



Greg Hanis
Hospitality Marketers International, Inc.
5415 S. Majors Drive
New Berlin, WI 53146

Mr. Hanis,

On behalf of the Mayor and Board of Trustees, I would like to thank you and Michael Hool for the excellent market study conducted for the Village of Wauconda. Throughout the process, our goal was to determine the true sustainability of a mid-sized hotel in our community based on research, not speculation.

Upon receipt of your final report, the Village initiated contact with a number of hotel representatives that spoke very highly of your firm. We received e-mails that stated, "I have worked with Greg Hanis from HMI numerous times and always feel comfortable with the reports HMI produces" and "We have found the HMI reports to be an essential part of our development projects – I think that HMI is the best available." After receiving this input, we are encouraged that your company was the best choice for Wauconda.

Moving forward, we are discussing potential hotel locations with three national chains and look forward to seeing a hotel become a reality in Wauconda. Thank you again for your input and expertise.

Regards,

Linda Krajniak
Director of Economic and Community Development
Village of Wauconda