



For Immediate Release

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Greywolf Partners, Inc. Opens First Hotel in Cottage Grove, WI

Cottage Grove, WI. (October 28, 2021) – Greywolf Partners, Inc., a full-service commercial real estate company with headquarters in Milwaukee, WI and executive offices in Cottage Grove, WI announces the opening of a Comfort Suites at 1607 Landmark Drive, in Cottage Grove. The property is the first hotel developed by the company and the first hotel in the village.

“We are thrilled to welcome Comfort Suites as the first hotel in the Village of Cottage Grove,” said Village Administrator Matt Giese. “We are very much looking forward to the hotel kick-starting tourism for the community. The Village’s growing business community will appreciate the convenience of having the hotel nearby,” added Giese.

“Bringing a hotel to Cottage Grove is long overdue and we are pleased to have filled that need,” said Joe Wagner, chief executive officer of Greywolf Partners. “We really appreciate the cooperation from the Village of Cottage Grove from start to finish,” added Wagner.

The five-story, 82-room hotel offers easy access to both I-94 and I-90 and includes valued amenities such as an indoor pool and hot tub, fitness room, and large meeting rooms. Complimentary hearty and healthy breakfast options will be offered to guests in a breakfast area every morning. A highlight to the hotel is an expansive outdoor patio area, which connects with BB Jack’s, a popular restaurant and bar that features an extensive game room, televisions for viewing sporting events, and occasional live entertainment.

“Cottage Grove is excited for opening of the Comfort Suites,” said Village of Cottage Grove President John Williams. “This hotel is a wonderful addition to the area and will provide comfortable accommodations to all who visit and experience all that the Cottage Grove area has to offer. Welcome Comfort Suites!” added Williams.

“To have a local lodging option for residents and businesses to host their guests for an extended period, is very exciting! We look forward to working with the team at the Comfort Suites and welcome them to Cottage Grove,” said Britt Leach, executive director at Cottage Grove WI Chamber of Commerce.



Construction on the property lasted a little over a year and was completed by Consolidated Construction Company, Inc., headquartered in Appleton, WI. The Comfort Suites in Cottage Grove is part of an updated effort by the brand to emphasize exceptional guest experiences. The hotel is being constructed with an insulated concrete form (ICF) system, which is considered a higher end construction product than the traditional stick-built wood frame structures utilized by most hotels. The ICF system provides superior sound insulation, temperature control, and energy efficiency.

"This property is a new prototype for Choice Hotels, and it was built to be extremely energy efficient and soundproof. The architects did a great job accomplishing those goals," said Wagner.

Rooms at the hotel can be booked online at www.comfortsuitesmadison.com or by calling the hotel directly at 608-839-0366. Guests at the hotel will be treated to premium bedding and a refrigerator and microwave in each suite. The hotel also offers free Wi-Fi.

"Our team has been working diligently to prepare for the hotel's opening and we are all excited to welcome community members, business members, and visitors to the beautiful, new Comfort Suites," said Kara Aaberg, general manager of Comfort Suites Cottage Grove. "We are proud to be a part of the new growth in the Village of Cottage Grove," added Aaberg.

The Comfort Suites in Cottage Grove is owned by Badger Hotel Group, LLC, and will be managed by S&L Hospitality, which is based in Verona, WI. This will be the eleventh property in the S&L Hospitality portfolio, which includes hotels throughout Wisconsin and also properties in Iowa and South Dakota.

A ribbon-cutting ceremony at the property will be held on a later date.

About Greywolf Partners, Inc.

Formed in 2009, Greywolf Partners is a full-service real estate company specializing in asset management, property and facility management, development and brokerage services to commercial real estate owners and investors. Greywolf Partners, Inc. also offers development and property management services for senior housing covering independent, assisted living and memory care. With offices in Milwaukee and the Madison area, Greywolf Partners oversees 1.5 million square feet of office and retail and industrial space as well as 1,267 residential and senior housing units. Greywolf Partners serves a variety of ownership groups, including small entrepreneurial owners, large institutional investors and Tenant in Common (TIC) ownership structures. For more information, visit www.greywolfpartners.com or call 1-877-543-4739.