
COBBLESTONE
HOTELS


COBBLESTONE
HOTEL & SUITES
BRIDGE



WELCOME

Headquartered in Neenah, Wisconsin, Cobblestone Hotels prides itself on filling the lodging needs of communities throughout the United States. Since January of 2008, the brand has expanded to over 160 in 28 states.

For more than fifteen years, Cobblestone Hotels has been known as one of the fastest growing hotel brands in the country. From the very first Cobblestone Hotel, Cobblestone prides itself on the cohesive approach of community and entrepreneurship that provides the catalyst for success to our franchisees.

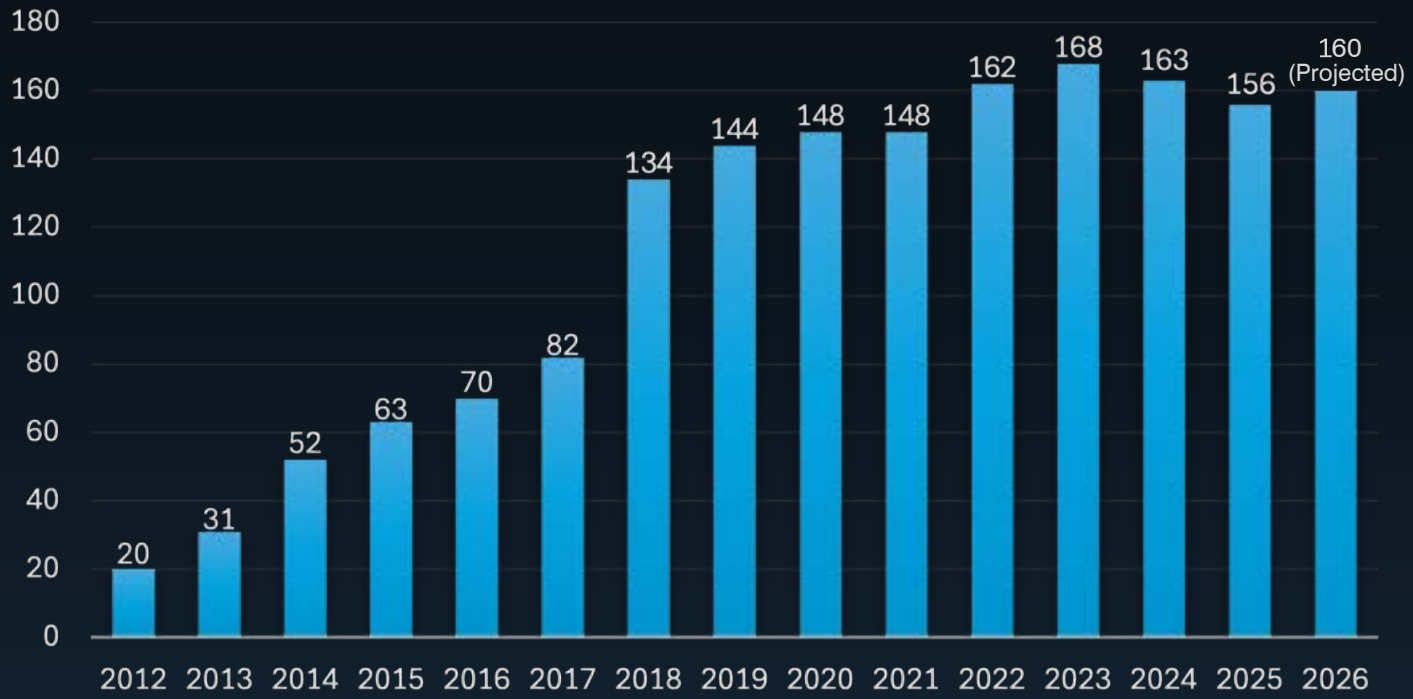
Our Vision: to provide each guest and franchisee with quality lodging accommodations that you would find in any larger market, while fusing that experience with a personal one to one touch.

HISTORY

In 2007, while driving from Sioux Falls, South Dakota to Oshkosh, Wisconsin, Brian Wogernese went through many small towns, and realized these small towns/ need for lodging were being overlooked. Upon returning, the perfect prototype hotel was drawn out; however, none of the bigger brands would consider anything less than 65 units. From there, a 31-unit Cobblestone Inn & Suites was designed that featured everything you would find in a larger town: on site lounge, hot breakfast, Wi-Fi, fitness room and more. Since the genesis of Cobblestone Hotels, the brand has expanded to a five brand portfolio, not just limited to smaller communities.

GROWTH & MILESTONES

Properties open or under construction per year since 2008.



WE LISTEN

We work for our franchisees, not the other way around. Advancing new ideas, discussing system-wide focuses, and seamlessly implementing new programs is not something any franchise should do without the insight of their franchisees.

WE CARE

"When I think of Cobblestone, I think of tight-knit community. There is a strong focus on developing small to mid-size communities for their physical locations while fostering a close community among its investors."

– Curt Brennen, *Bellefontaine & Eaton, OH*

WE UNDERSTAND

"We started Cobblestone Hotels because we have been franchisees of other brands. We know how it feels to be a franchisee; we are attuned to making sure we are sensitive to mandates and how it affects the investors. As we grow, it is important that we are still as good as we told people we were over ten years ago."

- Brian Wogernese, *Founder*

WE ARE FAIR

"After being introduced to the Cobblestone brand in 2015, we found they best fit our small-town needs with fair franchising and a host of development and operational support. They've partnered with us from feasibility stages to the front doors opening."

– Mick & Dee McCullough, *Soda Springs, Idaho*



UPSCALE MAIN STREET

COBBLESTONE HOTEL & SUITES MAIN STREET

COBBLESTONE INN & SUITES MAIN STREET

Experience the best of the city from the Main Street Model. The hotel's premiere downtown location provides convenient access to all the community has to offer, while fusing warm, modern design elements and local history throughout the hotel. Ask us about full-service opportunities with this model!

Open, Under Construction, and Under Development: 35











Certain states require that Cobblestone Hotels register the franchise disclosure document in those states. We will not offer or sell franchises in those states until we have registered to do so (or obtained an applicable exemption from registration) and otherwise compiled with applicable law. Numbers are approximate and fluctuate. © 2025 Cobblestone Hotels, LLC. All rights reserved. Each Cobblestone Hotel branded hotel is independently owned and operated.


COBBLESTONE
HOTEL & SUITES





















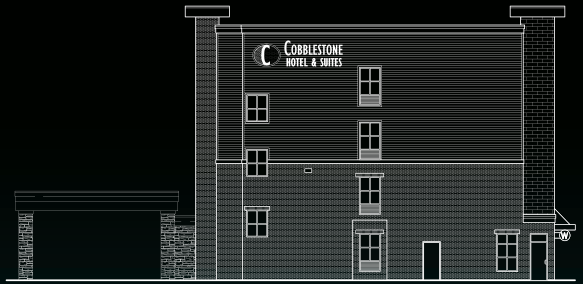
54 UNIT MAIN STREET



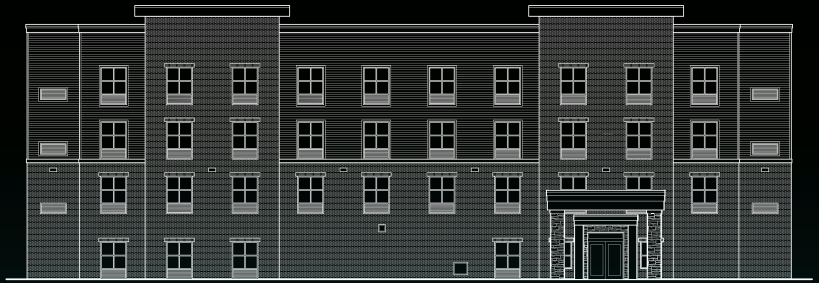
WEST ELEVATION



SOUTH ELEVATION



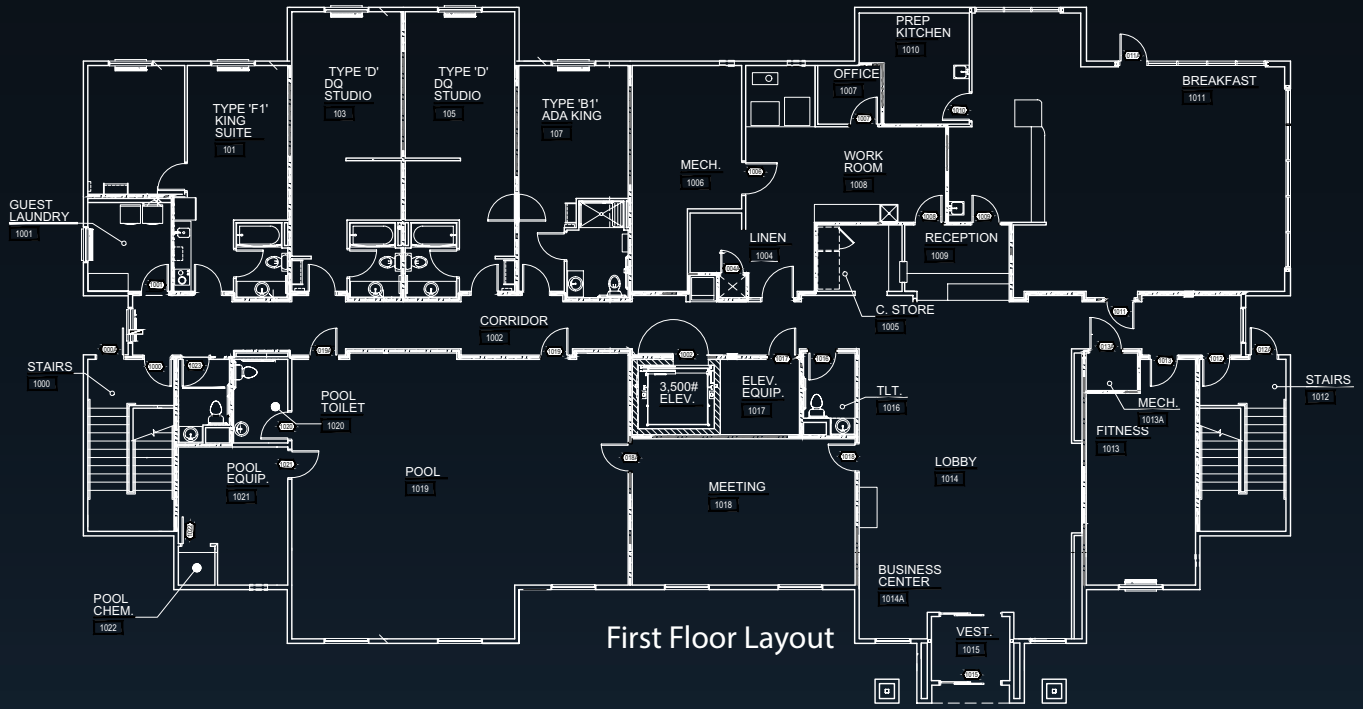
NORTH ELEVATION



EAST ELEVATION

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54 UNIT MAIN STREET



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UPPER MIDSCALE



COBBLESTONE HOTEL & SUITES®

COBBLESTONE INN & SUITES®

COBBLESTONE SUITES®

Open, Under Construction, and Under Development: 115

Cobblestone Hotel & Suites and Cobblestone Inn & Suites is an upper-midscale modern approach that focuses on filling the lodging needs of many smaller communities across the country. This new build brand focuses its attention on providing signature amenities that are attractive to any traveler. Featuring an array of optional amenities such as meeting space, beer and wine bars, and more, the Cobblestone Hotels team can create a hotel that fits your needs and the needs of your community.





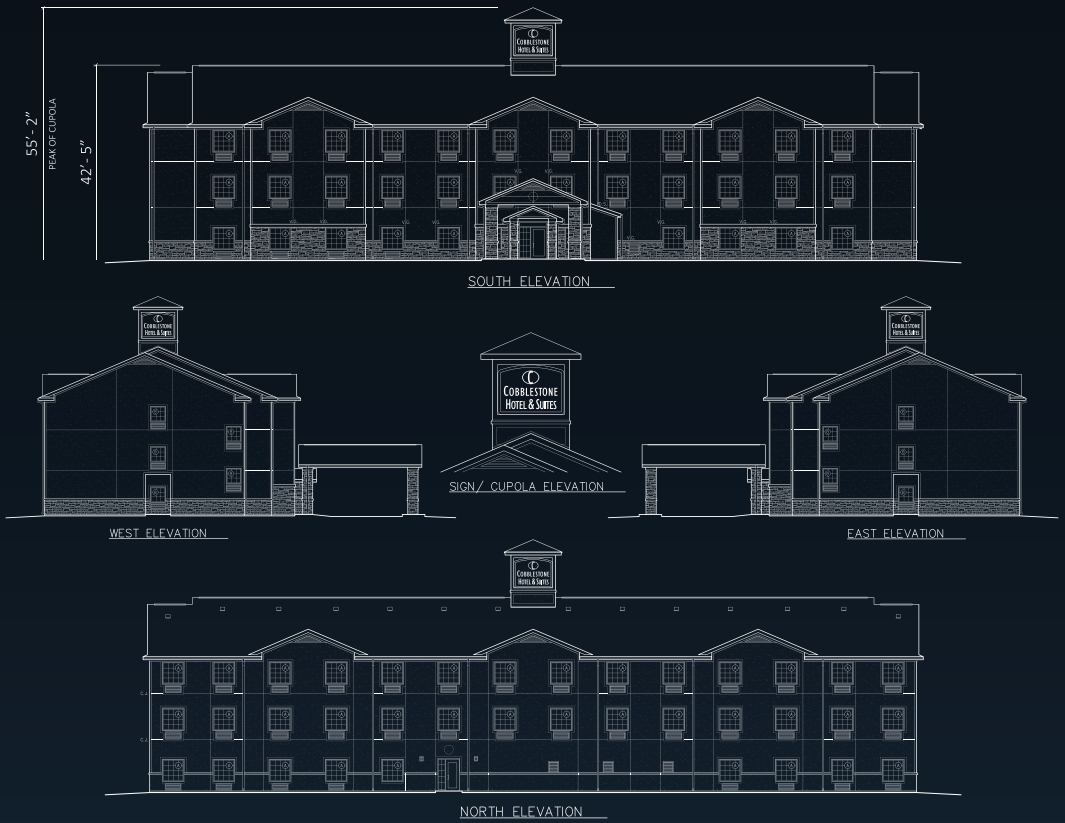




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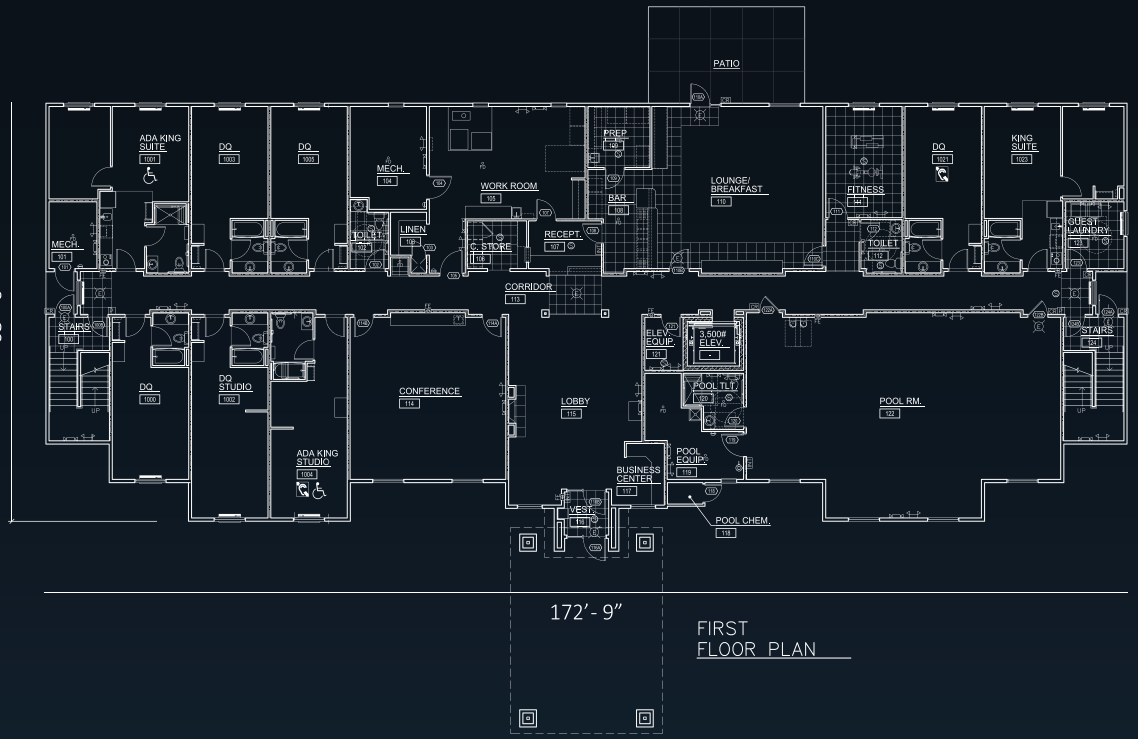

EXTERIOR PERSPECTIVE VIEW

54 UNIT CENTER LOAD



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54 UNIT CENTER LOAD



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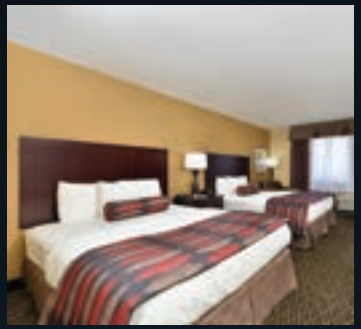
MIDSCALE

If you already have a modern amenity-focused hotel, you can take advantage of the benefits of becoming a part of the Boarders Inn & Suites by Cobblestone Hotels brand.

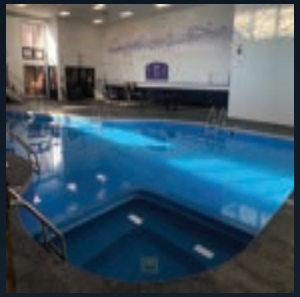
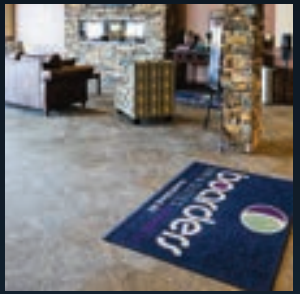
boarders
INN & SUITES
Cobblestone Hotels

Open/Under Development: 15







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UPPER MIDSCALE EXTENDED STAY

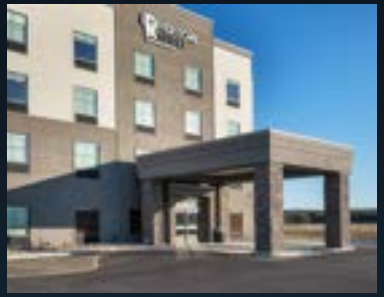


RIVERSTONE SUITES
By Cobblestone Hotels

Open, Under Construction, and Under Development: 5

The Riverstone Suites is a upper-midscale Extended Stay brand. Guests will be able to enjoy Cobblestone's consistent amenities in the setting of a more self-paced environment than the traditional hotel experience offers. Each guestroom will contain a flat-panel television, sofa, and a kitchenette which includes a stovetop, sink, full sized refrigerator, microwave, and storage cabinets to cater the experience to guests who need long-term lodging solutions.









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RIVERSTONE
SUITES

EXTENDED STAY RIVERSTONE



SOUTH ELEVATION



WEST ELEVATION



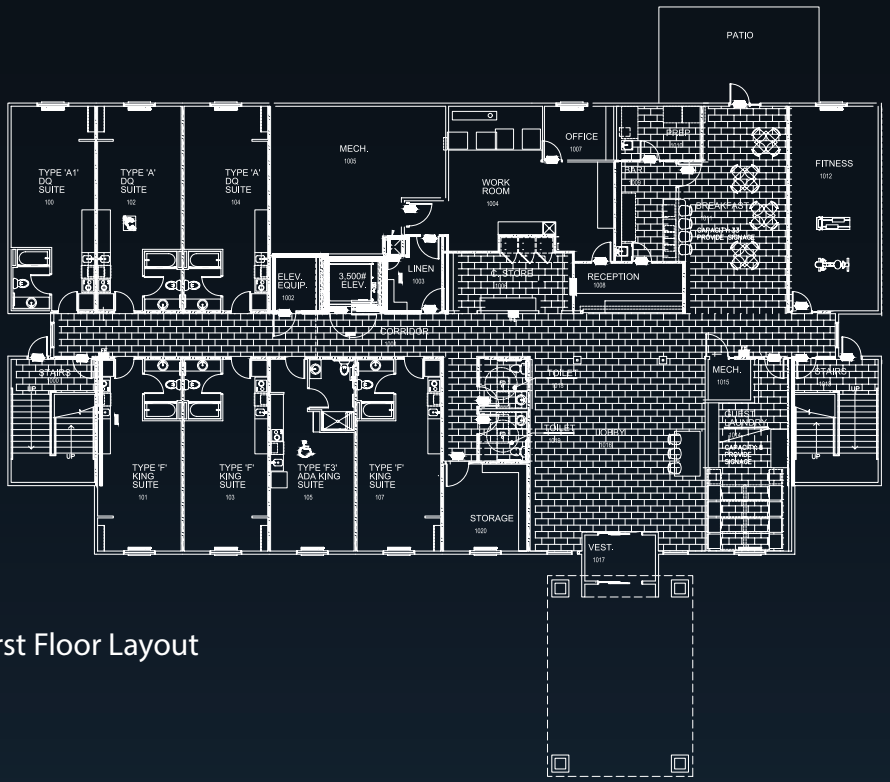
EAST ELEVATION



NORTH ELEVATION

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EXTENDED STAY RIVERSTONE



First Floor Layout

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BriMark Builders, LLC

www.brimarkbuilders.com

BriMark Builders, LLC is the preferred hotel general contractor partner of Cobblestone Hotels.

BriMark's experience in the following areas continues to save their clients time and money:

- Site selection assistance
- Assistance in raising equity, acquiring financing and possible development related incentives
- End-to-end new hotel construction service (zoning, approvals, construction documents, budgets, on-site project management, FF&E, OS&E and pre-opening punch list review)

SHG

www.slatehg.com

Slate Hospitality Group is the preferred hotel management partner of Cobblestone Hotels.

With over 175 years combined experience in daily property operational support, revenue performance, market penetration, guest satisfaction, cost management, accounting, profitability and margins, the SHG Team effectively delivers advanced solutions tailored to the unique opportunities for each hotel and restaurant in our portfolio.

COBBLESTONE HOTELS

COBBLESTONE REWARDS

COBBLESTONEREWARDS.COM (at select locations)

MEMBER TIERS & BENEFITS



- Priority Check In
- Online Reservations at Participating Hotels
- Exclusive Member Offers

- 25% Bonus Points
- Early Check In & Late Check Out
- Qualification: 10 Nights within a 12 Month Period

- 50% Bonus Points
- Early Check In & Late Check Out
- Qualification: 20 Nights within a 12 Month Period

1 USD = 10 POINTS

INNOVATIVE & EASY TO USE

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START **EARNING**
& **REDEEMING**

EARN **10 POINTS** FOR
EVERY **$1 USD*** SPENT

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