

PRESIDENT'S CORNER



As I begin the second quarter as the President for the Hotel Association of Tarrant County, I'm excited to share with you that all the Association's membership growth goals are being met. We continue to find new ways to make our Association more valuable to you, our members.

Our hotel members continue to tell us that staffing is the biggest struggle our hotel partners face. We listened and developed an action plan to help our members find new talent. We launched a quarterly job board campaign, which has consistently performed above industry standards with both our social media ads and our targeted email blasts. We are continuously searching for new ways to drive people to the job board listing of open positions at your hotels. In addition, we hosted three-day job fairs in late April in Grapevine, Arlington and Fort Worth. We targeted associates between the ages of 18-35, with household incomes under \$50k, and who are seeking employment. The job fairs allowed them to meet face to face with property decision makers to discuss open positions. This one-of-a-kind hospitality job fair welcomed over 150 eager job seekers. The hotels that were most successful were the ones that had the general manager in attendance for interviews and could hire on the spot. We received fantastic feedback from both the attendees and our hotel participants, and we plan to continue these job fairs in the years to come. Please continue to take advantage of these new free membership benefits. Any HATC Hotel Member can access our job board 24/7 to easily upload an open position.

Our government affairs committee has also been very active this year. Over 50 bills were filed last legislative session that impacted the hotel industry, which is a record number. I encourage you to attend the annual Legislative Update in September with special guest speaker, Scott Joslove, to hear more details about these efforts and how you will have to adapt to the changes we face in operation due to the recent budget and bill filings. Moving forward, we will continue to monitor all legislative affairs and advocate for all our members, no matter how small or how large your hotel or company may be. Our mission to advocate for you has never changed, and we believe what we are doing works to make a difference in the Tarrant County hotel community.

As we all know, we soon approach RFP and Budget Season. I urge you to participate in the HATC Wage and Benefit Survey and the CBRE Forecast Survey. The state's tourism budget was cut this year, and we have new hotel supply in Tarrant County for the first time in years. Now, more than ever, it is important for you to participate in these surveys and use the reporting data as your back-up to avoid a huge budget increase and so that you can pay your employees competitively. For 2017, WageWatch is forecasting a salary and wage increase for the lodging industry of 3.2%. So, our Wage Surveys can prove very beneficial to you and your property.

In this newsletter, you will see highlights for a few of our upcoming events, all of which we try to make fun but impactful for you to attend. Encouraging your staff and fellow hotel neighbors to get involved in HATC only makes our voice stronger. Thank you for the opportunity to lead your Association this year. I hope to visit with you soon at an upcoming event.

Sincerely,

Jed

Jed Wagenknecht - 2017 HATC President, Courtyard by Marriott Blackstone

SUMMER 2017

INFORMER

HOTEL ASSOCIATION OF TARRANT COUNTY

EATS. MEETS. GREET. CLEATS.

OUR NETWORKING EVENTS DON'T SKIP A BEAT.

EAT & MEET & GREET
Allied Member
TRADESHOW, ECONOMIC UPDATE & LUNCHEON
OMNI HOTEL FORT WORTH - 1300 HOUSTON ST. FORT WORTH, TX 76102



TRADESHOW HOURS : 11AM-12PM
LUNCH & PROGRAM : 12PM-1:30PM

AUG 10



MEMBERS: \$35 | NON MEMBERS \$50
ALL NO SHOWS WILL BE BILLED

DEZ A TAILGATE PARTY
DAK YOU CAN'T MISS



WELCOME TO OUR HOUSE!
COWBOYS V. RAIDERS

AUG-26
4:30PM

MEMBER: \$45
GUEST: \$55
Includes Party Pass Ticket
to the Game and Tailgate Party

EVENT SPONSORS **Versacor**
MANAGED PEST SOLUTIONS



SHERATON ARLINGTON HOTEL

1500 CONVENTION CENTER DRIVE 76011

ALL TICKETS MUST BE PREPAID ONLINE FOR THIS EVENT.
NO EXCEPTIONS PLEASE. ALL NO SHOWS WILL BE BILLED

RegionsSM
PEST
Pest Prevention - A Scientific Approach
BedBugEliteSM
Pre-Emptive

Title Sponsor of HATC Golf Tournament
2014 Allied Member of the Year

972-335-9595

regionspest.com



2017
WAGE
BENEFIT
SURVEY

DEADLINE TO COMPLETE THE SURVEY

JULY 28

HATC is NOW HIRING

CHECK OUT OUR NEW JOB BOARD!



POST & SEARCH FOR JOBS AT
STAYTARRANTCOUNTY.COM
IN JUST A FEW CLICKS!
GREAT TOOL FOR EMPLOYERS & CANDIDATES!

CBRE HOTEL FORECAST
AND INDUSTRY UPDATE
INDUSTRY FORECAST

SPONSORED BY
Regions PEST
Pest Prevention - A Scientific Approach

WHAT'S COMING DOWN THE PIKE?
OCTOBER MONTHLY LUNCHEON
DATE & LOCATION
TO BE ANNOUNCED
ALL NO SHOWS WILL BE BILLED
MEMBERS \$35
GUESTS \$55

legislative UPDATE SEP 14

SCOTT JOSLOVE IS PRESIDENT & CEO OF TEXAS HOTEL & LODGING ASSOCIATION. HE JOINED THE ASSOCIATION IN 2000 AND SINCE THAT TIME, THLA HAS GROWN FROM THE 4TH LARGEST STATE HOTEL ASSOCIATION TO THE LARGEST HOTEL ASSOCIATION IN THE NATION. DURING HIS TENURE AT THLA, SCOTT AND HIS STAFF HAVE SUCCESSFULLY PASSED EVERY LEGISLATIVE BILL OFFERED OVER THE LAST 10 YEARS, AND THEY HAVE LED THE EFFORT TO DEFEAT LEGISLATIVE INITIATIVES THAT WOULD HAVE SADDLED LODGING OPERATORS WITH ADDITIONAL SURCHARGES, TAXES AND BURDENSOME REGULATIONS.



WITH
SCOTT JOSLOVE

{omni hotel fort worth} {members - \$35} {non-members - \$50}

THE GREAT

HATC

CASINO NIGHT
OCTOBER 28
AT THE GAYLORD TEXAN

ROYAL FLUSH
\$5000

Exclusive introduction
of event entertainment

20 Individual Dinner Tickets

(2) Reserved Tables

& (10) Valet Parking Passes

(10) Bottles of Wine at your dinner table
(5 on each table)

Logo Signage on Stage

Reserved Blackjack Table

(1) Complimentary Guest Room
the night of the event

\$100,000 in Casino Gaming Chips

Half Page Ad in the HATC Newsletter

Website Ad for 1 year

Half Page Ad in the Auction Catalog

FULL HOUSE - \$2000

Includes 20 Individual
Dinner Tickets

(2) Reserved Tables

(6) Bottles of Wine (3 on each table)

\$50,000 in Casino Gaming
Logo Recognition

& Website Ad for 6 months

Reserved Blackjack Table

TOP PAIR - \$800

Includes 8 Individual
Dinner Tickets

(1) Reserved Table

\$8,000 in Casino Gaming
Logo Recognition

INDIVIDUAL TICKET

\$125

Includes Event Admission.

Dinner & \$1,000

in Casino Gaming

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