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NEWS RELEASE

COBBLESTONE HOTELS, LLC BREAKS GROUND IN STRATFORD, TEXAS

March 10, 2026 – Neenah, WI – Cobblestone Hotels celebrated the groundbreaking of their new hotel in the city of Stratford, TX.



The ceremony featured speakers from various local organizations such as the [City of Stratford](#), [Frontier Bank](#), the [Sherman County Economic Development Corporation](#), and the investment group behind Stratford Texas Hotel, LLC. Enthusiastic members of the community also showed up to show their support for this new hotel, as did leadership from [Cobblestone Hotels](#). All gathered alongside busy U.S. highway 287 at the site of the future hotel to discuss the bright future of Stratford and the big role that this hotel will play in supporting the continued development of the city.

This project demonstrated a massive group effort between the city, area economic development associations, local investors, out of state investors, and Cobblestone Hotels to establish a reliable lodging option in the city that will act as a catalyst for new economic growth and support that growth for years to come. Multiple speakers shared their thoughts on the need for a

hotel in Stratford, such as Wesley Miller, one of the local investors in the hotel. Miller praised Cobblestone's business plan as being a great fit for Stratford, particularly the brand's dedication to the development of small-town America. Reflecting on the journey, Miller stated, "Too often, Stratford has fallen short because we resist change, and newcomers." The hotel would not be possible without the cooperation of multiple future-thinking entities within the tight-knit community that have come together to take this large step towards making their dreams for Stratford a reality.

Jeremy Griesbach, President of Development for Cobblestone Hotels, shared his thanks with the city for being the home to Cobblestone's fifth location in the state of Texas. Cobblestone Hotels hopes to continue its expansion in the state and farther into the Southwestern United States as well.

This hotel will be a fifty-four room facility spanning three floors. Guests will be able to enjoy Cobblestone's consistent amenities such as Seattle's Best Coffee service, high-speed internet access, and a complimentary hot breakfast each morning. Guestrooms will be equipped with flat-panel televisions, microwaves, refrigerators, and in-room personal coffee brewers.

The Cobblestone Hotel & Suites will be located at 601 S Poplar Street in Stratford, Texas and will host a business center, indoor swimming pool, onsite fitness center, and onsite convenience store to meet the needs of those seeking lodging in the Stratford area. The property is being constructed by BriMark Builders and is managed by Slate Hospitality Group.

For updates on the progress of this location and others, please "like" Cobblestone Hotels on Facebook: <https://www.facebook.com/cobblestonehotels/>.

About Cobblestone Hotels

Based in Neenah, WI Cobblestone Hotels, LLC is a leading upper-midscale hotel brand with over 160 hotels open, under construction, or in development in 26 states. The company continues to pride itself in filling the lodging needs of communities through its upper mid-scale new build brand. Signature amenities include high-speed Internet access, complimentary breakfast, convenience store, fitness centers, business centers, and more.

Cobblestone Hotels includes Cobblestone Hotels & Suites, Cobblestone Inn & Suites, Riverstone Suites, Boarders Inn & Suites, Centerstone Hotels, and KeyWest Hotels. For development information please visit www.CobblestoneFranchising.com.

Cobblestone Hotels offers the Cobblestone Rewards frequent stayer program where guests receive ten points for every dollar spent, and can be redeemed as award nights, or with other redemption partners. For more information visit www.CobblestoneRewards.com

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