



# NEWS RELEASE

## **NORTHSIDE DEVELOPMENT OF LA CROSSE & KINSETH HOSPITALITY COMPANIES ANNOUNCE**

### **Candlewood Suites Ground Breaking Held at Three Rivers Plaza, Downtown La Crosse, Wisconsin**

#### **FOR IMMEDIATE RELEASE**

**North Liberty, IA., September 5, 2009** – Northside Development, located in La Crosse, Wisconsin, and Kinseth Hospitality Corporation (KHC), an Iowa based hotel development and management company, are pleased to announce the ground breaking of the Candlewood Suites, a 92-unit, four-story hotel. The hotel site is located at Three Rivers Plaza, on Copeland Avenue, just north of downtown La Crosse. Three Rivers Plaza, developed Paul Borsheim, Michael Keil, and Marvin Wanders of Northside Development, is a mixed-use real estate project that includes two office buildings, a 44-unit residential building, and a retail component anchored by Festival Foods.

The Candlewood Suites will be constructed by Borton Construction, a La Crosse area General Contractor, and the hotel financing was sponsored by Citizens Bank of La Crosse. The architect for the project is MBA Architects located in nearby Holmen, Wisconsin. The hotel is expected to open in the Spring of 2010.

The Candlewood Suites property will be oriented to travelers to the La Crosse area that are seeking an extended stay hotel option. All of the units will feature a kitchen with full-sized appliances, and separate sleeping and work areas. The hotel will become the guests 'home away from home' and is oriented to guests occupying their room for weeks or months at a time. This type of accommodation is very sought after by relocating families and employers utilizing temporary skilled laborers. In addition many transient travelers are attracted to the larger guest rooms, and enjoy the residential feel of the property versus the high activity level at a traditional hotel. Grocery shopping for the extended stay guests is available at Festival Foods and all of the Candlewood Suites guests' retail needs are located within Three Rivers Plaza.

Bruce Kinseth of Kinseth Hospitality said, "The Candlewood Suites at Three Rivers Plaza in La Crosse will be the second Candlewood Suites that we manage in our hotel portfolio. We have a very high opinion of the diversity and strength of the local economy in La Crosse and we believe being located in downtown La Crosse is a great advantage for this hotel. We appreciate Northside Development for including us in this unique hotel project, and the support that the City of La Crosse has given to the development of the hotel."

**Kinseth Hospitality Corporation now owns and/or operates forty hotels, and ten chain-affiliated restaurants, in eight Midwestern states. For more information regarding KHC please visit [www.kinseth.com](http://www.kinseth.com) or call 319-626-5600.**