

ICON

ENTERTAINMENT & HOSPITALITY



Bill Miller

Entrepreneur • Real Estate Developer • Hospitality & Tourism Executive

Bill Miller is the founder and CEO of Icon Entertainment & Hospitality, a Nashville-based company with interests spanning commercial real estate, hospitality, tourism, entertainment, lodging and historic preservation.

Over the past decade, Miller has built Icon into a diversified enterprise through a combination of real estate acquisition and redevelopment and the creation and operation of destination businesses. His Nashville real estate interests encompass approximately 80,000 square feet of commercial property including significant holdings along Broadway and Third Avenue in the heart of downtown Nashville.

A central component of Miller's business strategy has been acquiring distinctive properties and giving them new economic life through redevelopment and adaptive reuse. His projects have included the restoration and repositioning of historic Nashville buildings and the creation of restaurants, entertainment venues, museums, private clubs and lodging within those properties.

Miller's real estate portfolio includes major properties along Broadway and Third Avenue South, the historic Southern Turf Building, and the approximately 20,500-square-foot former Federal Reserve Bank building on Third Avenue North. Many of these investments combine historic preservation with modern commercial use, reflecting Miller's longstanding interest in protecting Nashville landmarks while maintaining their economic viability.

Among Icon's best-known businesses are the Johnny Cash Museum, House of Cards, Skull's Rainbow Room, Sinatra Bar & Lounge, Nudie's Honky Tonk, Southern Turf Club, Southern Turf Lofts, and Schulman's Neighborhood Bar in East Nashville.

Miller's connection to the entertainment industry began long before Icon. At age 13, he formed a friendship with Johnny Cash that continued throughout Cash's life. That personal relationship ultimately inspired Miller to create the Johnny Cash Museum, which opened in downtown Nashville in 2013.

The museum has since become an internationally recognized Nashville attraction and has received extensive national recognition, including being named the #1 Music Museum in America by USA Today for four consecutive years. Its success provided the foundation for Miller's expansion of Icon into a broader real estate, hospitality, tourism and entertainment company.

Following the museum's opening, Miller continued acquiring and developing distinctive Nashville properties and businesses. His projects have ranged from the preservation of Skull's Rainbow Room, the historic Printers Alley venue established in 1948, to the development of upscale concepts such as House of Cards and Sinatra Bar & Lounge, as well as entertainment, private-club and lodging operations.

Recognition & Honors

Miller has received significant recognition for his contributions to business, tourism, hospitality and entertainment in Tennessee. He has been recognized multiple times by the Nashville Business Journal on its Power 100 and Trendsetter lists and has been a recurring honoree on the Nashville Post's In Charge list.

In recognition of his business contributions to the State of Tennessee, Miller was presented with an official proclamation issued by Tennessee Governor Bill Lee and the Tennessee General Assembly.

Miller has also been commissioned a Kentucky Colonel, an honorary title bestowed by the Governor of Kentucky in recognition of noteworthy accomplishments and service.

In 2025, Miller and his wife, Shannon Miller, were selected for Nashville Lifestyles' "25 Most Beautiful People."

Today, Miller continues to expand Icon's real estate and operating portfolio while developing new hospitality, tourism and entertainment concepts. His approach centers on owning distinctive real estate, creating enduring businesses within those properties, and preserving important pieces of Nashville's architectural, musical and cultural history.