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## BRIGHT IDEAS

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THE HOST

# Tim Dixon

OWNER, IRON HORSE HOTEL



FROM THE STRUCTURES he revitalized in Brewer's Hill, the neighborhood bordering Milwaukee's downtown, to the weekend retreat he created from a sand and gravel quarry in Sheboygan, Tim Dixon has the Midas touch. His knack for redeveloping underutilized buildings and land sets him apart from the rest.

"Almost everything I've done started off scarred," Dixon says. "I love to reinvent new uses for old things while respecting their history. It forces me to be creative."

Last fall saw the unveiling of the Iron Horse Hotel, which he transformed from a 100-year-old bedding factory and warehouse located next to the railyards just south of downtown.

The building's exposed brick walls and local memorabilia on display in the lobby pay homage to Milwaukee's industrial past while oversized rooms and contemporary finishes create a sophisticated balance of old and new. Even

the original artwork, which is done by a Milwaukee artist, features images of local women in bold mixed-media prints.

The way the city presents itself to tourists goes beyond giving them a nice place to stay, however. Milwaukee's biggest challenge, he says, is attracting a new generation of job seekers.

"We have to compete as a city to attract that new workforce," he says. "I hope the Iron Horse and other new products will help prospective professionals realize that Milwaukee is a great city with so much to offer." —Felisa Billet



PHOTOGRAPH BY KATIE DONOGHUE