



FOR IMMEDIATE RELEASE

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New Hotel Coming to Downtown Beloit

Hendricks Commercial Properties to open new hotel and restaurant

BELOIT, Wis. – What is now home to Visit Beloit and Blackhawk Community Credit Union will soon add Hotel Goodwin and Velvet Buffalo Cafe, a new restaurant, to the list of tenants at 500 Public Ave in downtown Beloit. [Hendricks Commercial Properties](#), who owns the building, is set to start construction in 2018.

Named for the 19th-century Goodwin House that served as a luxury hotel in downtown Beloit until 1904, Hotel Goodwin will feature 34 guest rooms, including two suites and a fitness center, while also offering a rooftop meeting room with outdoor terrace. The hotel will be across the street from the HCP-owned Ironworks Hotel and Merrill & Houston's Steak Joint.

The Velvet Buffalo Café will be Geronimo Hospitality Group's (creator of [Merrill & Houston's Steak Joint](#), [Lucy's #7 Burger Bar](#)) newest offering to the growing culinary scene of the Stateline area. The Café will combine the décor of a turn of the century European café with subtle contemporary nuances. The chef driven menu will focus on local farmers and artisan vendors, all centered on a stone lined oven burning at 700 degrees. Velvet Buffalo Cafe will also provide in-room dining and catered events in the rooftop space at Hotel Goodwin. The in-house Wine Bar will offer a carefully curated selection of wines by the glass from all parts of the globe as well as an extensive bottle list. Velvet Buffalo Café will be open 7 days a week for lunch and dinner.

"We are excited to create new hotel and restaurant concepts in downtown Beloit that will help draw additional guests to downtown," says Jonathan Webster, vice president of lodging at [Geronimo Hospitality Group](#), HCP's hospitality company. "Ironworks Hotel and Hotel Goodwin will each provide unique experiences for visitors and we look forward to building on the success of the Beloit market as our downtown continues its revitalization. Velvet Buffalo Cafe will be a great addition to the growing food scene in downtown and will complement other great restaurant offerings, such as Merrill & Houston's Steak Joint and the success they have achieved."

About Hendricks Commercial Properties: For more than 30 years, Hendricks Commercial Properties (HCP) of Beloit, Wis., has worked with clients to transform their commercial real estate visions into realities. HCP offers the full spectrum of real estate development needs, including site selection, licensing and permitting, property acquisition, due diligence, construction management and financing. HCP manages and owns more than 9 million square feet of real estate property in 32 states.

Contact Information

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