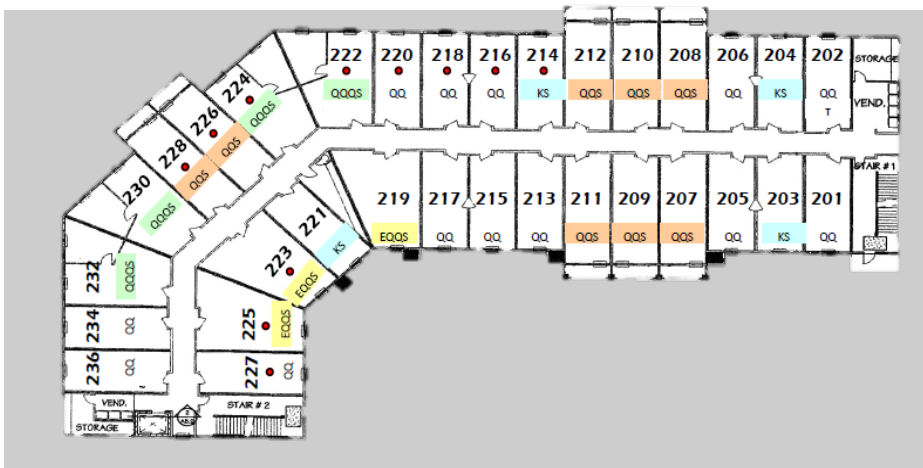
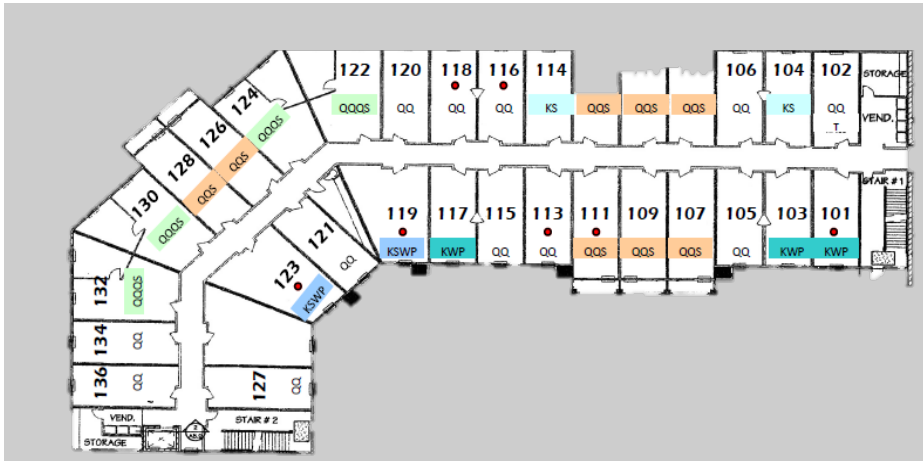






ROOM TYPES

- Double Queen (standard): Two queen beds, microwave and refrigerator. Maximum occupancy 4.
- King Room (standard): One king bed, a sofa sleeper, microwave and refrigerator. Maximum occupancy 4.
- Deluxe Double Queen: Two queen beds, a sofa sleeper, small patio deck, microwave and refrigerator. Maximum occupancy 6.
- Deluxe Two Room: One large room that includes a small living area, sofa sleeper, two queen beds, wet bar, microwave and refrigerator. A small private bedroom with one queen bed. One bathroom. Maximum occupancy 8.
- King Whirlpool: One king bed, two-person whirlpool tub, wet bar with microwave and refrigerator. Maximum occupancy 2.
- Executive Whirlpool: One king bed, a sofa sleeper, two-person whirlpool tub, wet bar with microwave and refrigerator. Maximum occupancy 4.



FLOOR PLANS

GUEST FLOORS The guest floors have multiple entry points on the first floor. There are two well placed passenger elevators located on each end of the floor. Large housekeeping closets and guest vending areas are on each floor.





INDOOR POOL

- Large Indoor Pool (38,000 gallons)
- Indoor whirlpool (2,200 gallons)



KIDS WADING POOL

- 8,700-gallon kids wading pool
- 45' Submarine with slide
- Bathrooms with changing area



OUTDOOR POOL

Large Outdoor Pool with handcrafted water sculpture

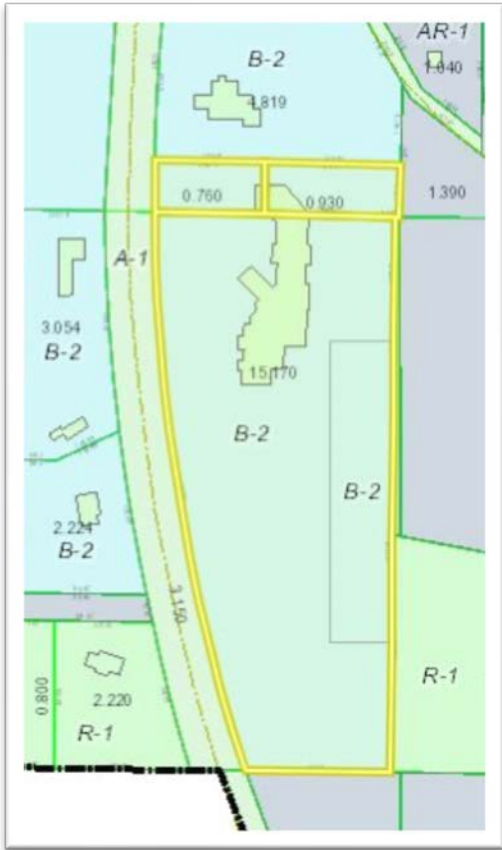
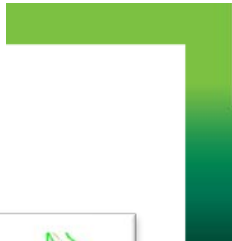


AMENITIES

MEETING SPACES The hotel has a lower-level lobby area which serves as a pre-convention gathering place. There are two meeting/banquet rooms. The largest has an adjoining room divider wall with an adjacent catering/banquet kitchen. Additional spaces in the lower level include a large continental breakfast room with built-in buffet line, guest laundry and fitness center.

MAPS





ZONING MAP

B-2 Zoning



AERIAL MAP

Future Development Land



PARCEL MAP

Three parcels totaling 17.39 acres

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CBRE HOTELS

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For More Information
www.houseontherockinn-cbre.com

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