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**North Central Group Announces Sale of Four Properties**

**MADISON, Wis. – December 23, 2021 -** The [North Central Group (NCG)](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ncghotels.com%2F&data=04%7C01%7Ckmarron%40ncghotels.com%7Cb7c1708db79048661ccf08d9c6220ebe%7C305acf5dc4a74f6bb8f927bd4d71f607%7C0%7C0%7C637758671847708716%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=6Q%2Fnz7WWaqkInDW7LVwRIP%2Be510Y9TxoK3MHc4%2FYfqE%3D&reserved=0) in a joint venture with Raymond Management Company (RMC) announced yesterday the sale of four properties in one transaction. The Hilton Garden Inn Rockford, IL, Hilton Garden Inn Middleton, WI, Courtyard by Marriott Middleton, WI, and the Residence by Marriott Middleton, WI were sold on December 22, 2021, and will be under new ownership and management. NCG and RMC will no longer co-own or manage these four properties.

Middleton-based NCG continues to own and operate 25 properties nationwide, nine of these are in the Madison/Middleton, WI market, in addition to two restaurants – Liberty Station Madison and Tailwinds Restaurant & Bar.

“The sale of these four mature properties in our portfolio provides us with additional capital and resources to develop and operate new and larger projects we are excited to be working on, The Trade Milwaukee, an Autograph Collection Hotel, in partnership with the Milwaukee Bucks organization, and the Moxy Madison Downtown, a Marriott Hotel”, said Jeff Lenz, President and Chief Development Officer of NCG.

NCG will develop and operate the new Moxy Hotel Madison Downtown, which is anticipated to break ground in Spring 2022 and open Summer of 2023, as well as develop and operate The Trade Milwaukee, an Autograph Collection Hotel. The Trade Milwaukee is located next to Fiserv Forum in the Deer District and is anticipated to open Spring of 2023.

NCG is celebrating its 40th year in Hospitality and is proud to provide the highest-quality experience for its team members and guests across the nation. For more information on NCG, please visit them on [Facebook](https://www.facebook.com/ncghotels/) and [Instagram](https://www.instagram.com/ncghotels/) or visit <https://www.ncghotels.com>. For all other questions, please contact Katie Maron at [kmarron@ncghotels.com](mailto:kmarron@ncghotels.com).

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**About North Central Group (NCG)**

North Central Group is a leader in the ownership, development, and operation of premier hospitality properties. Established in 1981 by Founder and Chairman David Lenz, North Central Group (NCG) is a family-owned business with over 40 years of experience in the hospitality industry. We own and operate more than 25 properties across multiple states and national brands. We leverage our unparalleled expertise to provide hotel management services, hotel development expertise, and real estate-focused services to property owners and investors throughout the U.S. [ncghotels.com](http://www.ncghotels.com)