



Domaine du château
du Liebfrauenberg

CALL FOR EXPRESSIONS OF INTEREST (CEI)

To create and operate an economic and tourism activity at the Domaine du Liebfrauenberg
manor house and estate in Goersdorf-Mitschdorf (67360)

PURPOSE AND CONTEXT OF THE CALL

The aim of this CEI, for the Communauté de Communes [association of municipalities], is to prompt third-party initiatives with a view to the fulfilment of a general interest objective. Its objective is to identify project leaders interested in being involved in an economic and tourism development project in the municipality of Goersdorf-Mitschdorf, a typical Alsatian village, on a site owned by the Sauer-Pechelbronn communauté de communes, and called on to propose activities, particularly with regard to accommodation, catering, well-being and wellness, seminars and events, as well as any other related or complementary activities, in order to boost the local economy (these are guidelines). It is noted that the

third-party selected is expected to freely operate or ensure the operation of a private project that it designs and defines itself, and implements freely.

The communauté de communes aims to identify emerging and operational projects that could meet the general interest objectives defined by the public institution, and compatible with the historical and cultural identity of the site.

This CEI is a proposal selection process for the third-parties considered most satisfactory, and an awarding process for the implementation of the anticipated project.



PURPOSE AND CONTEXT OF THE CALL

Given the doubts surrounding the future of the Domaine du Liebfrauenberg, and the outstanding qualities that make it a major strategic lever in terms of local appeal, the Sauer-Pechelbronn communauté de communes decided to take full responsibility for securing the site's future and for enabling the expression and execution of a project commensurate with the Domaine du Liebfrauenberg's potential.

To this end, the Sauer-Pechelbronn communauté de communes decided to apply as a candidate to acquire the Domaine du Liebfrauenberg.

As the owner of the Domaine, the Sauer-Pechelbronn communauté de communes has both the time needed to allow high-quality projects to emerge and the authority to retain the project that proposes the best use of the site for the local area. This CEI was established for this purpose. Its aim is to define the framework that will allow for discussion and negotiation with future project leaders, then ultimately make the decision that is most appropriate for the local area.



LOCATION, CATCHMENT AREA AND HISTORY OF THE DOMAINE

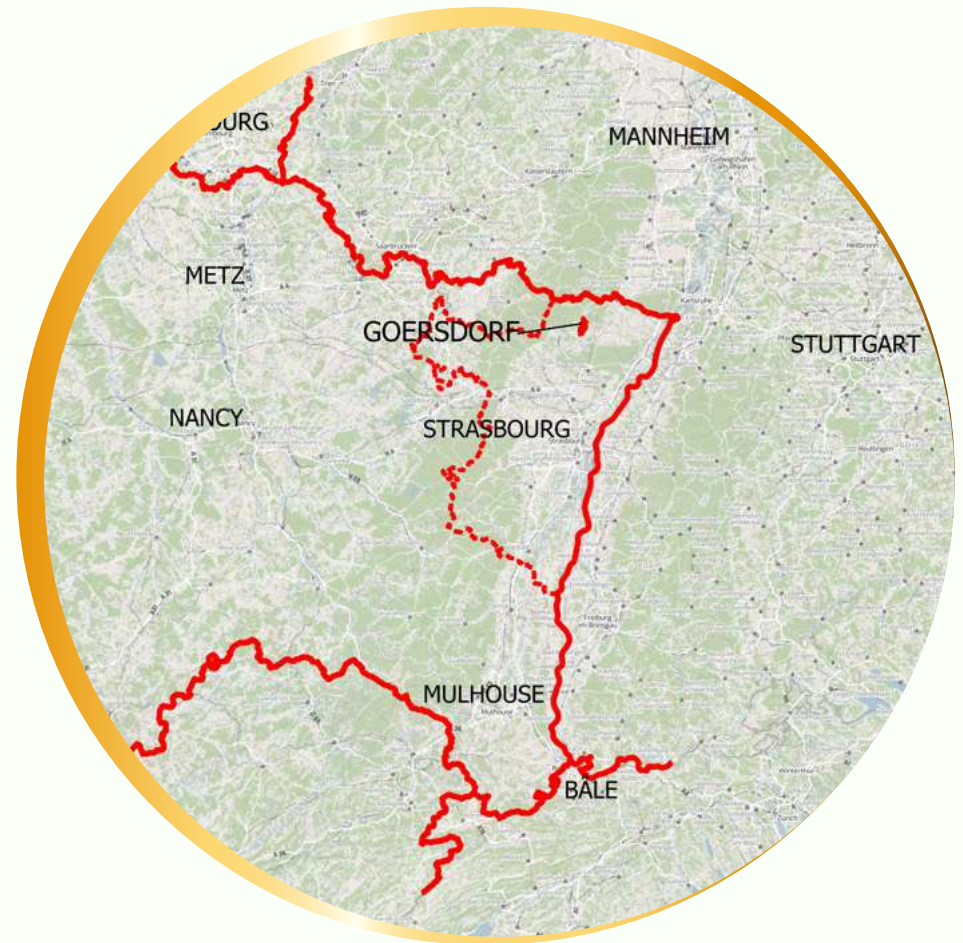
BETWEEN FRANCE AND GERMANY, IN GEOGRAPHY AND CULTURE

*T*hroughout history, Alsace has swung back and forth between the influences of the countries now known as France and Germany.

Notably, from 1870 to 1918, Alsace was part of the German empire. This history has given rise to a strong Franco-German culture and bilingualism remains relatively common, particularly in northern Alsace.

Today, many inhabitants of northern Alsace work in Germany, particularly in and around Karlsruhe, or shop there.

And equally, Alsace is a popular weekend and holiday destination for many Germans.



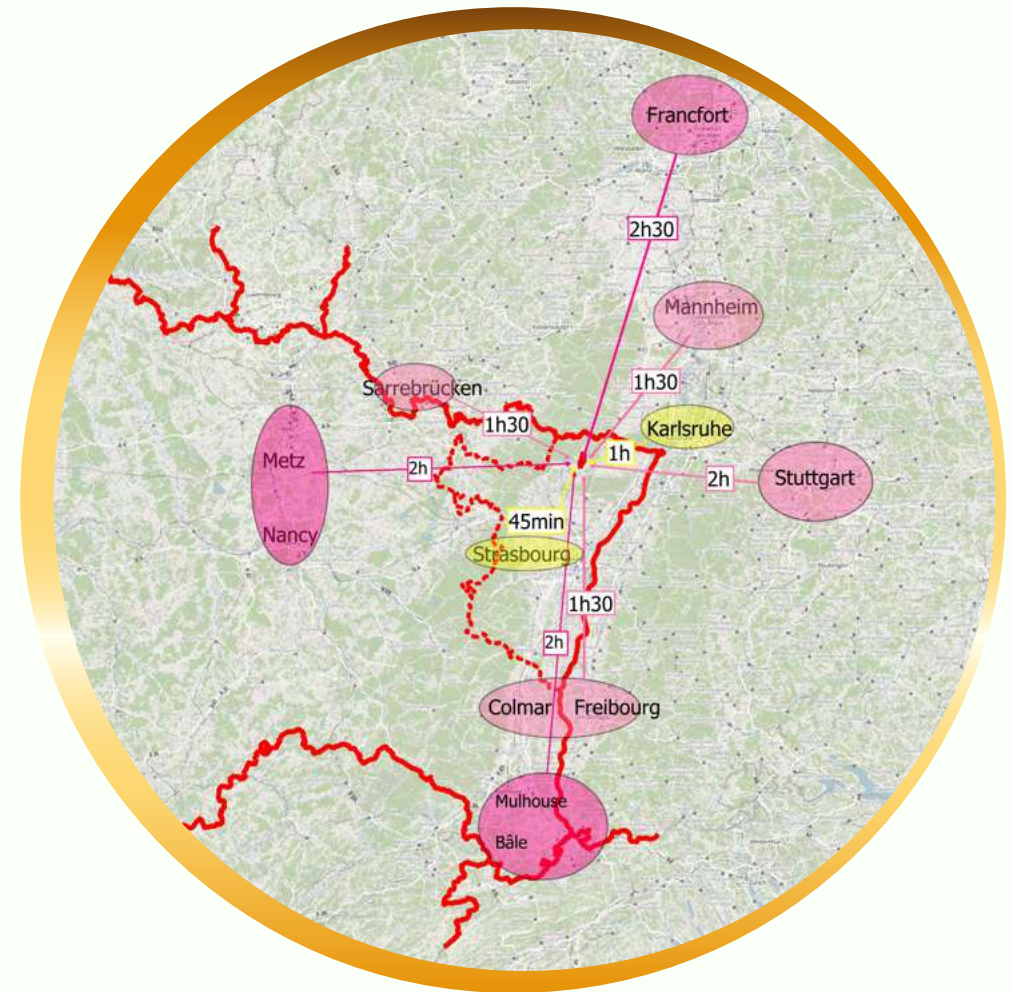
BETWEEN FRANCE AND GERMANY, IN GEOGRAPHY AND CULTURE

360° cross-border appeal

The potential catchment area of the Domaine du Liebfrauenberg, like that of northern Alsace in general, should be considered from a 360° perspective. Globally, this truly cross-border catchment area counts close to 14 million inhabitants within a 2 to 2.5-hour radius.

Easy access

Goersdorf and the Domaine du Liebfrauenberg are relatively easy to access. The closest motorway access is roughly 15 minutes from the village, and Haguenau station is 20 minutes away. Trains run frequently to Strasbourg (30 minutes away), and Paris is less than a 2-hour TGV ride away. Several international airports can be found nearby (Baden-Baden, Strasbourg, Zweibrücken, Basel Mulhouse, and Luxembourg).



A CATCHMENT AREA OF 14 MILLION INHABITANTS WITHIN 2.5 HOURS

A particularly appealing catchment area

The Domaine de Liebfrauenberg tourist site is at the centre of a particularly appealing catchment area.

300,000 inhabitants within 30 minutes of Liebfrauenberg

Northern Alsace and the populations within 30 minutes of Liebfrauenberg represent more than 300,000 inhabitants. This is equivalent to more than half the population of the greater Strasbourg area.

1,800,000 inhabitants within 1 hour of Liebfrauenberg

A 15-minute drive from the nearest motorway, Liebfrauenberg is between 45 minutes and 1 hour from the Strasbourg and Karlsruhe greater areas, giving an additional catchment area of more than 1.5 million inhabitants.

+3,000,000 inhabitants between 1 hour and 1.5 hours

The Liebfrauenberg catchment area can be further extended to include inhabitants within 1.5 hours: roughly another 3 million people, of whom 1.5 million live in the urban area of Mannheim, Ludwigshafen and Heidelberg.

14,000,000 inhabitants within 2.5 hours of Liebfrauenberg

Widening the catchment area to 2 hours/2.5 hours brings in Stuttgart, Frankfurt, southern Alsace and Basel, giving a total of over 14 million inhabitants.

It should also be noted that in terms of purchasing power, the per capita GDP of Baden-Württemberg is one of the highest in Europe. d'Europe.

LIEBFRAUENBERG: A PLACE OF WORSHIP FOR CENTURIES

*T*he Domaine du Liebfrauenberg and the quality of its location are the result of natural environments modelled into heritage by humankind.



*T*he Domaine du Liebfrauenberg was a pagan place of worship before the 14th century.

The first church to be built on the site was constructed in 1384. The bell tower from that time is still preserved to this day.

An apparently miraculous recovery from an illness led Count Reinhard of Zweibrücken-Bitsch to erect a new church with three naves on the site in 1518. Count Philip V of Hanau-Lichtenberg brought the Reformation to Goersdorf in 1571, leading to the destruction of the church on his orders in 1580. Only the medieval bell tower survived.

A simultaneum (shared church) was then erected in 1684 and the church rebuilt in 1717 by Franciscans from Hagenau in order to re-establish the once-popular pilgrimage route.

In 1737, the monks received authorisation from the Prince (later Landgrave) of Hesse-Darmstadt to build a monastery and hospice next to the church.

The community left the site in 1791 as a result of the French Revolution.

It was then acquired by Joseph Achille Le Bel, director of the Pechelbronn oil mines, in 1825. His son-in-law Jean-Baptiste Boussingault, a chemist and the director of the factory, installed his laboratory in the church, intersected by a new floor. The property passed down to his heirs until 1954.

FROM ACCOMMODATION AND A SPIRITUAL VENUE TO A NEW AMBITION

*I*n 1954, the Association of the Friends of the Church was formed under the auspices of the Church of the Augsburg Confession of Alsace and Lorraine. From 1960 to 2022, they proposed Liebfrauenberg as a place of accommodation and a spiritual venue.

In recent years, the 45,000 sqm Domaine has offered various opportunities for those seeking to get away from it all. A hotel and restaurant complex measuring 6,000 sqm across 2 buildings welcomed groups, seminars, training events and individuals, with a capacity of 150 persons in individual (2/3) and group accommodation in the form of shared rooms (1/3).

The site's management was unable to adjust over the last few years, and did not recover following the COVID-19 pandemic. Following bankruptcy proceedings, the site was put up for sale, and the communauté des communes moved to acquire it in order to preserve the site's potential and ensure local recognition.

The future of the site is today in the hands of ambitious elected officials looking for forward-thinking investors ready to seize this opportunity to bring a new lease of life to an exceptional Domaine, located at 220, rue du Château, 67360 GOERSDORF-MITSCHDORF.



**A VISION INSPIRED BY A
MAJESTIC SETTING**

LIEBFRAUENBERG: A DOMAINE WITH HIGH POTENTIAL

*T*he Domaine du Liebfrauenberg is an outstanding site with high potential. Half-way up the southern slope of the forest-covered Soultzerkopf mountain, overlooking the Upper Rhine Plain, it offers an incomparable view, framed by the German Black Forest mountains to the east and the Vosges to the west. The location offers an unobstructed view as far as the distant

Mont Sainte Odile to the right, the Hornisgrinde to the left, the heights of the Mummelsee, and Strasbourg, the European capital, and its cathedral in the centre of the Rhine Plain.

A place of respite, the Domaine is nestled in a preserved natural environment at the foot of the forest that lies to its north, with the village of Goersdorf conveniently close at hand.

With the well-developed local spa culture and strong emphasis on green and authentic tourism, the setting lends itself perfectly to an exceptional project.



THE DOMAINE DU LIEBFRAUENBERG: WHERE NATURE MEETS HERITAGE

*T*he charm of the site is undeniable - and felt by almost every visitor.

The buildings interact harmoniously with their natural surroundings, exuding a serenity that makes the Domaine du Liebfrauenberg the perfect site for relaxation and rejuvenation.



A JEWEL THAT DESERVES UNFAILING ATTENTION

*S*ites like this are truly rare in Alsace. Additionally, the French Climat et Résilience Law, with its key objective of net-zero artificialisation, means that transforming natural sites for brand new tourism projects will be impossible in the future.

The quality and rarity of the Domaine de Liebfrauenberg make it a jewel - and its contribution to the future of the local area must be ensured.

And it is essential that the selected project be just as remarkable as the site itself.

The commitment of the investors must ensure that the value of the Domaine de Liebfrauenberg is safeguarded for the benefit of northern Alsace.



TOURISM AROUND LIEBFRAUENBERG

*N*orthern Alsace is home to a large number of tourist attractions.

These attractions, under the auspices of the Alsace Verte Tourist Office, constitute the perfect ecosystem for the Liebfrauenberg tourism project. The international nature of the area, with the German border only a 15-minute drive away (14 km), enhances local dynamics.

Morsbronn-les-Bains, 4 km away, and Niederbronn-les-Bains, 10 km away, are the only spa towns in Alsace. Spa facilities in both towns provide medically-prescribed thermal cures covered by French health insurance and relaxation and fitness treatments.

The municipality of Goersdorf-Mitschdorf is also located in the Parc Naturel Régional des Vosges du Nord, a cross-border biosphere reserve.



Website :
<https://www.alsace-verte.com>



SITE CHARACTERISTICS

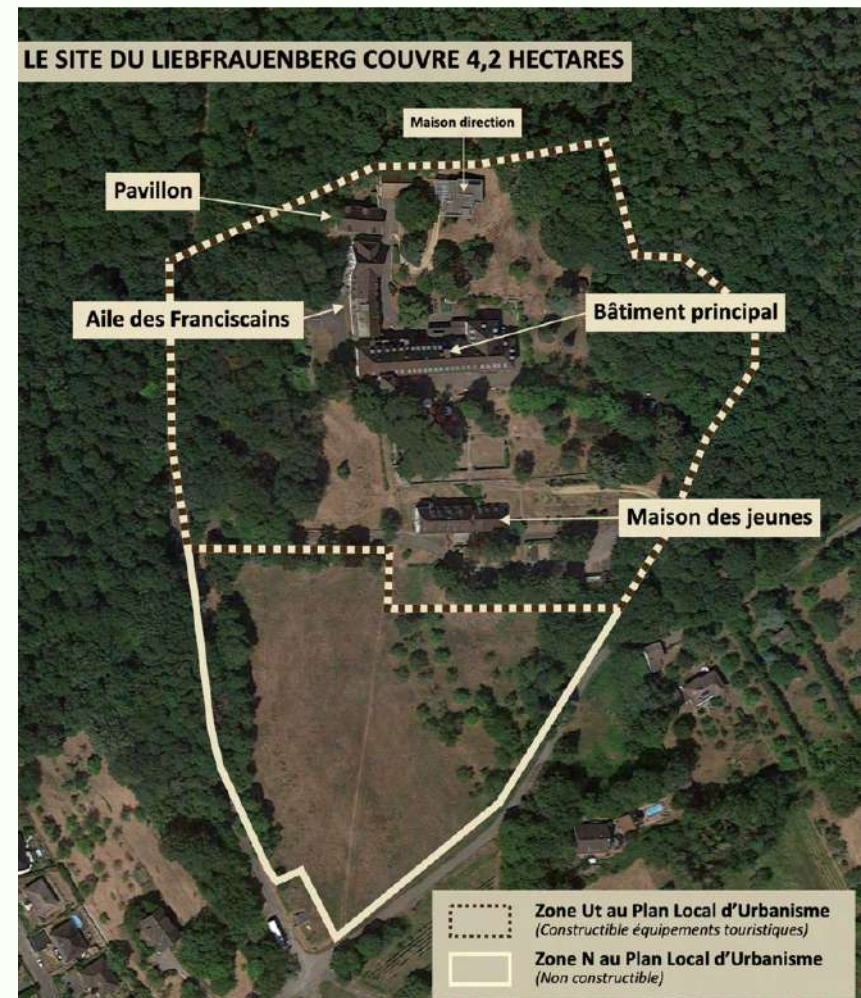
LOCAL PLANNING REGULATIONS IN GOERSDORF

The Domaine du Liebfrauenberg covers 4.21 hectares (42,100 sqm).

The developed area, recorded as being in Zone Ut (land for tourism use) in the local planning regulations, covers 2.5 hectares (25,000 sqm). This area can be used for new constructions or extensions of existing buildings on condition that this respects the heritage character of the site.

The vacant southern part, measuring 1.7 hectares (17,000 sqm) and in Zone N (natural land), cannot be developed, except for the creation of parking areas.

The site can be accessed on foot via the nearby Grande Randonnée 53 footpath, by car or by bus. Two local roads provide access.



L'ARTICULATION AU VILLAGE ET L'ACCÈS À LA FORÊT

The Domaine du Liebfrauenberg is part of the 'experienced landscape' of the inhabitants of the village, and more widely of the local area, given its prominence on arriving from the Plain.

In the context of the national "Village d'avenir" (Village of the future) programme, which offers rural communities state-backed support in the form of community-based engineering for their projects, and for which Goersdorf has been selected, the local authority has worked with government agencies to examine opportunities for boosting the local area.

To strengthen this bond, and create a natural path away from the village roads, the local authority plans to establish a footpath across the Weissling site, 3.5 hectares (35,000 sqm) of which will also include two pockets of urbanisation measuring 5,000 sqm each.

Three of the main footpaths providing access to Goersdorf forest cross the Domaine du Liebfrauenberg.

These footpaths are essential for ensuring that local people and visitors can benefit from the landscape and quality of life the forest offers. Any future projects at the Domaine du Liebfrauenberg must therefore take these footpaths and their access into account.



BUILDINGS

*I*n general, the buildings are all in good structural condition, thanks to regular investments, supported in part by local authorities.

Main building

- 59 single, double or family bedrooms for a capacity of 93 persons (Please note: all bedrooms have their own shower room, most are accessible and some have separate toilets)
- 9 seminar rooms from 30 to 200 sqm
- 3 adjoining dining rooms, total capacity 130 diners

Youth centre and lodge rented as gîte (holiday accommodation)

- 14 bedrooms with 2 to 6 beds for a capacity of 57 persons with shared toilet and shower facilities
- 1 kitchen
- 2 shared areas

Service accommodation

House, 115 sqm, 3 bedrooms, 1 kitchen with utility room, 1 living/dining room, 1 shower room, 1 bathroom, WC, 1 cellar



BUILDINGS

The buildings cover a usable floor space of almost 4,200 sqm for accommodation, and more than 6,000 sqm in total. The heritage nature of the buildings is today essentially a result of their composition and outer form. The interior, while of good quality, requires updating. The exterior offers a courtyard patio with a garden, a play area, a sports field, traffic areas and meadows. A sandstone perimeter

wall partially closes the site, which nevertheless remains open to the surrounding natural environment.

In addition to the main building, extended with the Franciscan wing, the site also includes the Maison des jeunes youth centre to the south and the site manager's house, a wooden construction dating from 2009 on the far eastern edge of the site.



Photo Gallery

BUILDING B



East side of building B



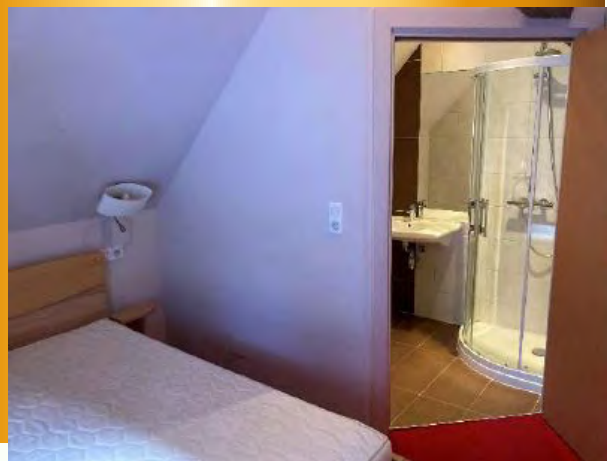
Ground floor corridor



Upstairs corridor



Shared area with kitchenette



Bedroom with ensuite



Theatre (conference room with stage)

Photo Gallery

BUILDINGS A & C



Renovated room



Meeting room



Ground floor classroom



Main entry reception



Bedroom with bunkbeds



Shared area with kitchenette

Photo Gallery

OUTDOOR VIEWS



The castle



Service accommodation



External view of youth centre



External view of youth centre



Proximity to Goersdorf



Aerial view



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