

ICON

ENTERTAINMENT & HOSPITALITY



About Bill Miller

Bill Miller is the founder and CEO of Icon Entertainment & Hospitality, a Nashville-based company specializing in tourism and hospitality. Icon Entertainment owns and operates some of the most popular establishments in Nashville – including the Johnny Cash Museum, Nudie's Honky Tonk, House of Cards, Skull's Rainbow Room and Sinatra Bar & Lounge - as well as the Southern Turf Lofts, the exclusive members-only Southern Turf Club, and the Music City Threads merchandise line. Icon also owns and operates Schulman's Neighborhood Bar, offering a welcoming atmosphere that embraces a "come one, come all, come-as-you-are" culture in the East Nashville neighborhood. Icon's newest venture is downtown Nashville's Show Pony, which offers a unique blend of interactive experiences, vibrant décor, and engaging performances.

Miller's connection to the entertainment industry stems from his long standing friendship with Johnny Cash, which began when Miller was 13 years old. This personal connection to Cash inspired Miller to create the Johnny Cash Museum as a way to honor the artist's contributions to music and his influence on American culture. Opened in 2013, the museum quickly gained recognition as a must-visit spot for country music fans and tourists in Nashville. It has been named one of the top museums in the United States by several prestigious outlets like Forbes, Conde' Nast, National Geographic Traveler and Rolling Stone and has become a significant cultural landmark in Nashville. The Museum most recently won the title of #1 Music Museum in America by USA Today 2025, making it the only museum to achieve this remarkable recognition three years in a row.

After the opening of the Johnny Cash Museum, Icon Entertainment significantly expanded and developed its portfolio, becoming a prominent player in Nashville's entertainment and hospitality scene. Bill Miller's initial success with the museum provided a strong foundation for the company's growth, and he continued to leverage his expertise in real estate, hospitality, and entertainment. Icon grew to include several restaurants and bars, including Nudie's Honky Tonk, a lively venue that celebrates Nashville's honky-tonk music and culture and House of Cards, an upscale restaurant offering world-class magic performances. Icon Entertainment also took full ownership of Skull's Rainbow Room, a historic speakeasy and jazz bar in Nashville. The historic venue, originally opened in 1948, is a key spot for entertainment and nightlife, hosting live jazz performances, burlesque and providing a nod to Nashville's prohibition-era history.

The company continues to innovate and diversify its offerings, introducing new and unique concepts. Miller's deep commitment to preserving Nashville's history, while simultaneously evolving with modern hospitality trends, has kept Icon at the forefront of the city's entertainment scene.

Bill Miller and Icon Entertainment have built a strong foundation in Nashville that has propelled the company into a multifaceted business in less than a decade, with ventures spanning real estate, hospitality, entertainment and more. As a major power player in Nashville's booming entertainment and tourism industries, Bill Miller continues to innovate and expand Nashville's vibrant entertainment scene.