



# The Villager

May 2024

## Special points of interest:

- Results of Hotel Study
- Mr. Ed Wilson — Godfrey's Good Neighbor
- Big Truck Day
- Visit Godfrey Website
- TK Carpet Celebrates 42 Years
- Godfrey Seeks To Recognize Good Neighbors In The Community
- REC Fest is May 18
- Improving Pierce Lane
- Business of the Month: King Air Conditioning and Heating/Bush Refrigeration
- Oh, and one more thing...

### Village of Godfrey Office of Economic Development

6810 Godfrey Road

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You can see your future from here.



Michael J. McCormick

Mayor

## Results of Godfrey's Hotel Study



A Field Research Hotel Evaluation Report has been prepared by Hospitality Marketers International for the Village of Godfrey for the potential development of a midscale to upper midscale limited-service style hotel in Godfrey, Illinois.

It provides an overview of the highlights observed in the greater Godfrey market area as well as the surrounding area, including parts of surrounding Illinois. This surrounding area includes the zip codes of 62035 and 62002.

Data/information on these zip codes was utilized in the analysis of the greater market area for the proposed hotel in Godfrey's location. The report recommends and provides preliminary operational projections for this market's ability to support either:

- A midscale to upper midscale limited-service style hotel.
- A midscale to upper midscale combo or dual branded hotel including both traditional limited-service style hotel rooms and extended stay style rooms. The report also includes recommendations for the proposed hotel's product category, price category, hotel brand (if any), and amenities. Additionally, preliminary projections for the proposed hotel, including Occupancy, Average Daily Rate (ADR), Room Revenues and Total Revenues for the proposed hotel, are included in this report.

The report includes preliminary operational projections and recommendations. It is intended to determine if further research of the subject market is necessary and if a more detailed hotel market study should be completed.

The report examined feasibility of developing a midscale to upper midscale "Traditional" style limited-service hotel. However, the research completed indicated that one of two potential styles of midscale to upper midscale hotels is possible, either traditional limited-service style hotel or a combo/dual branded extended stay style hotel.

Based upon the research performed, the

following recommendations were developed.

- **PROPERTY TYPE:** Either a midscale to upper I-Service style hotel or a midscale to upper mid-scale combo/dual branded extended stay style hotel will serve the lodging demand in the greater Village of Godfrey market area.
- **PROPERTY STYLE:** The research completed for this report indicated that either a traditional limited-service style hotel or a combo/dual branded style hotel could be developed.
- **PROPERTY SIZE:** The recommended size of the proposed traditional limited-service style hotel is 70 rooms. If a combo hotel is being seriously considered, this number of rooms could be increased to 80 rooms if lodging demand in the market area warrants it.
- **SLEEPING ROOM CONFIGURATION** - Either a traditional limited-service or combo hotel style.
  - o 75% Double Queen Bedded Rooms
  - o 25% King Bedded Rooms
- If a traditional limited-service style hotel is developed, then 10% - 20% of the rooms should be suite style rooms to facilitate their usage by family members visiting residents at Beverly Farm.
- If a combo/dual branded hotel is developed, the room mix is usually dictated by the brand, typically 50% traditional and 50% dual branded.

However, if permitted by the hotel brand, a mix of 60% traditional and 40% extended stay style is recommended due to the added cost of developing the extended stay style rooms.

### PROPERTY SERVICES/AMENITIES

Typical of this Product Type and Style, but not limited to:

- Offering an exercise room/area and a business center is recommended for the corporate/commercial traveler and for the social/leisure traveler.
- The sleeping rooms should provide the typical amenities currently required by either type of midscale to upper midscale style hotel. A well-lit, large work area/desk and wireless internet access in the rooms are expected by corporate/commercial guests.
- The proposed hotel should offer a complimentary breakfast that is appropriate to the brand affiliation chosen.
- Additionally, if allowed by the brand selected, a small bar area in the breakfast room area that might serve a limited beer, wine and pizza menu is suggested.

- Oversized vehicle parking for motorhomes, travel trailers and boat trailers should be available, if possible, on site and if not, then arrangements should be made off site.
- An outdoor bar-b-que area with a few picnic tables.
- A small kiosk/market convenience store area would be beneficial.
- An indoor swimming pool area. Most of the members of the competitive set have an indoor pool (the potential competitive set of hotels covers a ten-mile radius that includes 26 hotels, motels, and resorts ranging from 11 to 137 rooms for a total of 1,766 rooms). This would be appreciated by the social/leisure market segment, especially when competing with other members of the competitive set. The social/leisure market includes youth sports teams, tourist families, weddings, and reunions traveling to this market area.

**PRIMARY TARGET MARKETS**

- The proposed hotel would be designed to serve the demographics of 35% corporate with 5% being group; and, 65% leisure with 15% being group.
- Weddings, family reunions and other social events.
- Families visiting residents at Beverly Farm, a home for adults with “developmental disabilities”. It was reported that visiting families take residents they are visiting out for several days.
- Vacationers visit the area including the Great River Road and to enjoy the fall colors.
- Corporate/business travelers seek a quality style hotel in the area for employers.
- Participants are in the area for different fishing tournaments.
- Maintenance personnel are in the area for the scheduled shut down at the Phillips 66 Refinery for a couple of weeks.
- Flight crews of planes at the maintenance facility at the nearby St. Louis Regional Airport are reported to be there for a week or more.

**Mr. Ed Wilson — Godfrey's Good Neighbor**



Meet Ed Wilson, a person who believes in being healthy through physical exercise and making the community a better place at the same time. Ed is a walker. He walks three hours a day and puts in about a 100 miles a week. In fact, he walks so much that he wears out two pairs of Sketchers™ in a year.

In 2017, Mr. Wilson was out walking and noticed trash along his route. Thinking that trash needed picked up, he decided to step up and do something about it. Armed with plastic shopping bags, he began collecting the trash along Pierce Lane, across Stamper and into Glazebrook Park. And, collecting trash he does — every week he fills up a barrel in Glazebrook!

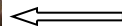
With his mission of community service, Ed has become somewhat of a recognized figure—a celebrity if you will. People honk and waive as they drive by. Moms from the neighborhood will stop and say, “thank you.” The same moms have said he has inspired their kids to start picking up after themselves, as well as picking up litter around them. Two years ago, he received a “grabber” as a gift. Ed says, “Once you get good with one of those things, you can pick up a dime.”

Mr. Wilson grew up in Grafton, where his parents operated Golden Eagle Antiques. He attended LCCC and graduated from Eastern Illinois University in 1984. His career was spent working in the area of customer service for Amerifile and Dillard's. Ed is now retired and has lived in Godfrey since 2015 — where he spends a lot of time walking and picking up trash. Thank you, Ed!

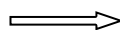
# Big Truck Day!



Great turnout on a sunny day! God bless America and the Godfrey community.



Sergeant Bobby Weller, Godfrey's Madison County Deputy Supervisor, wowed kids with police vehicles and sirens! Posing with the Cordes Family.



**Thank you to all the organizations that made the day great!!!!**

Looking for things to do in Godfrey?



[www.visitgodfrey.com](http://www.visitgodfrey.com)

## TK Carpet Celebrates 42 Years



TK Carpet Gallery was established in April of 1982 and provides experience, expertise, and service that has kept our customers coming back for the past four decades. It's important you deal with a business that will be here in the future. TK sells, removes, installs, and cleans all types of flooring from carpet, hardwood, vinyl, luxury vinyl plank, tile, and engineered tile, and cleans upholstery. They provide pick-up and drop-off services for area rug and upholstery cleaning.

1100 W Homer M Adams Pkwy, Godfrey, IL, 62035-3343

Phone: (618) 466-0630

Email: [tkcarpet@outlook.com](mailto:tkcarpet@outlook.com)

## Godfrey Seeks To Recognize Good Neighbors In The Community



Do you know an individual who has gone above and beyond as a neighbor in our community? Has the person, through selfless acts of kindness, made Godfrey a better place? If so, you can be the one to help in recognizing them for their deeds.

The Godfrey Trustees and the Mayor are initiating the "Godfrey Good Neighbor" award. Through the program, a person can nominate an individual who exhibits the extraordinary attributes of a good neighbor. A person who has been nominated will be contacted for their approval to be recognized for their community action.

The nomination form can be found at [www.godfreyil.org](http://www.godfreyil.org). The form should be completed, saved as a PDF file and emailed to [jmager@godfreyil.org](mailto:jmager@godfreyil.org). The undertakings of the nominated individual will be considered. If "Good Neighbor" status is determined, the person will be presented with a certificate of appreciation and featured in the Village of Godfrey newsletter and on the Village's electronic sign.

For more information, contact:

Jim Mager, Economic Development  
618-466-3325  
[jmager@godfreyil.org](mailto:jmager@godfreyil.org)

## May 18 – A Fun Day Planned For Families



The U.S. Army Corps of Engineers Rivers Project invites you to REC Fest – the largest recreation and safety festival in the Riverbend! Kick off the summer season with your family at the National Great Rivers Museum from 10:00 a.m. to 3:00 p.m. at this FREE, adventure-themed event (rain or shine).

With over 25 partnering organizations providing fun, interactive activities, you are sure to find to something new! Climb the rock wall with Upper Limits Rock Gym & Pro Shop, see the stars with The Nature Institute's Mobile Planetarium, see what it takes to hit a bullseye with the National Park Service, and so much more! At lunch, take a break from the action to refuel with great food from local food vendors, before getting back into the fun!

Start your adventure off at the Welcome Tent, where you can pick up a REC Fest passport! Take your passport to at least 10 stations to get a free prize bag – and if you are one of the first 100 to turn one in, you will also receive a free River Dragons baseball game ticket, good for any home game!

Starting at 11:30 a.m., come visit with your favorite mascots, including FREDBIRD® of the St. Louis Cardinals, Blazer the Newfie from Lewis and Clark Community College, Bobber the Water Safety Dog from the Corps of Engineers, and more!

Visit the classroom at the National Great Rivers Museum for a night sky program in the Mobile Planetarium, hosted by David Schiber from The Nature Institute! These 10-minute shows will be held every 20 minutes, starting at 11:30 a.m., and will give participants a general overview of the night sky, including some easy-to-find constellations.

In the National Great Rivers Museum Theater, watch a free live animal show by Bob Tarter of Natural History Educational Company of the Midsouth – Animalogy program to learn about the special adaptations animals develop for survival! These live shows will be held at 11:00 a.m., 12:30 p.m., and 2:00 p.m.

View the Mississippi River from 80 feet above on a tour of Melvin Price Locks and Dam! Join one of our expert tour guides to learn what it takes to keep trade moving on the Mississippi River. Tours leave every 30 minutes, starting at 10:00 a.m. Register at the National Great Rivers Museum front desk.

Have an adventurous 4th grader in the family? 4th grade students that visit at least 10 stations with their REC Fest passport can receive a FREE Every Kid Outdoors Pass: an America the Beautiful pass option that grants students and their families FREE admission to all National Parks and public lands! What better way to start the summer? For more information on the pass please visit <https://www.nationalparks.org/.../camp.../every-kid-outdoors>

**For more information contact: National Great Rivers Museum at 618-462-6979**

## Featured Business of the Month: King Air Conditioning and Heating/ Bush Refrigeration



Ahhh..... springtime. Time to open the windows, let in fresh air, plant the garden and so on. But before you know it, summer will be here, time to close up the house and turn on the air conditioner – only to discover the air conditioner is not cooling! If that should happen, it is time to call King Air Conditioning and Heating. Or better yet, schedule and appointment for a check up now.

King is truly a locally owned and operated business that is dedicated to service to customers and the community. The company is currently celebrating its fifty year anniversary.

King Air Conditioning & Heating is dedicated to providing the best possible solution for home or business. They can be counted on to provide systems and solutions to meet unique needs. They have installed many systems in this area and have earned a reputation for doing the job right the first time.

The company was started in 1974 by Jerry King. In September 1991, it was purchased by Mike and Karen Edwards. They worked hard to advance the business with products and services in residential heating and cooling. November 2009 they acquired Bush Refrigeration which allowed them to expand into the commercial markets. With the increased success of both

businesses, a bigger facility was needed so, in 2015, they moved to the current location of 7020 Ingham Lane.

As two separate companies in the same building, King serves the HVAC needs of the residential market and Bush the HVAC needs and refrigeration requirements of commercial companies. For the most part, the needs of both residential and commercial customers are delivered by a staff of thirty employees that are cross trained to handle both segments.

King Air Conditioning & Heating specializes in servicing and installation of residential & small commercial Bryant Air Conditioners, Bryant Furnaces, Bryant Heat Pumps, Whole House Standby Generators, Geocomfort, Geothermal Heat Pumps, Honeywell Indoor Air Quality Products, & custom sheet metal.

If financing is needed to secure the fine products the company offers, they have several financing alternative available through third-party partnerships.

Their service technicians are NATE and EPA certified. With NATE certification, technicians differentiate themselves from the competition and demonstrate why they are among the finest in the industry.

King Air Conditioning & Heating offers free estimates on new equipment, emergency service, & custom sheet metal. For residential customers, they will never pay hourly charges with King...as the job is charged a flat rate per job and not per hour.

Through a focus on customer service, King Air Conditioning and Bush Refrigeration

has developed a strong base of loyal customers. The customer service promise is guaranteed by loyal employees that are treated like family. Low employee turnover and longevity, ensures a consistent service level that customers have come to expect.

While customer service is always a priority, the company places an emphasis on being a good corporate citizen by giving back to the community. They work to support other local businesses and to support various community organizations.

As owners, Mike and Karen continue to steer the company, they are making way for daughter, Kylie (Wesley) and son, Bret to take the helm. Both are active in the business on a daily basis. Kylie is the office manager and Bret serves as the service manager. "It is the kids that are helping us move forward and we are blessed having them get us to the next level," said Karen.

To contact King Air Conditioning and Heating/Bush Refrigeration:

7020 Ingham Lane, Godfrey  
618-466-7574

Hours: 8:00 a.m. to 4:30 p.m.  
www.kingaircondheating.com



### Oh, and one more thing.....

The hotel study came out fairly positive. Whether or not we can attract a hotel remains to be seen. We will make efforts for a hotel to become a reality.

By the time I get to this section of "The Villager," I have pretty much written all the articles. As I reflect on this issue, it occurs to me what a great community we have in Godfrey. (And, no, everything is not perfect).

I am very proud of our community's make up of businesses, organizations and individuals. While the middle and working class seems to be continually getting squeeze by big government and big corporations, Godfrey is like an oasis of locally owned businesses, entrepreneurs and individuals who are willing to step up and put our town, and its people, first.

Oh sure, we would like to see the fancy national brands and big box operators. However; those owners don't live here. We wouldn't know them and they sure would not know us. The money that we'd spend with them would not stay here – it would go someplace else. The "big guys" ain't sponsoring our youth organizations, our local sports teams, our local charities, or buying products and services from our local businesses.

And what about Ed Wilson? I wonder who's walking around three hours a day, picking up trash in the big city?

We all want growth and development, but let's be a bit careful of what we wish for.....



Jim Mager

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