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PRESS RELEASE

White Lodging to Partner with Milwaukee-based Jackson Street Holdings, LLC to Manage the SpringHill Suites Milwaukee Downtown

The 155-suite property is scheduled to open in Spring 2016

Merrillville, Ind. (August 27, 2015): White Lodging is pleased to announce it will once again partner with Milwaukee-based Jackson Street Holdings, LLC to manage the 155-suite SpringHill Suites Milwaukee Downtown. Located at the corner of 4th and Wells streets, the SpringHill Suites Milwaukee Downtown, which is scheduled to open in Spring 2016, will operate as a Marriott franchise, owned by JSWD Commerce, LLC, an affiliate of Jackson Street Holdings and managed by White Lodging Services.

The SpringHill Suites Milwaukee Downtown is located at 744 N. 4th St, and will occupy a converted historic office building built in 1928, known as the Commerce Building. Located in the heart of downtown across the street from Milwaukee's convention center, the Wisconsin Center, the hotel offers guests convenient access from the Historic Third Ward district, the shores of Lake Michigan, and the Milwaukee River Walk. The hotel will be the first new hotel to be connected to the Wisconsin Center in 15 years.

"This will be Jackson Street Holdings' third hotel in the city and their second historic preservation," said Chris Anderson, White Lodging Senior Vice President and Chief Revenue Officer. "They are truly changing the landscape of Milwaukee. When you bring award-winning developers, architects and management together, great things happen."

White Lodging currently manages the Milwaukee Marriott Downtown, also owned by Jackson Street Holdings, LLC.

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“We are excited to once again partner with Jackson Street Holdings on this new hotel that will be a key addition for convention attendees and business travelers with its indoor connection to the Center, offering guests the city’s newest suites in a unique historic building,” Anderson said. “This hotel will also be the only hotel connected to the Wisconsin Center that offers free wifi, complimentary hot breakfast and all-suite guest rooms.”

The hotel will open under the leadership of General Manager Michael Aftanski. A graduate of Arizona State University, Aftanski has more than 15 years of hospitality experience. Most recently, he was the general manager of the Hilton Garden Inn Scottsdale.

“I am very excited to be working with the Jackson Street Holdings, LLC team to bring the SpringHill Suites brand to the downtown Milwaukee market,” Aftanski said. “Milwaukee is such a wonderful, vibrant city, and I can’t wait for our guests to experience the hotel.”

Featuring suites that are larger than typical hotel rooms, SpringHill Suites Milwaukee Downtown is ideal for business and leisure travelers looking for style and inspiration in their stay. Every aspect, from furniture and lighting to colors and fabrics, has been carefully selected to offer calm and refreshing spaces. Separate living, working and sleeping spaces also provide guests with flexibility and functionality. The perfect place to sink into a good night’s sleep, the hotel offers luxurious linens and plush pillows, while a comfortable pullout sofa bed and lounge chair offer additional space for relaxation or extra family members. The hotel’s tasteful bathroom includes modern touches, a marble-top vanity, iridescent tile walls and creative lighting features, which help travelers revive and refresh.

Business travelers can take advantage of a large, well-lit desk with ergonomic chair. Complimentary Wi-Fi in the hotel’s lobby and high-speed Internet access in every suite allow guests to remain connected at all times.

Featuring a brand new design that adds depth and sophistication to the décor, the lobby is a great venue for conducting casual meetings or simply to socialize. Using warm colors, accent fabrics and walnut-stained wood, the lobby’s earth tones inspire guests to sit, relax and enjoy their stay. The hotel also offers business services, same-day dry cleaning, guest laundry facilities, and a fitness center. In the lobby, the Market offers convenient 24/7 access to food and beverages.

Daily complimentary hot breakfast is SpringHill Suites’ way of making sure guests have a good start to their day. The property also has a variety of meeting space to accommodate meetings and functions of up to 100 people.

White Lodging Services Corporation was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company focused on developing and operating premium-branded hotels in growing urban markets across the United States. The company is a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid- to large-scale hotels across the country. Its current portfolio consists of more than 161 hotels in 20 states and encompasses representation of the following leading brands: Marriott International, Inc., Hilton Worldwide, Hyatt Hotels & Resorts, Starwood Hotels and Resorts, Preferred Hotel Group and InterContinental Hotel Group. For more information about White Lodging, please visit www.whitelodging.com.