

WYLIE HOTEL

Wylie Hotel Fact Sheet

ABOUT: Located in the heart of Atlanta's historic Old Fourth Ward neighborhood, Wylie Hotel opened in May 2021 as a 111-room boutique hotel, with proximity to Atlanta's most notable attractions. The building lived many lives before its time as Wylie Hotel - including home to the original location of the legendary MJQ and Mrs. P's drag show, to name a few. "The Friendly Hotel" with a story to tell offers technology forward, comfortable rooms and suites, alongside an in-house restaurant, Mrs. P's Bar & Kitchen, and a sunroom and terrace for cocktails and gatherings. A hotel in a home-like atmosphere if you will.

Wylie Hotel, formerly a residential hotel, is suited to be a home away from home for both the business traveler and adventurer alike. The space lends itself to its bespoke, anecdotal experience, offering up curiosities that bring to the forefront the things that make Atlanta, Atlanta.

LOCATION: 551 Ponce de Leon Ave NE
Atlanta, Georgia 30308

CONTACT: 877.684.5023
hello@wyliehotel.com

WEBSITE: www.wyliehotel.com

SOCIAL MEDIA: [@wyliehotel](https://www.facebook.com/wyliehotel)

ACCOMMODATIONS:

- Classic Queen**
 - 200 square feet | two guests | one queen bed
- Classic King**
 - 241 square feet | two guests | one king bed
- Classic Double Queens**
 - 300 square feet | four guests | two queen beds
- Deluxe King**
 - 270 square feet | two guests | one king bed
- Deluxe King + Balcony**
 - 270 square feet | two guests | one king bed
 - Balcony

King Suites - Suite P & Q Suite

- 400 square feet | two guests | one king bed
- Separate living area

All accommodations include an artisan pantry, mini fridge and pour over coffee & tea. Wylie Hotel is pet-friendly with a \$150 fee per stay.

DINING:

Wylie Hotel's food and beverage program is true to the neighborhood and welcoming to all. Mrs. P's Bar & Kitchen, a neighborhood gem, serves classic Southern dishes - a curated, familiar menu utilizing products from local farmers and purveyors. Offering Southern hospitality at its best, Mrs. P's Bar & Kitchen delivers a robust beverage program with libations to suit any fancy.

AMENITIES:

- Smart guest rooms and check-in
- Complimentary welcome cocktail upon arrival
- Access to the sunroom and terrace
- Complimentary wireless Internet
- Walking distance to Atlanta's most traveled sites
- Fitness Center complete with tech-enabled equipment

GATHERINGS:

Mrs. P's Bar & Kitchen - capacity of 40 guests

Sunroom - capacity of 24 guests

Terrace - capacity of 22 guests

Garden Terrace - capacity of 16 guests

DESIGN:

Architect - Stevens & Wilkinson
Interior design - Pixel Design Collaborative

PARKING:

Valet parking available on-site

PARTNERS:

Driftwood Capital

Driftwood Capital is one of the country's leading hospitality sponsors. A vertically integrated commercial real estate firm with investment, development, lending and management platforms, Driftwood's unique business model provides accredited investors access to institutional-quality hotel assets or capital solutions on a direct deal basis following deal closing. Since its inception, Driftwood Capital has transacted on more than \$3 billion in hospitality assets, including new ground-up hotel development projects, cash-flowing hotels and hotel-backed loans, backed by an international network of more than 1,200 investors. Driftwood's in-house team of experts oversee deal sourcing, underwriting, financing, asset management, operations, development and legal issues, ensuring a total alignment of interests with investors. For more information, visit www.driftwoodcapital.com.

Ross Hotel Partners

Ross Hotel Partners (RHP) is a hotel developer, advisor, and owner's representative for all hotel product types, while specializing in development, financing, project management, advisory services and consulting for both adaptive re-use and new construction. RHP negotiates and delivers capital stacks for hotels ranging from limited service to full service, which includes establishing long term relationships with private equity firms and family offices, as well as both regional and national banks. With over 30 years of hospitality experience, Francis J. "Butch" Ross has been responsible for the development and acquisition of more than \$1B in hotel properties. Learn more at rosshp.com

Mainsail Lodging & Development

Mainsail Lodging & Development is an award-winning, Tampa, Florida-based company specializing in hotel, corporate furnished housing, and resort property management and development, marketing and sales. An established company with a dynamic entrepreneurial spirit, Mainsail prides itself in finding unique lodging opportunities with a purpose and applying its passion and expertise to each project. Founded by President Joe Collier with a combination of daring vision and dogged determination, Mainsail has built an impressive portfolio of top-branded properties throughout the southeastern United States and Caribbean. Each Mainsail property inspires guests with a distinct character and meticulously crafted, sophisticated style, from a private island resort, and urban culinary showplaces, to waterfront marvels, boutique southern hotels, and a historic jazz era icon. Stay Sojo, Mainsail's newest brand, provides short-term furnished living options across the country, while Mainsail Vacation Rentals manages a collection of private vacation homes in Florida and the Caribbean. To ensure long-term success and profitability, Mainsail relies on the dedication of its high-performing leadership team, a growing group of enterprising investors, and a commitment to giving back, every step of the way. MainsailHotels.com

MEDIA CONTACT:

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WYLIE HOTEL

Historical Document

HISTORICAL TIMELINE

- 1929 - Construction completed on the Garner-Wallace Hotel
- 1933 - The Garner-Wallace closes as a result of the Great Depression
- Mid to late-1930s - 551 Ponce de Leon Hotel opens
- 2014 - 551 Ponce de Leon Hotel converted into Ponce Student Suites
- 2018 - Haverhill Holdings takes over entitlement and redevelopment, as the building had fallen into disrepair
- 2019 - Kim King Associates purchases the building with the intent to redevelop it as a 112-key boutique hotel
- Early 2021 - The building to reopen as Wylie Hotel

NEIGHBORHOOD HISTORY

- Old Fourth Ward was established in 1854 when the City Council combined several wards into a condensed group of five, with the "Old Fourth Ward" becoming part of the new fifth ward
 - The neighborhood is one of the oldest, with some of the most rich history, in Atlanta
 - Old Fourth Ward is one of the largest neighborhoods in Atlanta
 - Largely known as the birthplace of Martin Luther King, Jr. in 1929
 - Old Fourth Ward is now home to the Martin Luther King, Jr. National Historic Park
 - Big Bethel Methodist Episcopal Church was home to the Atlanta's first public school for the Black community, located in the church's basement
- O4W Civil Rights History
 - Racial tensions grew as Atlanta's leadership expanded Jim Crow laws and newspapers printed unsubstantiated claims of assault on white women by Black men
 - The Atlanta Race Riot of 1906 resulted in the death of up to 40 Black Atlantans, with hundreds injured, and an extremely segregated Atlanta
- Great Atlanta fire of 1917
 - Fire began in a downtown cotton warehouse and spread to several neighborhoods in the city
 - Destroyed nearly 50 city blocks, burning 2,000 buildings and leaving 10,000 Atlantans homeless
 - The neighborhood shifted after the fire, with most single-family homes replaced by apartment complexes and commercial buildings
 - Ponce de Leon Avenue's development is a direct result of the fire
 - [Photograph](#)
 - [Photograph](#)
 - [Photograph](#)
- Civil Rights Movement - 1960s

- Atlanta often called the “cradle of the modern Civil Rights Movement”
- Activists gathered in Sweet Auburn, an affluent and primarily Black community in Old Fourth Ward
- Old Fourth Ward became the centralized location for civil rights organizations as Black leaders fought for voting rights, access to public facilities and economic/education opportunities for the Black community
- Old Fourth Ward Park built - 2012
 - Developed by Atlanta BeltLine, LLC, as the first major city park to be completed on the BeltLine, with 17.5 acres
 - Includes play areas, a splash pad, rental bike stations and access to popular restaurants and businesses
- Ponce de Leon Avenue development
 - Named after Juan Ponce de Leon, the Spanish explorer who came to America searching for the fountain of youth. He found a spring near the now Ponce de Leon Avenue.
 - Ponce de Leon grew from a trolley-car line that was built to carry Atlantans to the spring
 - Ponce City Market is located at the 9th mile marker on the loop
 - Timeline:
 - 1903 - Ponce de Leon Amusement Park opens
 - Located on the site of what was the natural Ponce de Leon Springs, and what would become Old Fourth Ward Park and the Sears building
 - Featured a casino, theater, merry-go-round, penny arcade and restaurants
 - 1907 - Ponce de Leon Ballpark opens
 - Located in what is now the Midtown Plaza shopping center
 - Home to the Atlanta Crackers, who played until 1965, before moving to the Atlanta Stadium and later becoming the Atlanta Braves
 - [Atlanta Crackers scorecard](#)
 - [Player roster](#)
 - [Photograph](#) (ballpark)
 - [Photograph](#) (players)
 - 1926 - Sears, Roebuck & Co. opened Southeastern hub in what is now Ponce City Market
 - Still the largest brick building in the Southeast
 - Created a visible line between white and Black communities, with white residents living to the north and Black residents to the south
 - Sears closed its Ponce de Leon location in 1989
 - 1991 - Building purchased by Atlanta City Council after Sears, Roebuck & Co. closed
 - Operated as City Hall East, however, city officials occupied only 10 percent of the building, essentially leaving it abandoned

- The building stood dormant until 2011, when real estate company Jamestown purchased and restored the building as Ponce City Market (more info [here](#)), opening in 2014
- Historical buildings in the neighborhood:
 - Ford Motor Company Assembly Plant
 - 1915-42 - Headquarters for Ford Southeastern operations
 - Building is now occupied by apartments and retail shops
 - Western Electric Company
 - The Plaza Theatre (Neon Row)
 - Longest continuously operating theater in Atlanta
 - Located in Atlanta's first shopping center with off-street parking
 - 1970s - The Plaza became an X-rated adult cinema and live burlesque theater
 - 2010 - The Plaza celebrated its 70th anniversary
 - 2013 - renovated and now offers a full service bar and signature cocktails
 - Clermont Lounge
 - Opened in 1965 in the basement of the Clermont Motor Hotel
 - Atlanta's longest continually operating strip club, operated as a nightclub since 1944 with various names over the years
 - MJQ - Opened in Wylie Hotel's basement in 1994, then the Ponce de Leon Hotel
 - Ponce City Market
 - Originally Sears, Roebuck & Co.'s Southeastern hub, followed by City Hall East
 - City employees and operations filled only 10 percent of the building, essentially abandoning the 2.1 million square-foot building until Jamestown Properties purchased and reopened it as Ponce City Market in 2014
- Additional Atlanta-grown and/or historic businesses nearby on Ponce de Leon:
 - Green's
 - Krispy Kreme
 - Videodrome
 - Majestic Diner
 - Java Jive
 - Hotel Clermont

WYLIE HOTEL FACTS

- The Garner-Wallace Hotel, opened in 1929, originally housed 50 units as a "stop over" hotel along the city's streetcar line
- Every guest room in The Garner-Wallace Hotel had a private bathroom, which was quite modern for its time
- Opened following the Great Depression, the 551 Ponce De Leon Hotel originally had [50 rooms, 50 bathrooms, 50 radios and a dining room](#), offering daily and monthly rates. Additional postcard [here](#).
 - Newspaper clip from Virginia-Highland Voice [here](#)

- It eventually converted to 58-rooms, totaling into a 18,500 square foot extended-stay hotel, including a coffee shop and "garage facilities."
- Converted to student housing - Ponce Student Suites - in 2014, it was home to students attending Atlanta University Center, Emory University, Georgia State University and Georgia Tech until falling into disrepair and being purchased by Kim King Associates, Ross Hotel Partners and WHI Real Estate Partners in 2019.
- Nightclub tenant timeline:
 - 1956 - Mrs. P's opens as a restaurant in the basement of the hotel
 - Name paid homage to owner of the restaurant, Vera Phillips
 - Began as a supper club with wooden booths, attracting lunchtime crowd from the nearby Sears building with a \$1.25 filet mignon special
 - By the late 1960s, Mrs. P's transitioned into Atlanta's first openly LGBTQ bar, known as the leather and western gay bar
 - According to Richard Eldridge, Mrs. P's began as a destination for lesbians working at Sears, then slowly transitioned to a place for white gay men as the "leather and western" bar
 - Guests could actually purchase leather goods from Mrs. P's
 - Atlanta's drag pioneer, Diamond Lil, began her performing career at Mrs. P's
 - Diamond Lil was arrested in the middle of a performance and wrote a song about the experience
 - Caught the attention of local police and was raided several times in the 1980s
 - Drag performers were legally required to wear a minimum of three articles of male clothing to wear at all times, which is how the police were able to take drag queens to jail during/after performances
 - [Halloween Party from 1970 flyer](#)
 - [History of Mrs. P's](#)
 - Location was originally a coffee shop in the bottom of the hotel that opened in 1930
 - Tagline "The Oldest and Best Known in Atlanta"
 - [Following the Stonewall Riots in NYC, Mrs. P's was raided by APD](#)
 - [Newspaper clip - The Atlanta Constitution, 1955](#)
 - Burt Tillman, a neighbor living next door, had his first legal drink (Pina Colada) at Mrs. P's
 - Late 1980s - Mrs. P's closes
 - Additional bars and clubs at the location
 - Zippers
 - Club 551
 - 1994 - MJQ opens in the hotel's basement, named after owner George Chang's favorite band: Modern Jazz Quartet
 - Became a spot for several Atlanta subcultures - LGBTQ community, artists, club kids, etc.

- Original playlists included variety of lounge music, acid jazz, retro-soul and trip hop
 - Neighbor Richard Leslie remembers acid jazz as the most popular music of the time - and MJQ owned the acid jazz scene in Atlanta
 - Some of acid jazz's most notable artists began their careers at MJQ
- Original DJ was Karl Injex, who is still involved with club
- Often held 60's-themed parties and served Pink Lady cocktails and sloe gin fizzes
- MJQ Concourse eventually sold to Ben Rhoades in 1996, just before the venue moved to its current location
- Information on MJQ's key players can be found [here](#)
- 1997 - MJQ relocates a few blocks east on Ponce de Leon, where it is currently located next to Drunken Unicorn
 - Eventually, George (MJQ's original owner) sold the venue - Richard Leslie nearly bought the club, and remembers George handing him a small black book with each transaction ever placed within MJQ (no filing cabinets)



Liz Young
Director of Sales

They say everything's bigger in Texas, and with a personality as bright as Liz Young's, you can likely guess she's a Lone Star State native-turned-Atlantan. With nearly two decades of hospitality know-how under her belt, Young approaches her position as director of sales at Wylie Hotel with quick wit and a can-do attitude.

Having leapt into the hospitality industry on a whim, Young began her career in 2004 as a sales coordinator for the Hilton Austin's grand opening, and later moved onto wedding and social event sales manager at the InterContinental Stephen F. Austin. Atlanta soon caught Young's eye and she made the move to the Peach State in 2015, where she most recently served as director of sales at Hotel Clermont before joining Wylie Hotel's team.

When she is not showing the ropes to Old Fourth Ward visitors, the avid roller skater and traveler can often be found on the Beltline with her rescued Great Pyrenees, Dolly. While on the clock, Young shakes up the status quo when it comes to parties, meetings and group experiences, weaving in Atlanta and Wylie Hotel's Southern charm at every turn.