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FOR IMMEDIATE RELEASE

COMMUNITY BELIEVED IN JEFFERSON STREET INN, 10 YEARS LATER IT IS WAUSAU'S PRIDE

WAUSAU, Wis. (May 2015) – We’ve all heard the adage, “Build it and they will come.” In the hotel industry, that’s not necessarily true. It takes the support of an entire community – residents, neighboring businesses, tourism attractions and events, restaurants, shopping, city infrastructure and city leaders – to make certain visitors do come. In downtown Wausau, Wis., the Jefferson Street Inn (www.jeffersonstreetinn.com) epitomizes that scenario to a T, celebrating 10 years in business as the area’s premier boutique hotel.

The hotel’s first paying guests checked in on April 24, 2005. Back then this stately property in the historic city center, so well designed that guests often mistake it as a historic older building, had 62 guestrooms and a nice assortment of amenities. Today, the guestroom count is up to 100, plus the hotel benefits from the stellar reputation and popularity of the on-site restaurant



City Grill Bistro and its banquet space. Along with its appeal to vacationers, the hotel also specializes in small meetings of up to 400. There have been upgrades to the indoor swimming pool and fitness center, and a recent expansion to the adjacent Dayspring Health Spa. It is a pet-friendly property and Travel Green Wisconsin-certified.

Yet, it is the broad community ties that are the underpinnings of the success of the Jefferson Street Inn.

“Without all our supporting partners downtown, we wouldn’t be who we are,” said Deb Rice, the hotel’s general manager. “People believed in us and this new concept of a sophisticated boutique hotel owned by people in the community, and they took a chance on us.”



“Today, the energy of the historic city center and the vibrancy of the hotel feed off each other to create a downtown experience that is best described as a destination within a destination,” added Rice.

She specifically referred to the 400 Block now completed to its full potential and the site of events and concerts that draw huge crowds, the performing arts community, and a resurgence of new restaurants and shops. Also on her list of remarkable tourism offerings are Granite Peak and Rib Mountain State Park, the Leigh Yawkey Woodson Art Museum, The Yawkey House Museum, Robert W. Monk Public Gardens, and downtown’s whitewater park.

“Wausau is on the map in a new way, and we’re humbled to think we had a hand in that,” said Rice.

The latest upgrade for Jefferson Street Inn, a full renovation of the third floor, was just completed this month. Rice describes the guestrooms on this floor as tranquil, richly appointed with new bedding and high-end linens, and featuring special touches like spa robes, fresh flowers, Starbucks coffee and Aveda bath products.



“Improvements are almost always based on guest requests, the ‘have you thought of’ ideas” they love sharing and we love receiving,” noted Rice. She also went on to say that former residents make a point to choose Jefferson Street Inn when they are in town for a visit. “They’re proud that a hotel of this caliber is in their hometown.”

As for the next 10 years, Rice didn’t miss a beat in predicting continued growth for the hotel, prosperity for the downtown, and excitement for the riverfront development. “We take to heart our place in the community as a point of pride and a contributor to quality of life, and we’re grateful the community embraced us from the moment we opened our doors.”

The Jefferson Street Inn is a member of the Stash Hotel Rewards® network, the largest loyalty program for independent hotels in the United States. It has been named a TripAdvisor® Certificate of Excellence winner for five years in a row, an award that recognizes the top-performing 10 percent of all businesses worldwide on TripAdvisor.com.

The Jefferson Street Inn is managed by IDM Hospitality Management (www.idmhospitality.com), based in Madison, Wis. and specializing in boutique hotel development, acquisition, repositioning and management. IDM Hospitality Management was also the developer for Jefferson Street Inn.

For reservations, log on to www.JeffersonStreetInn.com or call 866-855-6500.

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