

Deer Creek Inn and Conference Center LLC

P.O. Box 510845
New Berlin WI 53151

CITY OF NEW BERLIN
PLANNING DEPARTMENT

JAN 23 2007

**PLAN OF OPERATION
HOTEL AND CONFERENCE CENTER
A MIXED USE DEVELOPMENT
1401 - 1501 So. Moorland Rd
New Berlin WI**

RECEIVED

This "destination" hotel will be full service with all the amenities you would expect in the finest hotels anywhere in the world. All of the rooms will be spacious suites with separate living and sleeping space plus a wet bar area. Each suite will be beautifully appointed and provide flat screen televisions, microwaves, small refrigerators, coffee makers, irons, and personal care items. The outside rooms will have patio doors leading to private balconies. Room rates will run between \$95 and \$279 per night and adjusted for peak season and room size and location.

The facility will provide indoor parking for all guests and visitors with either self-park or valet service available. This is the only suburban hotel in the area with covered parking and will make it the "place to be", especially during any inclement weather. Bellhops will be stationed at the front entrance to help with luggage if needed. A concierge desk will be

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positioned in the lobby to help answer any questions and to meet almost any request. Fully equipped fitness and business centers will be open 24/7. State of the art security systems and security officers will monitor the site around the clock. There will be a hotel restaurant and lounge appropriately themed and decorated to compliment the image of the interior common areas.

The leased spaces on the first floor along Moorland Road will feature two restaurants. One will be casual dining and the other will be fine dining in nature. The retail shops will cater to hotel guests and visitors. Uses will fall into any of the many categories allowed in the underlying B1 Zoning.

The Conference Center features a 13,000 square foot exhibit hall with twenty foot high ceilings which can be divided into five smaller spaces to accommodate multiple events at the same time. There is an additional 3,000 square foot banquet hall which can also be divided in half to create a total of seven separate meeting spaces. Smaller breakout rooms will be available for smaller community groups to meet. All conference rooms will be served by a dedicated service kitchen located in the first basement level.

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The water park feature will provide a top of the line vacation experience. It will be the largest indoor water park in southeastern Wisconsin. There is a wave pool, kiddie pool, adult and family whirlpools and numerous single and multi person waterslides with varying 'thrill' factors. There will be an arcade, snack bars, an ice cream shop, candy store, etc. and a Tiki Bar for the adults. Along Greenfield Avenue there will be an 'adults only' pool area. Tables and lounge chairs will be set up in all open floor spaces. The water park will be for hotel guests only; walk-ins will be limited.

It is important to understand that the water park feature is what makes the whole thing work. Hotels without water parks have occupancies in the low fifty percentile. Water park hotels have occupancies near seventy per cent due to weekend stays. (See attachment)

This will be the fourth largest hotel in metropolitan Milwaukee and the eighth largest in the state by room count. As a conference center

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hotel it will be the third largest in the Milwaukee area and the seventh largest in Wisconsin by square footage. ¹

Despite its impressive numbers, the development will have virtually no stormwater impact. This will be the only building in the city with a 'green' roof. There are only seven 'green' roofs documented in metro Milwaukee. 'Green' roofs are essentially planted roofs that hold storm water and filter pollutants. This 'green' roof will become a recreation area for our guests. There will be a walking track, miniature golf and perhaps tennis and basketball courts with pervious surfaces. We will have whatever the latest technology affords us, while keeping the roof at least seventy-five per cent green.

No full service hotel, conference center, water park, fine dining restaurant or public facility with underground parking exists anywhere in New Berlin. It is anticipated that most New Berlin residents will visit this wonderful development for a meeting, dinner, shopping or enjoy the water park with their families at one time or another. It will be the envy of surrounding communities.

¹ The Milwaukee Business Journal Book of Lists, Vol. 24, December 26, 2006

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Approximate Hours of Operation

Hotel	24 Hours
Conference Center	8a.m. – Midnight
Water Park	9 a.m. – 11 p.m.
Hotel Restaurant	6 a.m. – 11 p.m.
Hotel Bar	11 a. m. – 2 a.m.
Leased Restaurants	7 a.m. – Midnight
Retail Shops	9 a.m. – 10 p.m.