

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IX. MISCELLANEOUS PROJECTS AND CORRESPONDENCE WITH INDUSTRY

D. Market Feasibility and Investment Consulting

4. Limited Correspondence with Gruen Gruen + Associates, 1974 Re: Hotel Feasibility



distinguished resorts of wisconsin

315 WEST GORHAM STREET / MADISON, WISCONSIN 53703 / TELEPHONE 608/257-3180

May 7, 1974

Mr. Claude Gruen
Gruen, Gruen + Associates
Ferry Building
San Francisco, California 94111

Dear Mr. Gruen:

Jim Graaskamp asked me to forward to you our brochure on Distinguished Resorts of Wisconsin. If you have any questions concerning the brochure or how we might be of assistance to you concerning the Cleveland project, please feel free to contact me.

Sincerely,

Robert A. Gibson, Jr.
Vice President

RG/ky
Enclosure

bcc: James A. Graaskamp

Gruen Gruen & Associates
Ferry Building
San Francisco, California 94111

Dear Claude and Nina,

Made it back from Cleveland by 2:30 on Saturday morning and had a productive weekend.

Just learned of a very comparable project in Portland on the steep bank of the Willamette River in a former industrial warehouse area. It is called "John's Landing" and was developed by Mr. John Gray, President of Omart Industries, a chain belt company. The project features offices ala Warfside and a Victoria Station restaurant! I would think Victoria Station would really dig the riverbank railroad track atmosphere in Cleveland.

Will find a comparable for our luxury motor inn.

Enclosed is the booklet on condominiums. Can't find my list of advertising agencies, *but will locate!*

I am making a copy of the Ramada feasibility to send you.

~~I am~~ *no* longer skeptical about Cleveland. Looks like a good project. Mr. Strawbridge also mentioned one for St. Louis so maybe he thinks we're making progress, too!

Best regards,
JAG