



>the< **Society**
HOTEL
PORTLAND, OREGON



Background



A sweet little hotel in downtown Portland – and wait, it's affordable?

As Portland grows into an internationally recognized destination, affordable lodging is being pushed to its perimeters. The Society Hotel is here to fill the gap with low hotel rates and a preserved piece of Portland history in the heart of downtown.

A boutique hotel with a hostel component, The Society Hotel is located in Portland's Old Town/Chinatown. Lovingly curated as an experiential space for visitors, it brings easy access to the city's exciting downtown, and surrounding neighborhoods to a whole new group of travelers.

Modern Comfort Meets Historic Preservation

A hostel-style bunkroom (with a few fancy plusses like curtains, outlets and reading lights for each bunk), private rooms with baths down the hall, and private suites with full baths satisfy a range of guests. Modern finishes are period appropriate but not stuffy.

As part of the historic registrar, the Society Hotel retains a ballistered staircase and late-1800's door trim, transoms and wainscoating. Original studs have been used to fabricate benches, and original doors transformed into wall panels at the reception desk. The classic cast-iron storefront façade and historic brick and stucco exterior are also fully preserved.

Background



How it all started...

Jessie Burke and Jonathan Cohen met Matt Siegel and his wife, Erika in, of all places, a birthing class. That was 2007, and they've been friends ever since.

Fast forward to 2013. Matt, a building contractor with a historic-preservation bent, was looking for a legacy project. He started visiting potential hotel properties, taking Jessie and Jonathan along for the ride.

With Jessie's vast experience in community building and hospitality (as owner of Posies Bakery and an active participant in urban renewal projects), and Jonathan's engineering expertise (his company specializes in commercial and residential energy retrofits), the three had a serendipitous set of skills for jumping into the hotel business together.

Matt, Jessie and Jonathan were drawn to Portland's Old Town/Chinatown for its central location and diamond-in-the-rough condition. They wanted to create noticeable, lasting impact, and when they laid eyes on the long-vacant 1881 Mariners Building — one of the few remaining cast-iron front buildings in the city, with regal, recessed pilasters to boot — they knew they'd found the place to do it.

During the financing stage (where they borrowed and crowdsourced funds), they met with Gabe Genauer, a trusted colleague of Jonathan's in the construction field, about consulting on the project. He took a look at the building and the business plan, and while looking over the city from the rooftop, said, "I want in." And so with his deep experience in commercial real estate development, Gabe became the fourth partner.

Now, the owners' vision of restoring and sharing a historic building has come to life.

With its low-cost/high-style lodging and unique amenities, The Society Hotel attracts travelers who want the true "Portland Experience."

Fast Facts



The Basics

- Located at NW 3rd + Davis in Portland's historic Old Town/Chinatown district
- Built in 1881, the building has had former lives as a hotel for mariners, hospital and Chinese dance hall. It has been unoccupied (and untouched) since 1975.
- Renovated to code for Historic State Register; seeking LEED certification
- Renovation also included full seismic upgrade, including over 1 million pounds of new concrete foundations and walls to strengthen the old brick structure.
- Owners: Matt Siegel, Jessie Burke, Jonathan Cohen, Gabe Genauier
- Designers: Integrate Architecture, DCI Engineers, Blossom Igarashi Interior Design
- Construction: Building Blocks LLC
- Project Management: Groundswell Development, Inc.

Outside the Hotel

- At the center of streetcar, MAX + bus lines; walking distance to Greyhound bus + train stations
- Blocks from the renowned Lan Su Chinese Garden + Portland's Pearl District

Inside the Hotel

- Choice of affordable rooms: 24-bed bunk room, 38 private rooms + suites
- Rates as low as \$35/night for a bunk, private rooms starting at \$75, suites starting at \$110
- Rooms are cozy to maximize space and keep rates down - think European proportions, but with queen and king beds
- Intimate lobby with lounge, fireplace and cafe with full bar service
- Tallest building in the neighborhood, featuring a rooftop deck with unparalleled 360-degree views of the city
- Free Wi-Fi throughout
- 24-hour on-site staff + concierge service

Activities

- Hotel partnership with local touring companies
- Occasional acoustic music on the roof
- Summertime movies on the roof
- Food and wine tastings

Signature Services + Experiences



Society Only Service (SOS)

The Society Hotel may be a restored sailor's lodge, but it also has all the modern amenities you can imagine. With the Society Only Service (SOS) you can text the front desk for anything you might need to enhance your stay. Think of it as your own personal concierge.

Everyone on Staff Is a Concierge

When you stay at The Society Hotel, you're an insider. All of our staff are trained as concierges and can share their Portland know-how with you—that hard to find boutique, a best-bet music venue, or a scenic walking route through town.

Choose Your Own Adventure

Part of the fun of any travel experience is crafting it to suit your mood—and then being open to adventure. The Society Hotel has an actual card catalog of our favorite places to get outside, shop and taste, or find arts and culture. Pick a few cards and plan a day's (or week's) adventure. Bonus round: Cards include hidden favorites at each destination, as well as alternate things to do, so you can truly choose your own adventure.

On the Roof

Experience Portland on our rooftop deck with full views of the downtown skyline, the West Hills and even the the Lan Su Chinese Gardens. Relax with friends or dive into your new favorite book. You may even find an acoustic concert on the roof, and keep an eye out for summertime movie announcements, food and wine tastings, and other events. Cozy up with blankets and watch the changing sky, day or night!

In the Café



EAT

- **Baked:** Posies Bakery handmade pastries + breads, Bowery Bagels
- **Prepped:** Grill sandwiches, soups, salads + snacks by Chef Berk
- **Raw:** Oyster Social raw bar (Friday and Saturday, 6 – 9pm)

DRINK

- **Beer:** Occidental and Breakside Brewing, other rotating local taps
- **Wine:** Rotating local wineries
- **Cocktails:** menu by Merit Badge, handcrafted by our staff
- **Coffee:** Ristretto Roasters and Upper Left Roasters, rotating micro-roasters

History and Trivia



Serving Adventurous Travelers Since 1881

It's changed hands several times and was dormant for years, but this building has a history of welcoming and comforting those who cross its threshold.

- Built in 1881. Called "The Mariners Building."
- One of the rare cast-iron front buildings in the city, with about 20 remaining. New York is the only other U.S. city that boasts more cast-iron architecture.
- Functioned as a safe haven for mariners for its first 20 years or so, keeping them out of harms way (booze, the Shanghai tunnels, etc.) while passing through town.
- The original building was three stories tall. The sturdy brick structure was raised in 1891 to create a fourth floor. (And we thought ingenuity began when we were born.)
- In 1938, a guest wrote this on a hotel room wall: "The Frisco kid stopped here ... headed south."
- The upper floors had been untouched since 1945, until the current owners bought the building. Old stoves, chairs, dishes, clothes, roller skates, WWI newspapers—you name it—were found just as they'd been left.
- During renovations, a large jug of wine was found under the floorboards of the second floor—likely hidden there during Prohibition. It dropped 18 feet and didn't break.
- The 1990 movie "Come See The Paradise," starring Dennis Quaid, was filmed almost entirely in the hotel. Set at the start of WWII, the story is about a Japanese-American family torn apart by forced internment.
- Rumor has it, gypsy royalty took over the building at one point during its vacancy. When the matriarch of the clan died, a large parade was held in her honor, right out on 3rd Avenue.
- In December 2014, the hotel windows served as the canvas for Illumination #1, an art installation of still and moving images that evoked Old Town/ Chinatown's historical residents—Chinese, Japanese, Jewish, Roma gypsies and others.

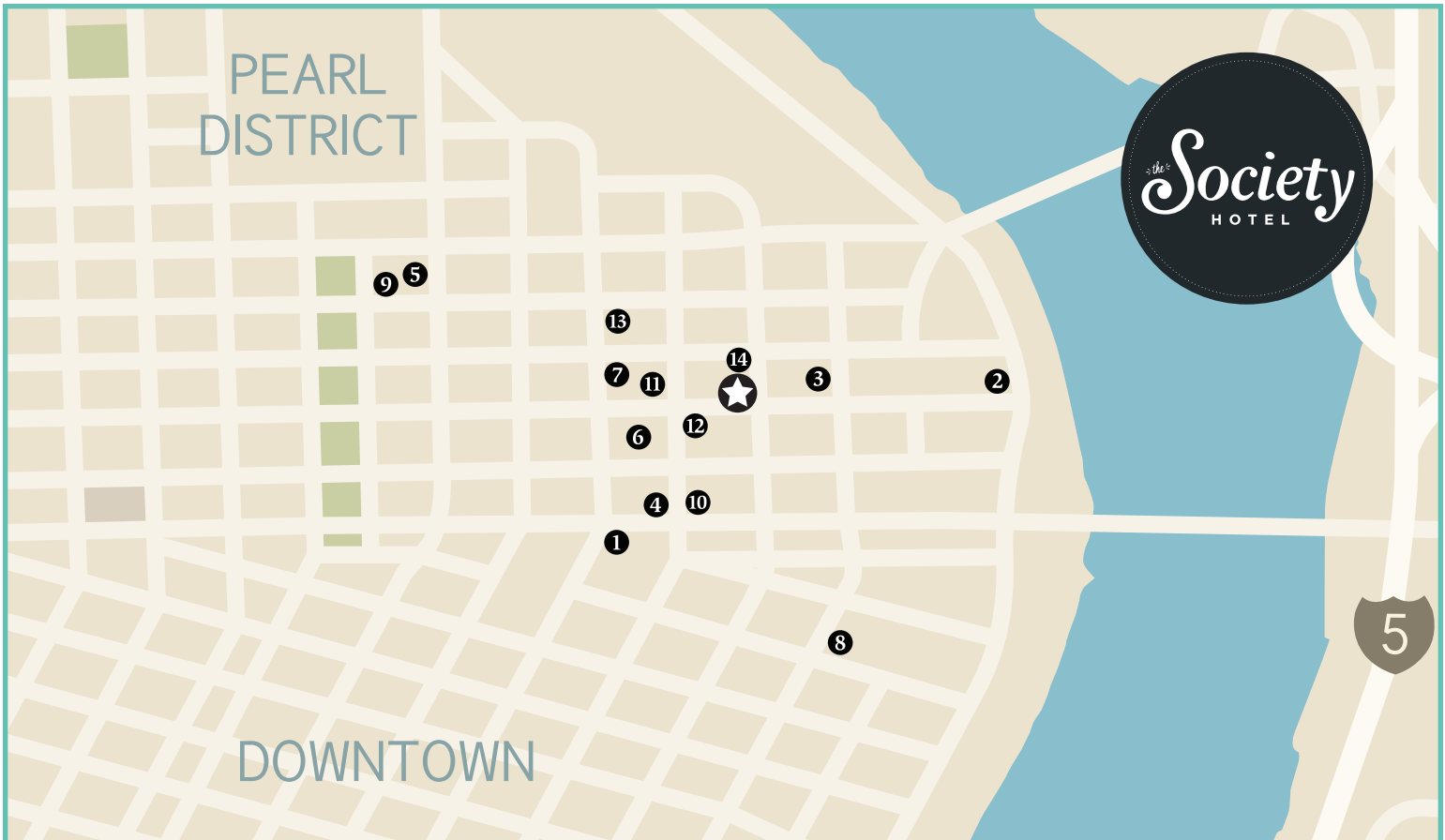
Neighborhood Growth



The Society Hotel Sparks Renewed Growth in Old Town/Chinatown, Portland, OR

As word got out that the vacant The Mariners Building at 3rd and NW Davis was to become The Society Hotel, other developers, investors, architects and builder/renovators started looking for opportunities in the area—or finally pulled the trigger on proposed projects.

Society Hotel owners Matt, Jessie, Jonathan and Gabe are thrilled to be among the many self-starters who are revitalizing Chinatown right alongside them.



Complementary Projects + Businesses:

1. **5 NW 5th:** Renovation of new creative office space on upper two floors
2. **Block 8L:** GED-developed mixed-use building that includes new HQ for Ankrom-Moisan Architects
3. **Erickson-Fritz:** Innovative Housing mixed-income building
4. **The Grove Hotel:** Upscale accommodations
5. **Hand Eye Supply:** Amazing supplier for makers, purchased the Johnson Restaurant Supply building to support their expansion and production
6. **Parking Lot at NW 4th & Davis:** In contract for development of a \$60 million upscale hotel
7. **PDC Buildings:** Purchased by Beam Development for a beautiful green building at NW 5th & Davis
8. **Pine Street Market:** Open winter 2015 with indoor market and office space
9. **PNCA at 511 Building:** 1,300 students, 240 staff including faculty
10. **Right2Dream2 Lot:** Purchased by PDC for redevelopment by 2018
11. **Suey Sing Building:** Acquired by Urban Development + Partners with plans for creative office space
12. **Tuk Lung Building:** In contract with John Beardsley
13. **Whidden & Lewis:** 50,000 square-foot historic preservation + new construction for creative office space at 5th & Flanders
14. **Wong's Laundry:** Under contract by group evaluating for multi-ethnic heritage museum
15. **District Parking Study:** Underway to evaluate 3 district parking options + parking policy implications

New businesses are setting up shop in Old Town/Chinatown, too:

- Open Sesame
- Airbnb
- ThinkShout
- Netop
- Mi Mero Mole
- Squarespace
- Acquia
- Athlepath
- Lytics

Meet The Owners



Professional risk takers with make-it-happen chops

Jessie Burke is the hospitality expert and community-organizing glue among The Society Hotel owners. She has worked in social services as a case manager, interned at the Portland Development Commission, and even worked at an investment-banking firm.

Jessie grew up in Washington D.C., and left home at age 12 to join the U.S. Fencing Team—likely one reason she’s still not afraid to take risks. She traveled internationally with the team for 10 years.

After moving to Portland in 2003 with her husband Jonathan (see bio next page), Jessie became an active participant in the revitalization of Portland’s Kenton neighborhood as owner of Posies Bakery + Café and founder of the Kenton Street Fair. Now she’s putting her elbow grease and love of community development to work in Old Town/Chinatown, helping another neighborhood reach its full potential.

Meet The Owners



Matt Siegel is the renovation brain trust behind The Society Hotel as owner and operator of Building Blocks, a general contracting company that specializes in historic preservation. He brings as much contextual and historic integrity to his projects as possible—a recent example being local favorite Ruby Jewel Ice Cream’s downtown Portland location. He brings authentic details to his projects by carefully procuring period-appropriate finishes and fixtures.

Matt is also a born adventurer, having grown up in Maryland exploring wherever his feet or bike would take him, then applying that same spirit in the mountains of Nepal and jungles of Borneo where he competed on adventure-racing teams. He is truly a team player and is honored to call his Society Hotel teammates—Jonathan, Jessie and Gabe—his great friends.

Now deeply rooted in Portland, he teaches his children (and encourages his wife) to navigate and enjoy the wondrous environment around them. His wife says Matt is the best person to talk to if you’re considering visiting or moving to Portland, because his enthusiasm for the Pacific Northwest is truly infectious.

Jonathan Cohen is the technical guru on The Society Hotel ownership team, making sure things are working behind the scenes. (You never appreciate an HVAC system until it fails.) Before that, he was a rocket scientist—no kidding—working in aeronautics. That career propelled him (get it?) into wind technology and green energy design, which led to starting his own firm, Imagine Energy, which provides HVAC, IAQ and solar energy systems.

When he and his wife Jessie (see bio above) moved to Portland more than a decade ago, they knew it was where they wanted to settle—without settling. Jonathan grew up hiking, backpacking, cycling, kayaking and canoeing on the East Coast, and marveled at Portland’s easy access to nature.

Ever since, Jonathan has been an avid Portland booster. In fact, he and Jessie only recently closed their popular Airbnb listing, the Mad Men Basement Lounge, which let them introduce the city to people from all over. Jonathan was sad to say goodbye to this entrée to hospitality, but happy that it was due to the birth of his and Jessie’s third child. He clearly loved the concept to be embarking on it with an entire hotel full of visitors.

Gabe Genauer is The Society Hotel’s wide-angle thinker with major commercial-project know-how. He started working in construction and real estate while still in high school, and 27 years later he’s still at it.

He formed B&G Builders in 2004 with a college classmate, focusing on the emerging green-building trend. He went on to found Groundswell Development in 2012, where he works in all aspects of real estate development and management including pro forma analysis and feasibility studies, construction cost estimating and management, owner’s rep services, property management, and more. Gabe has managed successful multimillion-dollar projects by maintaining valuable relationships with architects, contractors, brokers, bankers, the Portland Development Commission, City Building Officials and others.

When Gabe isn’t working, you’ll find him enjoying quality time with his family, surfing at the Oregon coast, skiing on Mt. Hood, practicing mixed martial arts, or hiking and biking around the Portland area’s countless outdoor treasures.