

## **Delafield Hotel, boutique property, gets new owners; Lang out**

By Tom Daykin of the Journal Sentinel, October 2010

The 38-room Delafield Hotel, a luxury boutique hotel, has new owners--an arrangement that doesn't include the hotel's developer, Robert Lang.

The hotel is now jointly owned by 616 Hotel LLC, based in Grand Rapids, Mich., and IDM Group LLC, based in Fort Atkinson, it was announced. IDM Group continues in its role as manager of the property. Sale terms were not disclosed.

Delafield Hotel, which opened in 2006, was developed by Lang, who owned it until the new partnership took control. The hotel was created within a former warehouse that Lang had developed when he owned Lang Cos., a supplier of calendars, stationery and specialty gifts.

Lang developed several red brick buildings in a colonial Williamsburg style throughout the 1990s to house Lang Cos. and as investment properties. Some of the space developed by Lang was leased to office and retail tenants, and the buildings helped transform downtown Delafield into a boutique shopping destination.

In December 2007, Lang sold 13 buildings totaling around 150,000 square feet for \$20.5 million to Ace Delafield Properties LLC, an affiliate of Steiner group Inc. That sale did not include the hotel.

Lang sold his gift and publishing business in 2003 to Catterton Partners, a private equity firm in Greenwich, Conn. He last year sold his Erin Hills Golf Course to investor Andy Ziegler.

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