

HC
HOTEL
COVINGTON


THE
MADISON
EVENT CENTER



EVERY STORY HAS A BEGINNING...



The story behind the Madison begins when Donna got her first job at Goldsmith's, a clothing shop located where Coppin's Restaurant now resides. Thrilled to be earning money at the age of 13, Donna celebrated at the Woolworth soda fountain. Fast-forward to the mid-80's when Jim and Donna were living north of Cincinnati in White Oak and Jim worked in commercial real estate. When he asked if Donna knew of the Woolworth building in Covington, she responded: "Of course, it's where I bought a round of drinks when I got my first job."

Jim purchased the Woolworth building and put it in Donna's name never imagining shortly thereafter, Woolworth's fleeing the deteriorating neighborhood, announced their departure. After an exhaustive, futile search for a tenant, Jim elected to open a banquet business to fill the space. Struggling at first, The Madison grew and flourished. Urban pioneers, the Salyers set up a loft apartment within the Madison (now the Royal Suite) to eliminate commuting time and accommodate 80-hour work weeks.

Vacant, boarded-up buildings were everywhere and in self-preservation, the highly-leveraged Salyers began buying nearby buildings beginning with the former J C Penny building on Pike Street (now City Hall), Goldsmith's (now Coppin's), Tillman's (now Madison South) and Fabulous-Bridal. As both Madison North and Madison South flourished, son-in-law Guy van Rooyen set out to create a boutique hotel. Hotel Covington opened in 2016 with 114 rooms plus banquet facilities. Much awarded, a 53-suite hotel expansion is scheduled to open October of 2022, filling the long-vacant former YMCA on Pike Street.



1942

F.W. Woolworth opened one of the first five-and-dime stores in the country. The store sold discounted general merchandise, and after opening its lunch counter, it became a general gathering place for shoppers – and a precursor to the modern mall food court.



1981

Remembering Donna’s story, Jim purchased the Woolworth building. The Salyers’ family began a reconstruction project that turned the five-and-dime store into a stunning wedding and event center known as The Madison Event Center. The Salyers family would live in what is now known as the Royal Suite.



1993

With the ever-growing banquet/meeting space the Salyers’ family purchased the vacant building at 8th and Madison and renovated to include two additional ballrooms. The building was formally named Madison South.



2016

The Salyers’ family partnered with their son-in-law and purchased the old Coppins building which they renovated into what is known today as Hotel Covington. With vintage touches and modern tailoring, Hotel Covington sings in style, character and comfort.

1948

At age 13, Donna Salyers celebrated getting her first job by going to Woolworth’s to purchase a soda fountain drink. In her excitement of this new endeavor she offered to buy a drink to the woman sitting on the next stool. Donna would share this same story to her husband, Jim, many years later.



1983

Donna made her first faux fur coat before going to New York for her first appearance on a television show based on her fashion sewing newspaper column. This eventually led to opening the renowned Fabulous-Furs in 1989, which is also headquartered in Covington, KY.

2005

After being in the wedding venue industry for some time the Salyers’ family chose to open an upscale bridal boutique. Donna Salyers Fabulous-Bridal would create a new level of quality and service appealing to the brides they were already serving.



AWARDS + RECOGNITION

No. 1 Best Hotel in Kentucky and top 3% of U.S. Hotels

U.S. News & World Report

Best Lodging Facility in Greater Cincinnati

U.S. News & World Report

No. 13 Best Hotel in America: Traveler's Choice Awards

TripAdvisor

No. 12 Hotel in the South: Readers' Choice Awards

Condé Nast Traveler



LOCATION + PROXIMITY



LOCATION + PROXIMITY



Mainstrasse

0.7 miles

Downtown Cincinnati

1.8 miles

CVG International Airport

11 miles

P&G HQ

2 miles

Blue Ash/Montgomery

17 miles

Florence

10 miles

Bogart's

4.1 miles

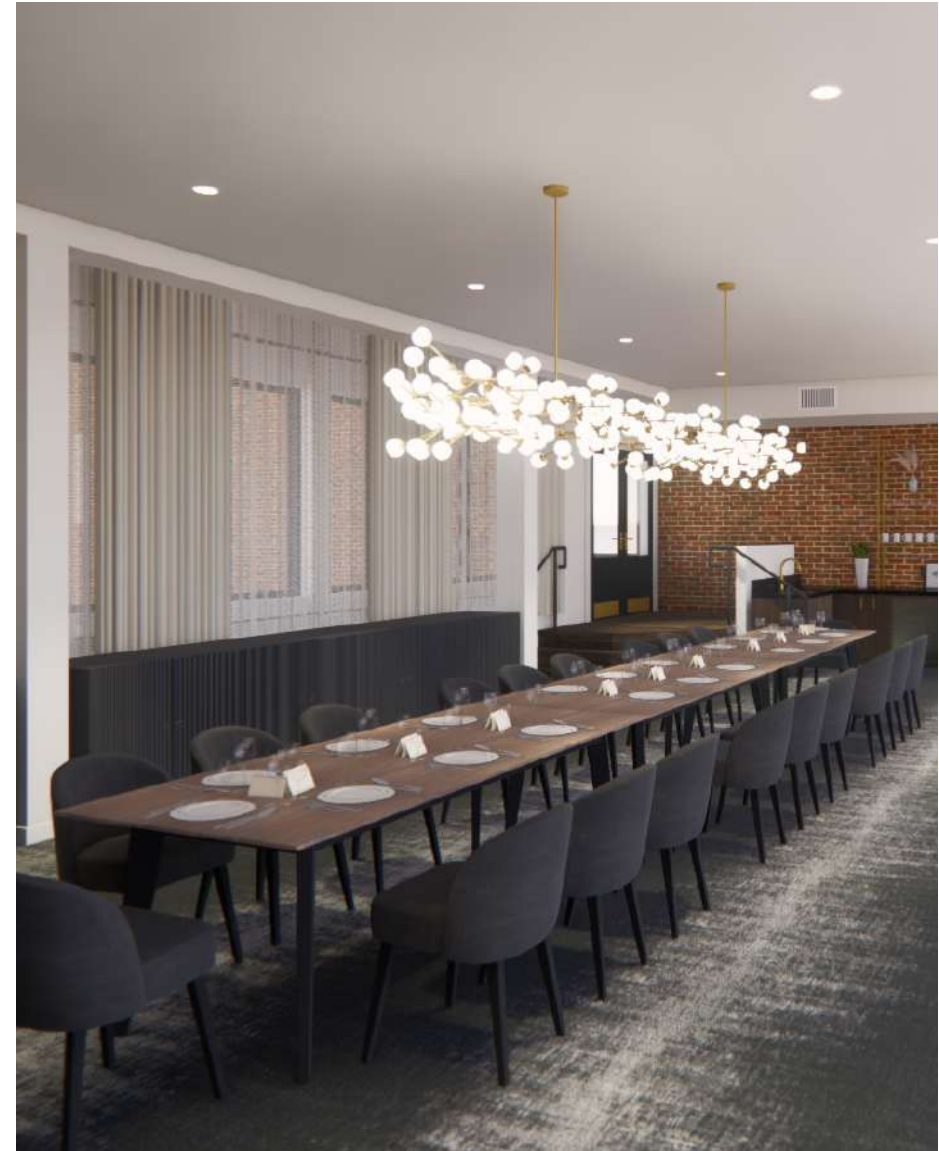
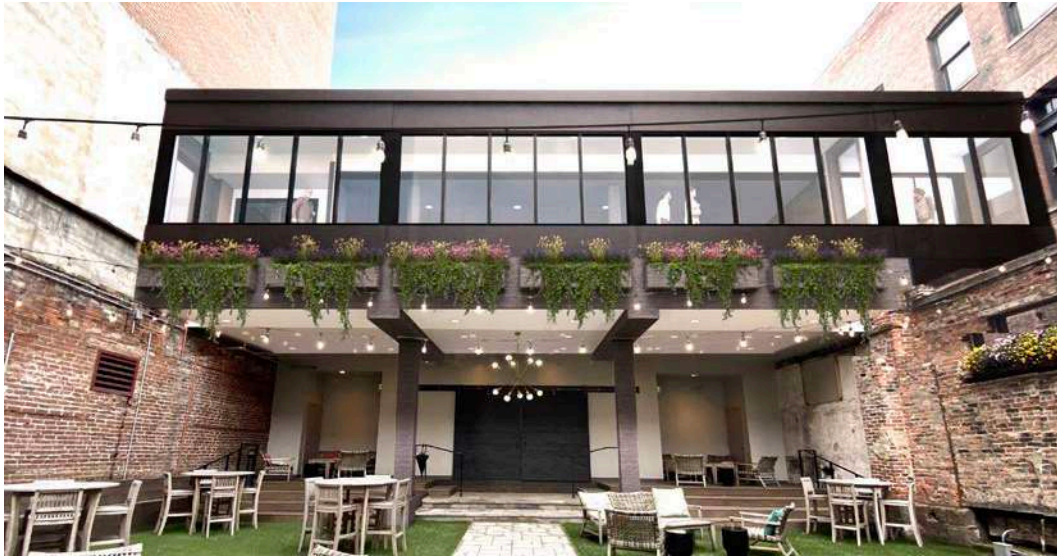
PNC Pavilion/Riverbend

9.2 miles

THE DUVENECK

Located at Hotel Covington

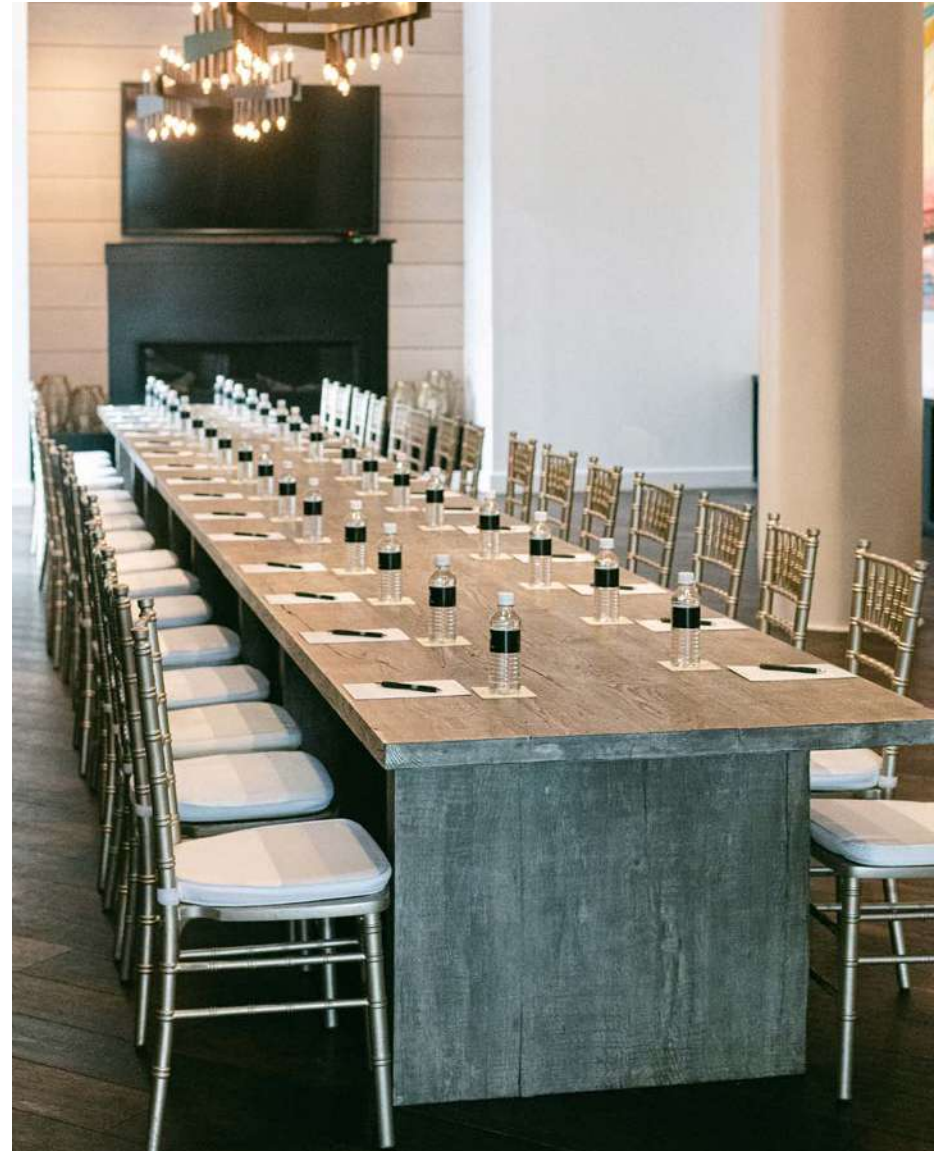
Seats up to 40 guests | Sq Ft 800



THE SCHEPER

Located at Hotel Covington

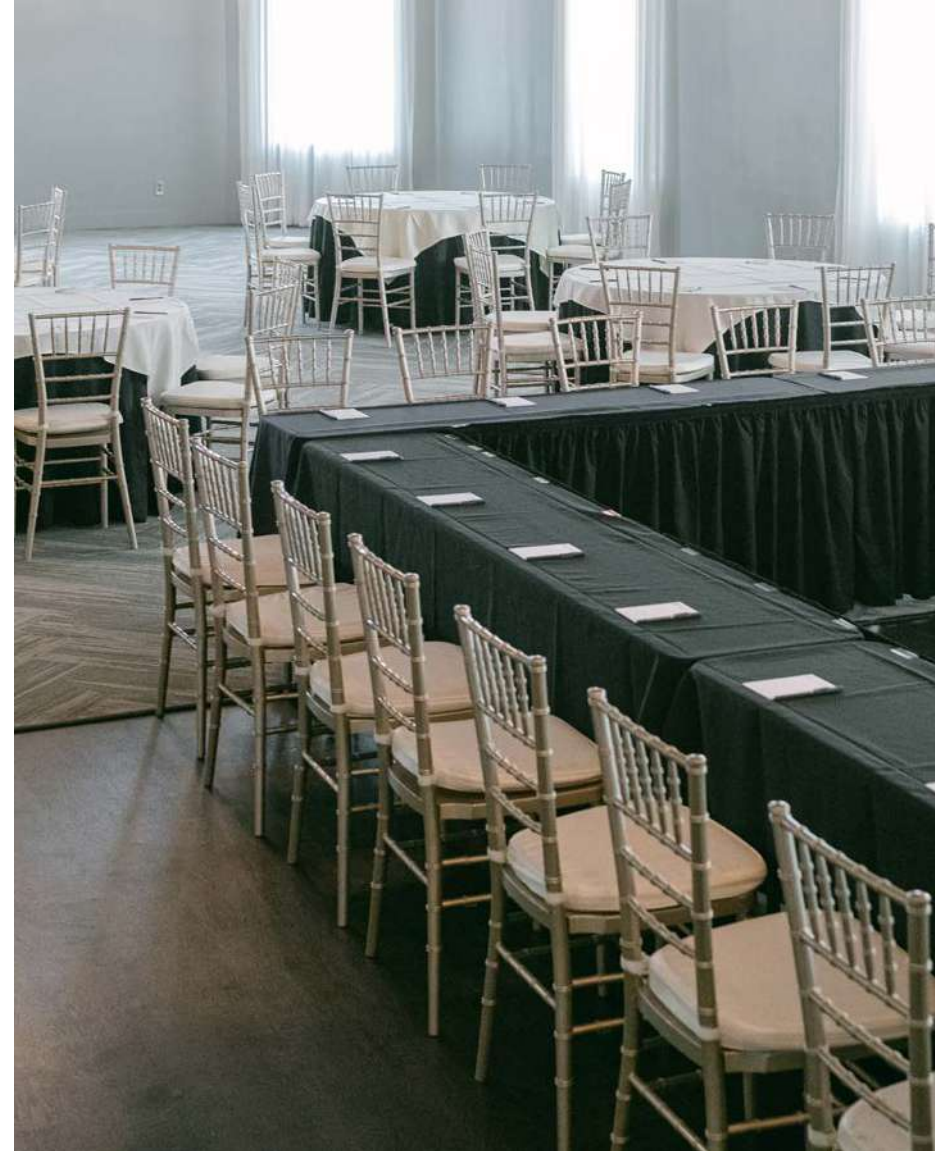
Seats up to 50 guests | Sq Ft 1,100



THE ROYALE

Located at Madison Event Center

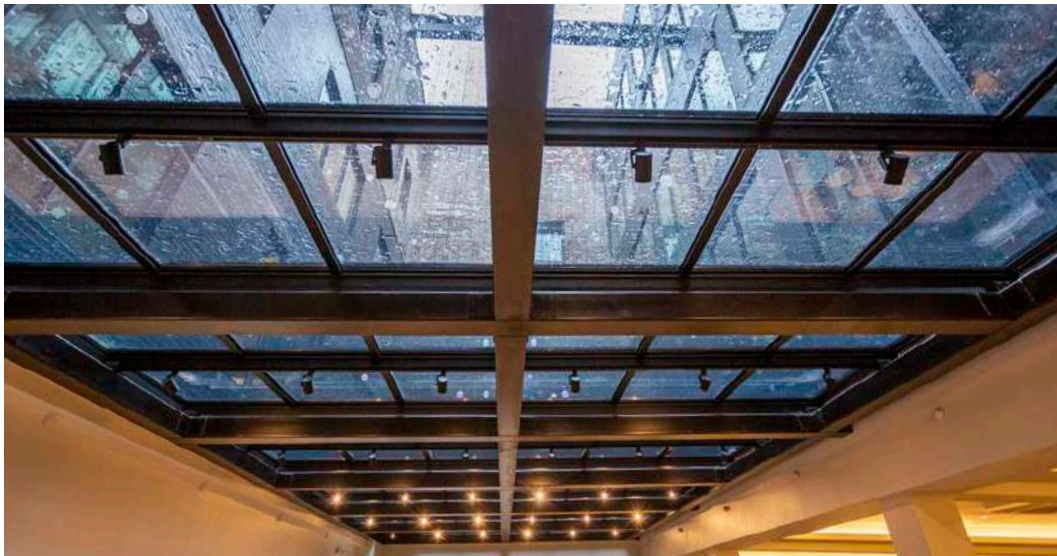
Seats up to 100 guests | Sq Ft 1,100



THE LIGHTWELL

Located at North by Hotel Covington

Seats up to 500 guests | Sq Ft 7,754



EVA G. FARRIS

Located at Hotel Covington

Seats up to 150 guests | Sq Ft 2,900



LAWN + COURTYARD

Located at Hotel Covington

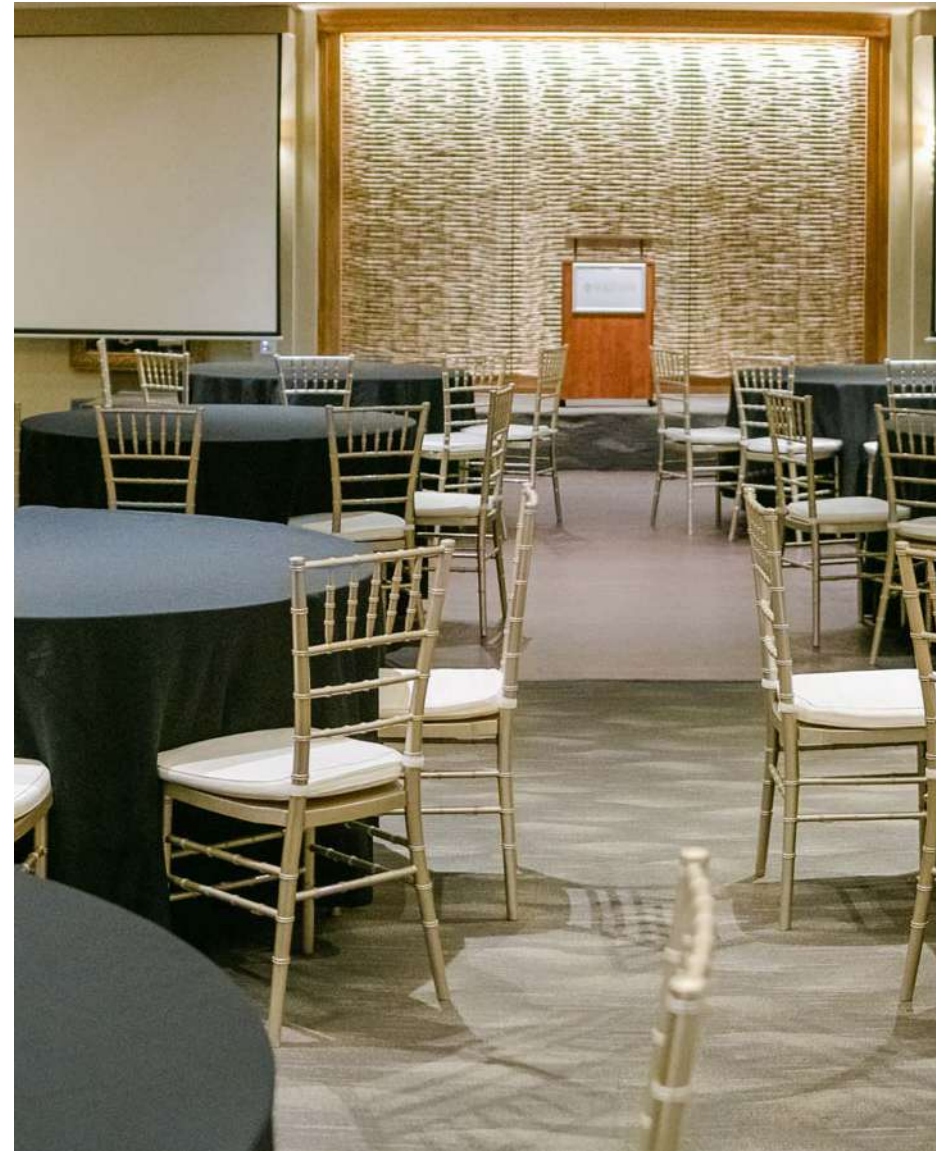
Seats up to 160 guests or Cocktail Style for up to 200 guests | Sq Ft 2,250



THE GRANDE

Located at Madison Event Center

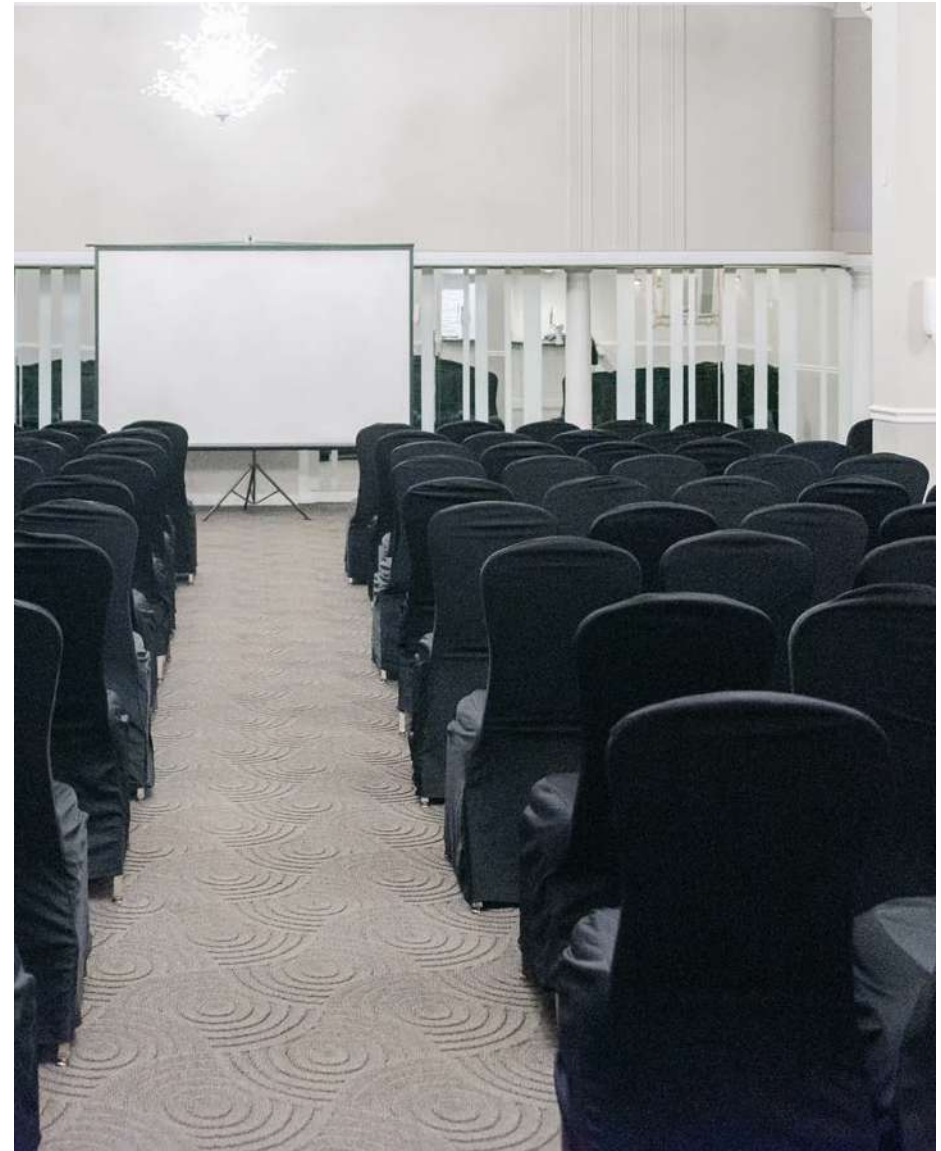
Seats up to 375 guests | Sq Ft 5,200



THE CRYSTAL

Located at Madison Event Center

Seats up to 200 guests | Sq Ft 3,400



THE EMERALD

Located at Madison Event Center

Seats up to 250 guests | Sq Ft 3,200



NORTH BY HOTEL COVINGTON

NORTH

by HOTEL COVINGTON

www.NorthbyHotelCovington.com

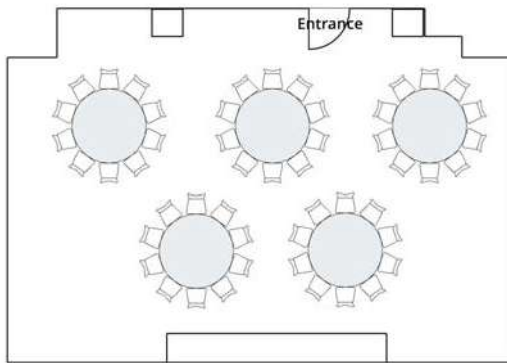


COMING SOON!

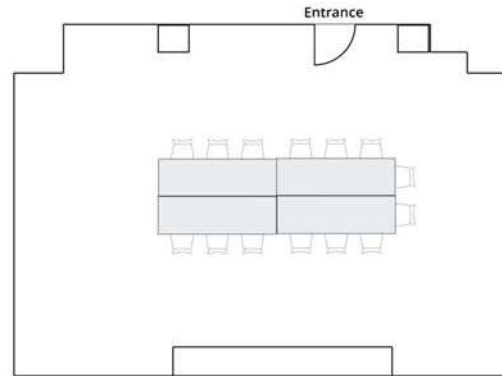
Offering 53 unique hotel suites, event spaces and more.

MEETING ROOM SETS

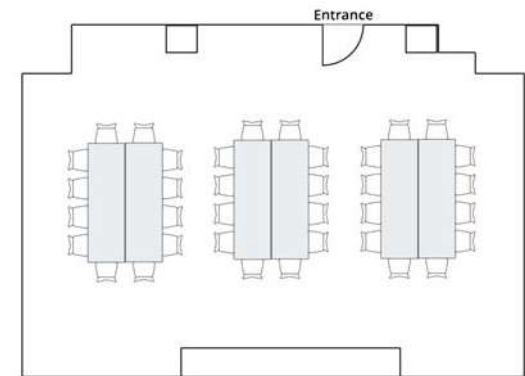
Banquet



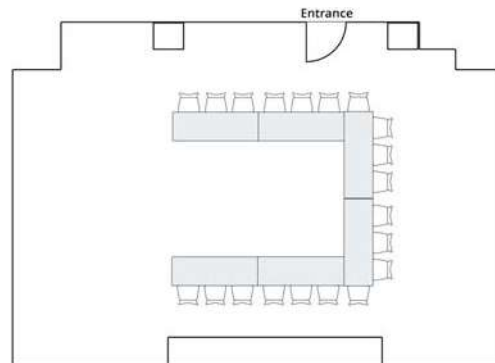
Boardroom



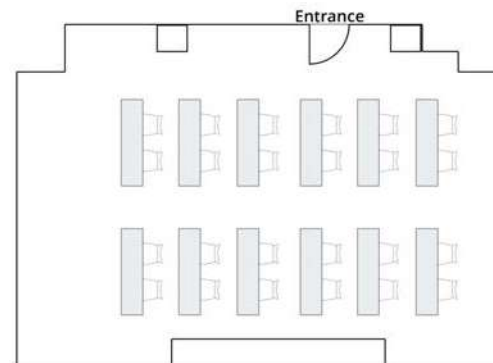
Breakouts



U-Shape



Classroom



GUEST ROOMS



AMENITIES





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