

# Dell's resort plans \$150M expansion

*Plans for the expanded resort include 224 condos, a water park and 18-hole golf course.*

**PAUL SNYDER**  
paul.snyder@dailyreporter.com

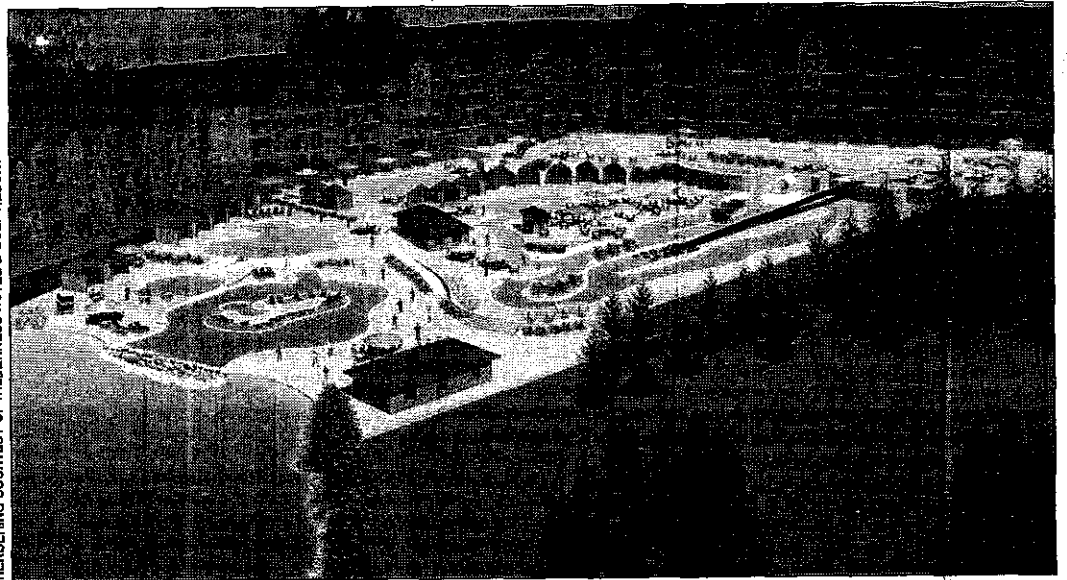
As part of celebrations for the resort's 10th anniversary, the Wilderness Hotel & Golf Resort in Wisconsin Dells announced plans for a \$150 million expansion.

The expansion will see development of a new lodge and banquet center, a foil tech enclosed water park, a new 18-hole golf course and a new Ice Age-themed Field Brothers' restaurant.

"The demand for our current vacation villas, condos and cabins has been so great that starting this fall, the resort will begin construction on Glacier Canyon Lodge," said Joe Eck, director of sales and marketing for the resort, in a statement.

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RENDERING COURTESY OF WILDERNESS HOTEL & GOLF RESORT



A computer rendering shows the layout of the new Glacier Canyon Lodge, part of the \$150 million redevelopment of the Wilderness Hotel & Golf Resort in Wisconsin Dells. The lodge will feature 224 condominium units and an outdoor water park with an interactive river system.

## Expanded resort to open in July

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The new lodge, expected to open in July, will feature 224 condominium units, with condo sizes ranging from 1,300 to 1,600 square feet and asking prices ranging from \$349,900 to \$400,000.

The lodge's banquet center will cover 25,000 square feet, provide seating for 500 people inside and 200 people outside, and, according to Eck, will allow the resort to become a more significant player in the state's meeting, wedding and convention market. The architect is Architectural Design Consultants Inc., Wisconsin Dells.

To provide an alternative to the 3.2-acre outdoor water park during winter months, the lodge will also provide a snow-tubing hill, an ice-skating rink and a 14,000-square-foot service area that will host an arcade and warming house. The winter options are designed to complement the new Field Brothers' restaurant.

### First to use foil

But swimmers will not be left in the cold, either. The massive renovation will also see construction of an enclosed water park that uses foil technology, which will not only permit plant growth during winter months but also allow guests to work on their tan in the middle of February. It is the first resort in the Midwest to use this technology.

Hurdzan/Fry, the Columbus, Ohio, golf course design firm behind the Troy Burne Golf Club in

Hudson and Erin Hills in Erin, will design the resort's new 200-acre, 18-hole golf course, expected to open in 2007.

In a statement released Monday, Michael Hurdzan, a principal at Hurdzan/Fry, laid out his expectations for the course.

"This new course is guaranteed to be one of the top five courses in the state when completed," he said. "It will not only fulfill the challenging and strategic expectations of the individual golfer but also blend in with the natural assets of the land, which was once a quarry, to create a truly memorable experience."

Hurdzan added that using the quarry site is in line with the company's vision.

"It has always been our approach to respect environmental and ecological parameters and to design in harmony with them, and this new course will be no exception," he said.

Eck noted the popularity and surge in tourism that Wisconsin Dells has seen in the last decade and said the renovation is the answer to customers' increasing demands.

"Our property has been witness to the national trend of consumers wanting more upscale lodging options for extended families and larger groups," he said. "This is our response to this trend. It is the upscale adventurous lodging option our guests have been looking for."

Stevens Construction Corp., Madison, will serve as general contractor on the redevelopment.