



# INFORMER SUMMER 2016

Hello my friends!

According to Smith Travel Resource report, the Tarrant County tract is up \$1.19 over last year in revpar through the first quarter. This is great news and the year is moving by quickly. I have mentioned before that many of my colleagues say that revenue is flowing, and that their biggest issue is recruiting strong candidates to work at their hotels. HATC recently celebrated National Tourism Week by holding our first ever Job Fair in conjunction with Fort Worth Catholic Charities. Please remember that our members are able to post their job openings on the job board at [www.StayTarrantCounty.com](http://www.StayTarrantCounty.com) for free. We can also get these openings out on social media for you. We also have a link to the University of North Texas Hospitality program. If you are looking for talent, please be sure to reach out to them as well. Summertime means the kick off of our annual Wage & Benefit Survey. The purpose of the survey is to provide member hotels with wage and benefit information. All of the data is kept confidential and is provided free to each hotel member that completes the survey. If you would like to see any new benefit questions or additional line level positions added to the survey this year please let us know. Our goal at HATC is to make life easier for our members.



With the Presidential Election being just around the corner HATC brings to you a new cutting edge topic that impacts our industry and every US citizen's life – Voter Apathy. We try our best to keep you in the know and up to date on all current industry trends. If you ever have an idea for a meeting topic please reach out to me or our Association's Executive Director Julie Faver-Dylla at [julie@tarrantcountyhotel.com](mailto:julie@tarrantcountyhotel.com). We work hard here at HATC to advocate for you on a local level but also help the industry as needed on the state, and national level. We recently sent letters to the US Secretary of Transportation to urge the US Department of Transportation to support American Airlines' application to serve Tokyo's Haneda Airport ("Haneda") from Dallas/Fort Worth International Airport ("DFW") for service during daytime operating hours. The 28th Annual HATC HOSPERTAILITY Golf Tournament presented by Regions Pest is coming up June 9th and the sign up for golfers is going so well our HATC golf committee has sold out the player spots, but still need help gathering hole sponsorships and prizes. Please continue to send in your donations for the awards luncheon that follows. All of the prizes, the outstanding venue, and the awesome group of people that put on the event are what keep people coming back year after year. Thank you for all you do to help support HATC.

Lastly, please keep in mind supporting those who support you. Buying from Allied Members is another great way you can support HATC. Not only do we have great companies and representatives that support and attend our events, Allied members provide huge support by sponsoring major events and donating prizes at our Association meetings. Without our Allied members, we could not be as successful in providing the great benefits of our membership. Let's continue to support our Allied members whenever possible. Before you sign a contract or purchase a service, please consider consulting one of our Allied members before making your final decision – many of them offer discounts to HATC members.

Sincerely,  
Nancy Sorrells, HATC President



*it's a*  
**Masquerade**  
**CASINO NIGHT**  
**OCTOBER 22, 2016**  
PRESENTED BY  
75 Years  
**HATC**  
HOTEL ASSOCIATION of TARRANT COUNTY

at the **GAYLORD TEXAN**  
with dinner, drinks  
silent auction  
& a masquerade party  
the likes of which no one  
has ever seen in tarrant county

*All the world's a stage  
and we are merely roulette players*

**Don your Disguise**  
**@ 7pm**

SPONSORED BY  
**MASSEY**  
SERVICES INC.



JUNE 9 - 28TH ANNUAL HOSPITALITY GOLF CLASSIC  
PRESENTED BY REGIONS PEST

JULY 14TH - HATC GIFTING PARTY  
& NETWORKING HAPPY HOUR

AUGUST 11TH - ALLIED MEMBER  
TRADESHOW & MONTHLY MEETING

SEPTEMBER 8TH - LEGISLATIVE UPDATE  
WITH SCOTT JOSLOVE

OCTOBER 13TH - CVB & PKF INDUSTRY  
TRENDS UPDATE

OCTOBER 22ND - CASINO NIGHT  
GAYLORD TEXAN

NOVEMBER 10TH - NETWORKING HAPPY HOUR

save  
the  
date®

**Regions**<sup>SM</sup>  
 **PEST**

Pest Prevention - A Scientific Approach

**BedBugElite**<sup>SM</sup>  
**Pre-Emptive**

HATC  
HOSPITALITY

# GOLF BY CLASSIC

28  
YEARS

2016

## JUNE 9

REGISTRATION  
6:30AM- 7:30AM  
SHOTGUN START  
8:00AM

**MARRIOTT HOTEL  
& GOLF CLUB**  
AT CHAMPION CIRCLE  
{A SOFT SPIKE FACILITY}

### EXCLUSIVE DELUXE SPONSOR PACKAGES \$1500

**DRIVING RANGE**  
WITH LOGO SLEEVE OF BALLS  
FOR EACH PLAYER

**PUTTING GREEN**  
WITH TENT SET-UP &  
BREAKFAST SPONSORSHIP

**SHADED LOCATION**  
WITH A KEG OF  
DOMESTIC BEER

### SPECIALTY SPONSORSHIP

**BREAKFAST  
SPONSOR  
\$1,275**

**PUTTING GREEN/GOLF BALL  
SPONSOR**

Be the only sponsor to hand out your  
materials at the putting green.  
Includes breakfast burritos for every  
golfer; plus table and 2 chairs

INCLUDES RANGE BALLS, GREEN  
FEES, CART, SWAG BAGS,  
COLD DRINKS & SNACKS, BUFFET {WITH  
CASH BAR} & AMAZING DOOR PRIZES

### SPONSORSHIPS

**\$950**

**FOURSOME PLUS  
HOLE SPONSORSHIP**

**\$800**

**FOURSOME**

**\$450**

**DELUXE HOLE SPONSORSHIP  
(INCLUDES TENT, TABLE & 2  
CHAIRS & SIGNAGE)**

**\$350**

**HOLE SPONSORSHIP (SIGN ONLY)**

**\$200**

**SINGLE PLAYER**

**\$45 LUNCH**

**NON HATC MEMBERS  
(LUNCHEON & SILENT AUCTION)**

**\$35.00 LUNCH**

**HATC MEMBERS**

**TO REGISTER  
CONTACT JULIE FAVER-DYLLA:  
JULIE@TARRANTCOUNTYHOTEL.COM  
OR CALL 817-238-3232**

PRESENTED BY

**Regions<sup>SM</sup>  
PEST**  
Pest Prevention - A Scientific Approach