

500 WEST FLORIDA STREET  
MILWAUKEE, WI 53204

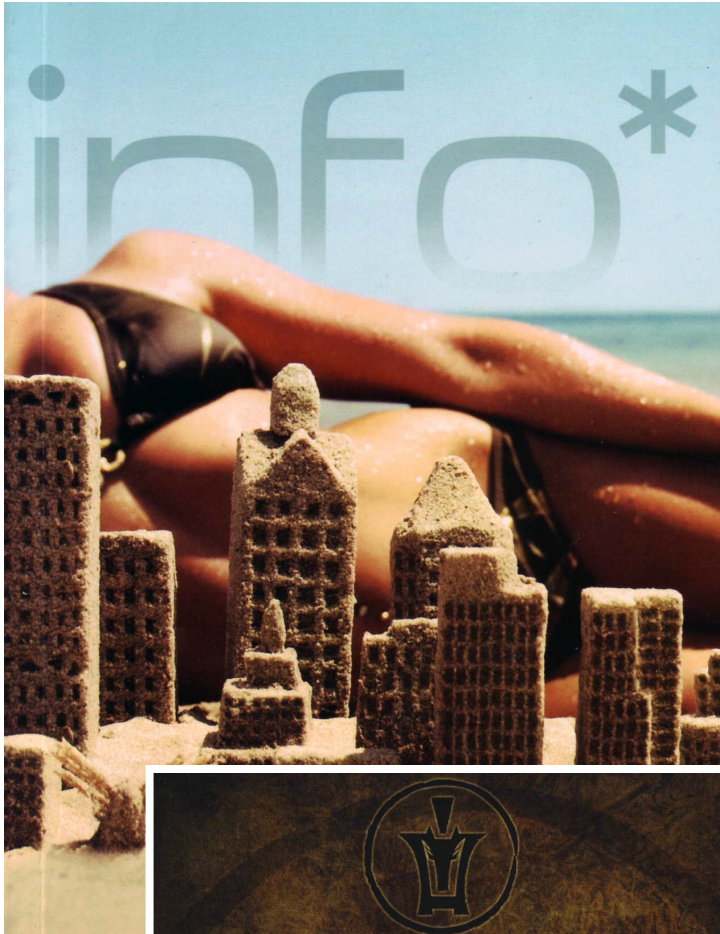
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THE IRON HORSE  
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## THE IRON HORSE HOTEL™

Business travelers and bikers now have common ground in a new high-end hotel called The Iron Horse, which opens sometime in August.

Located at 500 W. Florida St., just east of the 6th Street Viaduct and south across the river from the new Harley-Davidson Museum, the hotel's dual-target audience is more similar than one might think.

"We knew the demographic for the Harley-Davidson Museum visitors – middle-aged professionals," explained the hotel's developer Tim Dixon. "What we didn't know is that those demographics match business travelers who frequent boutique hotels – it's the same man and woman who ride Harleys."

"So everything we did has a duality in design," he continued. "Everything we did crosses both interests."

That said, The Iron Horse offers far more than just a place to crash. With more than one hundred guest rooms, the \$28 million hotel also boasts an open concept lobby bar named Branded, a restaurant called Smith and a communal dining room, over-flowing with books and aptly-named The Library.

With Branded, Dixon aims to create a scene he said is currently missing from Milwaukee. "While the city is growing and progressing, what we don't have that other cities do is a hotel lobby scene, a lobby bar scene where people come and spend their whole night there," he said.

Additional amenities at the hotel include a banquet/meeting space, a pool with an adjacent bar that will be heated in the winter and cooled in the summer and an underground parking garage for more than 80 motorcycles that will also offer a bike-washing service.

Formerly a cold storage warehouse, The Iron Horse is housed in a building that is historically designated. Taking that a step further, Dixon has made a concerted, green effort to reuse as much of the existing material as possible and use energy efficient products whenever possible.

"As a young carpenter, I couldn't afford to buy a lot of new wood and materials, so I'd gotten in the habit of salvaging and reusing as much wood and other things I could," he said. "And that's a practice I continue whenever I can."

Some of the hotel's green efforts include using recycled rubber for flooring in the fitness, laundry and other rooms, reusing wood to make benches and furniture and commissioning a local artist to create wall sculptures out of recycled aluminum. Other, energy-efficient efforts include low-flow toilets, waterless urinals and occupant-sensing technology to control room temperature. Guests may also opt-out of daily linen and towel changes to help conserve energy.

In the end, Dixon worked to create The Iron Horse Hotel to fill a growing need in the city.

"There's a market for business boutique hotels – Milwaukee needs more hotels," he said simply. "And I'm confident that need will continue to grow."\*

For more information  
or reservations, visit

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