

## The Preserve Frequently Asked Questions

### What is Topography Hospitality?

- Topography is a Chicago-based hospitality company founded in 2021 by Liam Krehbiel. Topography aims to create and operate a small collection of luxurious country inns and clubs in areas of natural beauty.

### Tell me about your plans for The Preserve.

- We are purchasing a 137-acre property and will reimagine it to honor its history while giving it a new purpose for locals and visitors. We aim to open The Preserve in the spring or summer of 2027 and our plans include:
  - A public nature preserve connected to the Geneva Lake Shore Path
  - A new amphitheater and retreat center that will host a range of private and public events.
  - A luxurious, low-density country inn with two restaurants and bars, a spa and a racquets center

### How many rooms and what amenities will the inn have?

- The inn will have a total of 68 accommodations, including rooms, suites, cabins, positioning it as a charming alternative to larger resorts like the Grand Geneva (358 rooms) and The Abbey (334 rooms).
- Amenities will include two restaurants and bars, a full-service spa, a family pool, tennis, platform tennis, pickleball courts, and various water activities including boating, kayaking, paddle boarding, rowing and swimming.
- Additionally, a retreat center, separate from the inn, will be available for events, retreats, and board meetings.

### Will The Preserve have piers?

- We will prioritize maintaining an open, natural lakefront with a limited number of piers.

### Tell me about the nature preserve.

- Topography will create a nature preserve on the land that was previously a golf course which will be “re-wilded” with native species consistent with meadows that were once common in the Midwest and will include grass-cut paths that meander through the nature preserve.
- The nature preserve will be maintained by Topography, but it will be open to the public with a path that connects the nature preserve to the Geneva Lake Shore Path.

### What’s going to happen with the land by Route 67?

- Our plan is to have this land be part of our nature preserve. Including this property, the nature preserve will be over 90 acres in size.
- The land is currently in the Town of Walworth. Topography would like to annex this land into Williams Bay, which the Village supports.

### Tell me about the amphitheater and your plans for Music by the Lake.

- In speaking with residents of Williams Bay and the broader Geneva Lake community, there is clear support for continuing Music by the Lake and attracting a broader audience with higher-caliber performers.
- According to Aurora University, one challenge has been the venue's size; Music by The Lake historically accommodated up to 2,600 people—1,000 in the Pavilion and 1,600 on the lawn.
- To ensure Music by The Lake’s long-term sustainability, we propose a new amphitheater with a natural aesthetic and lake views, seating 2,500, plus lawn seating for 1,000, totaling 3,500. This will enhance talent attraction and improve accessibility compared to the Ferro Pavilion. We plan to host approximately 8-10 performances each summer.

# TOPOGRAPHY

## Why did you originally propose 5,000 people for the amphitheater? Why did you change your plan?

- Research of comparable amphitheaters, and our studies of Vision Hill, parking and traffic, indicate the site can accommodate 5,000 people. However, community concerns about traffic and parking led us to reduce the proposed capacity to 3,500. This adjustment aims to mitigate impacts while still creating a successful venue, and it aligns more closely with the former MBTL capacity.

## How will The Preserve impact traffic and parking?

- The inn will minimally impact traffic, with an estimated 25 additional car trips per day during peak season—about one extra trip per hour—compared to when George Williams College was operating. Ample parking will be provided for guests, members, and employees.
- A traffic study for Music by the Lake recommends constructing a dedicated right-turn lane on Route 67 onto N. Lakeshore Drive, and traffic control officers will be deployed during events, both at Topography’s expense. Parking will be available on-site and at the adjacent high school lot.

## How many trees will be removed to accommodate your plans?

- New buildings and parking areas will be positioned within existing structures and between trees, based on a prior tree survey. This design minimizes tree impact, and new landscaping will result in a net gain of trees.

## What are the benefits to the Williams Bay community?

<p><b>Environment Conservation</b></p> <ul style="list-style-type: none"> <li>• Create a nature preserve, maintained by Topography</li> <li>• Maintain dark skies around Yerkes Observatory</li> <li>• Reduce impervious surfaces by the lakefront by 14%</li> </ul>	<p><b>Economic Development</b></p> <ul style="list-style-type: none"> <li>• Create 100+ jobs during construction</li> <li>• Create 110+ jobs by year 3 of operation</li> <li>• Buy from local suppliers</li> <li>• Contract with local trades and design professionals</li> </ul>	<p><b>Local Tax Support</b></p> <ul style="list-style-type: none"> <li>• The Preserve will pay property tax, sales tax and occupancy tax</li> <li>• The Preserve will help to reduce the tax burden on local homeowners by increasing and diversifying Williams Bay’s tax base</li> </ul>
<p><b>Community Engagement</b></p> <ul style="list-style-type: none"> <li>• Support local nonprofits</li> <li>• Create a nature preserve that’s open to the public</li> <li>• Host nonprofit events and board meetings</li> <li>• Continue Music by the Lake</li> <li>• Welcome locals to have dinner at our restaurants</li> </ul>	<p><b>Infrastructure Improvements</b></p> <ul style="list-style-type: none"> <li>• Replace the nearly 100-year-old water and sewer mains</li> <li>• Add walking paths to Constance, Ravina, and North Lake Shore Drive</li> <li>• Expand Right of Ways for future village utility needs</li> </ul>	<p><b>Architecture Improvements</b></p> <ul style="list-style-type: none"> <li>• Character inspired by historic architecture of Geneva Lake area</li> <li>• Structures are on a residential scale and set back from the lake</li> <li>• Buildings located on existing GWC building footprints to reduce intrusive site grading</li> </ul>

## What entitlements do you need to secure?

- The Williams Bay Comprehensive Plan requires an amendment to allow for our intended use.
- A Planned Development Overlay (PDO) is also needed, consisting of four steps: Concept Plan (CP), General Development Plan (GDP), Final Development Plan (FDP), and Development Agreement (DA).



## About Topography

- Topography is a Chicago-based hospitality company founded in 2021 by Liam Krehbiel. Topography aims to develop and operate a small collection of luxurious country inns and clubs in areas of natural beauty.
- Key aspects of Topography's properties will be:
  - Beautiful country escapes designed by leading architects and designers
  - Luxurious, comfortable, and cozy accommodations
  - F&B menus that are locally sourced, delicious, and fresh
  - Full-service wellness programs
  - Wide range of activities offered onsite and nearby
  - Strong connections to the local community and culture
  - Ideal settings for family, friends, and special events
- Topography's leadership team has a significant amount of relevant industry and functional experience.
  - Liam Krehbiel, CEO, is the co-owner of Ballyfin, a luxurious family-owned country hotel in Ireland. In 2024, Ballyfin was recognized as the best country hotel in the United Kingdom and Ireland by *Travel & Leisure*.
  - Shaun & Beverley Matthews, Executive Directors, have held management roles at some of the top hotels in the world, including Necker Island in the Caribbean, Twin Farms in Vermont, and Aman Resorts.
  - Gina Tallarico, CFO, is a Certified Public Accountant with over 20 years of experience in the hospitality space. Prior to joining Topography, Gina spent 18 years at Hyatt, where she held management roles in finance, asset management, marketing and merger integration.
  - Darrell Slomiany, Head of Development, has over 30 years of experience as an architect and real estate developer. He has led the development of 11 hotels for Graduate Hotels, Ace Hotels and The Hoxton.