

AUTOGRAPH  
COLLECTION®  
HOTELS



*Hotel*  
**NORTHLAND**  
GREEN BAY



INVESTMENT SUMMARY



JLL's Hotels & Hospitality Group, as sole and exclusive agent for the owner, has been retained to offer for sale the fee simple interest in the historic 160-room Hotel Northland, Autograph Collection (the "Hotel Northland," "Hotel," or "Property"). While the Hotel Northland first opened in 1924, the Property underwent a \$35 million historic restoration in 2019 and is now affiliated with Marriott's Autograph Collection.

Hotel Northland is located one block from the 80,000 square foot KI Convention Center in the heart of Green Bay's Central Business District with proximity to major tenants including the 645,000-square foot Georgia-Pacific manufacturing center, Schneider National, Associated Banc-Corp, Schreiber Foods, American Foods Groups, and the 1.4 million square foot Procter & Gamble paper mill, among others. Moreover, the Hotel enjoys proximity to major leisure demand including Lambeau Field and the Green Bay Packers, the 45-acre Titledown District, Titledown Brewing Company, and the CityDeck District. Located within one mile of Hotel Northland, the Shipyard Redevelopment Project is repurposing the former water and rail transport center for raw materials into a destination of recreation and tourism which will include a fishing pier, kayak launch deck, great lawn for concerts, festivals, and other outdoor events, an urban beach, and a commercial plaza to support start-up retail outlets.

With over 15,000 square feet of meeting space and multiple food and beverage outlets (Poke The Bear and Walnut Room), the Hotel is ideal for group business, as well as the transient traveler. Offered unencumbered of management, a new Owner is presented the opportunity to implement their own managerial efficiencies and cost-savings initiatives as well as implement their own sales and marketing and revenue management strategies. The offering presents a unique opportunity to acquire a cash-flowing historic Hotel at a significant discount to replacement cost.





## Summary of Facilities and Amenities

<b>Address</b>	304 N Adams St. Green Bay, WI 54301
<b>Guestrooms</b>	160 guestrooms; including 18 suites
<b>Year Opened</b>	1924 / 2019 (re-opened as Autograph Collection)
<b>Tenure</b>	Fee Simple
<b>Construction</b>	Masonry
<b>Labor</b>	Non-union
<b>Brand</b>	Autograph Collection; expiration date is June 2043
<b>Management</b>	Hotel Equities; offered unencumbered
<b>Food &amp; Beverage</b>	<ul style="list-style-type: none"> <li>• Walnut Room</li> <li>• Poke The Bear</li> </ul>
<b>Event Space</b>	±14,800 square feet
<b>Parking</b>	Self-parking only - \$12 per day - garage located adjacent to the Hotel and is connected via skybridge.
<b>Other Amenities</b>	<ul style="list-style-type: none"> <li>• Complimentary Wi-Fi</li> <li>• Dry Cleaning Service</li> <li>• Fitness center</li> <li>• Mobile Key</li> </ul>







# INVESTMENT HIGHLIGHTS

## ◆ **BEST-IN-CLASS, INSTITUTIONAL QUALITY ASSET**

The Hotel Northland is a prominent, eight-story upper-upscale Hotel featuring 160 modern guestrooms and is equipped with two full-service food and beverage options, approximately 14,800 square feet of flexible meeting space, a fitness center, and a private event space equipped with two bowling lanes. While the Hotel is in excellent condition following a \$35.0 million (\$218,800 per key) comprehensive renovation in 2019 to affiliate with the Autograph Collection, NOI upside potential exists from a revamp of operational strategies and efficiencies.

## ◆ **HISTORICAL HOTEL**

The Hotel was first delivered in 1924. At the time, it was the largest Hotel in the State of Wisconsin. The Hotel was the preferred Hotel that accommodated visiting teams that competed against the Green Bay Packers in the National Football League. While operating as a Hotel, the Hotel welcomed iconic guests including actor and Hollywood makeup artist Lon Chaney, John F. Kennedy, Eleanor Roosevelt, and beloved Green Bay Packers head football coach, Vince Lombardi. In 1979, during economic hardships, the Hotel was repurposed into senior housing. The Hotel served as senior housing until 2010, when the building was eventually vacated. Wanting to restore the Hotel to its former glory, then-Wisconsin Governor Scott Walker visited the Property in 2013 and signed a bill offering tax credits toward a \$35 million renovation project to revitalize the Property back to a Hotel. Construction for the revitalization project began in January 2016. Upon completion in 2019, the Hotel was re-opened as Hotel Northland, Autograph Collection and is currently registered with the Wisconsin State Register of Historic Places.

## ◆ **CASH FLOWING HOTEL WITH UPSIDE**

The Hotel has delivered steadily growing annual cash flow and is well-positioned for performance growth following a revamp of operational strategies and revenue management. New ownership should be able to leverage an aggressive sales and marketing campaign with a strategic revenue management plan to elevate the Hotel's market positioning and capture an increased proportion of both transient and returning group business, creating a compelling upside opportunity for future revenue and cash flow.



### ◇ **DIVERSE ECONOMY**

Green Bay's economy is anchored by a diverse mix of manufacturing, agriculture, and service industries. Paper and pulp production has historically served as a major economic driver due to the region's proximity to forests and the Fox River. The city is home to several Fortune 500 companies and major employers, including Schneider National, Associated Banc-Corp, and Procter & Gamble. The local economy also benefits significantly from the Green Bay Packers NFL franchise, which generates substantial tourism and hospitality revenue throughout the region. The Port of Green Bay serves as an important shipping hub for the Great Lakes region, facilitating trade in commodities such as grain, salt, and coal. Beyond its traditional industries, the broader economy has diversified into healthcare, education, and technology sectors. Agriculture remains important to the regional economy, with dairy farming and food processing playing key roles. In recent years, the area has experienced growth in renewable energy and advanced manufacturing, helping to modernize and stabilize the economic base while reducing dependence on traditional industries.

### ◇ **UNENCUMBERED OF MANAGEMENT**

The Hotel is offered free and clear of any management encumbrances, providing an investor with the flexibility to implement their own revenue management strategies and cost containment initiatives to maximize top-line revenues and bottom-line cash flows. The opportunity to implement alternative revenue management strategies and expense control initiatives will allow the Property to realize RevPAR upside and accelerated NOI gains in the short and long-term.

### ◇ **DESIRABLE BRAND AFFILIATION**

The Hotel is being offered subject to an Autograph Collection franchise, a leading upper-upscale brand within the Marriott International portfolio. The Autograph Collection brand offers owners an attractive, full-service product that continues to be highly sought-after with the modern-day traveler, commands high rates, and provides ownership flexibility with design and construction given its lifestyle and soft-branded nature and aesthetic. The Hotel's affiliation with Marriott greatly benefits the Property, as the Hotel capitalized on Marriott's worldwide distribution network, best-in-class reservation system and the Marriott Bonvoy rewards program. Marriott's extraordinary portfolio and distribution power is achieved through its 9,600+ properties, over 1.7 million guestrooms, and more than 245 million members globally within its Marriott Bonvoy program.

### ◇ **ATTRACTIVE DISCOUNT TO REPLACEMENT COST**

The construction cost for a new full-service hotel continues to remain elevated in large part due to the relatively expensive and illiquid construction financing market, lingering supply chain inefficiencies, and elevated material and construction labor prices. At the anticipated sales price, the Hotel Northland affords an investor the ability to purchase a premium-branded full-service hotel well below replacement cost.





#### CORPORATE DEMAND

1	Humana Insurance
2	Schneider National Inc
3	American Food Group LLC
4	SchreiberFoods
5	Georgia-Pacific Corporation
6	Festival Foods
7	Associated Banc-Corp HQ
8	Procter & Gamble Paper Products
9	Mizkan Americas Inc
10	Green Bay Packaging Inc. HQ

#### LEISURE DEMAND

1	Lambeau Field
2	National Railroad Museum
3	Bay Beach Amusement Park
4	Green Bay Botanical Garden
5	Historic Downtown Green Bay
6	Bay Beach Wildlife Sanctuary
7	Titletown Brewing Company
8	Shipyards Redevelopment
9	CityDeck District

#### MISCELLANEOUS

1	Green Bay Austin Straubel International Airport
2	KI Convention Center
3	University of Wisconsin- Green Bay
4	Kress Events Center
5	Northeast Wisconsin Technical College
6	Brown County Courthouse
7	Green Bay City Hall





**FOR MORE INFORMATION, PLEASE CONTACT:**

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