

PRESIDENT'S CORNER



I am so excited to be leading the Hotel Association of Tarrant County into 2019! I have been an HATC Board member since 2015 and have seen some great growth within the association. I currently serve as the General Manager of the Hilton Arlington Hotel, and I am a tenured vet of the hotel industry managing such brands as Westin, Hilton and Renaissance to name a few. I look forward to visiting with each of you at HATC events throughout the year.

It is a wonderful time to be a hotelier in Tarrant County. Business is strong, and revenues are continuing to trend up. We have outstanding events and groups coming to Tarrant County this year and exciting news for growth and development in several of the major cities, with over 50 new hotel projects slated for Tarrant County in 2019. Our organization has continued to forge strong relationships with city officials, convention and visitor's bureau leadership, legislators and other tourism and hospitality organizations throughout the state.

Since this is a Legislative year, it's very important for our industry to participate in the Texas Hotel & Lodging Industry's Converge on the Capitol. If you have never been, this is a vital opportunity for you and your colleagues to participate in the legislative process. I'm excited to announce that HATC will be providing transportation to and from this event for all HATC member hoteliers. Please join hoteliers across the state in Austin on February 21, where you will be briefed on the lodging and tourism industry's key legislative priorities at issue in the 2019 session. You will be given a packet of information noting these priorities to leave with the state legislators and their staff during your scheduled visits. Your visit with your legislative leaders and their staff lets them see the faces and hear the priorities of the tourism and lodging industry operators first hand – a critical component in our ability to be successful at the Capitol. This is a perfect opportunity to visit with and become friendlier or more familiar with the legislators and their staff who affect how lodging and tourism operators do business in Texas. Your legislators want to hear from you, and the Converge is the perfect way to make your voice heard. So, please get involved!

It is our diverse membership that makes our organization strong. From the smallest to the largest, all hotels and associate members have a voice and a place within HATC. Please get involved with some of our hard working and productive committees such as the HATC Ambassador program this year. We can always use new ideas and membership involvement to make our events bigger and better.

Lastly, I'm excited to announce that in December we launched the Hotel Association of Tarrant County Human Resources Council, which consists of local hotel HR Executives from every brand, Workforce Solutions for Tarrant County and many other community partners such as Goodwill Industries. This Council was formed to help create a new pipeline of candidates to work in your hotels, identify future recruitment opportunities and generate a promotional video featuring the local hotel industry to the future workforce. This group is chaired by my HRD, Olga Bartlett here at the Hilton Arlington.

I look forward to meeting each of you and working together to further our industry. It's going to take all our help to keep up the fantastic momentum we have built. Let's make 2019 our best year ever!

Sincerely,
Joe Jennings

Joe Jennings, General Manager

SPRING 2019

INFORMER

HOTEL ASSOCIATION OF TARRANT COUNTY

BOWLING SHOES & COLD BEERS

MARCH 7
2:30PM-6PM



BOWLING TOURNAMENT

{ \$45 Members } { \$55 Guests } (ALL NO-SHOWS BILLED)

AS A LITTLE INCENTIVE...WE WILL BE SELLING STRIKES...TO HELP YOU WIN!

TOURNAMENT RULES:

UP TO 6 PPL PER LANE.
(PARTIES OF MORE THAN 6 WILL BE SPLIT INTO 2 LANES)
THE TEAM WITH THE HIGHEST NUMBER
OF POINTS WINS THE TOURNAMENT.

MAIN EVENT

NORTH FORT WORTH
2601 PRESIDIO VISTA DRIVE
FORT WORTH, TX 76177

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VOLUNTEER DAY

TARRANT
AREA
**FOOD
BANK**

FEBRUARY 26
1PM-4PM

2525 CULLEN ST. FORT WORTH, TX 76107



Volunteers help make Tarrant Area Food Bank's vision of communities where no one has to go hungry within reach. Come join us in the fight against hunger. During our outing we will be sorting, inspecting and packing nutritious food for hungry children, families and seniors.

THURSDAY, FEBRUARY 21, 2019

AUSTIN, TX

2019 CONVERGE *on the Capitol*

WHAT IS CONVERGE ON THE CAPITOL?

THLA's 2019 Convergence on the Capitol is a vital opportunity for you and your colleagues to participate in the legislative process. Visit with your legislative leaders and their staff face-to-face and hear their priorities for the tourism and lodging industry firsthand.

This is the largest lodging industry legislative event in the nation.

Join us in Austin on Thursday, February 21st, 2019 (the day following TTIA's Unity Dinner). Meet at the Austin Convention Center where you will be briefed on the lodging and tourism industry's key legislative priorities at issue in the 2019 legislative session. OR, HATC will be providing transportation to and from Austin, **departing at 6:15am** from the HATC Offices at 6642 N. Riverside Dr., Ste. 600, Fort Worth, TX 76137 : 817-238-3232



BEERS, CHEERS & INDUSTRY PEERS 75 Years **HATC** TRIPLE HEADER HOTEL ASSOCIATION of TARRANT COUNTY

WED., MAY 1
11AM: TAILGATE
1:05: FIRST PITCH

\$35 MEMBERS : \$50 GUESTS
INCLUDES GAME ADMISSION
AND TAILGATE PARTY
ALL NO SHOWS WILL BE BILLED

RANGERS v. PIRATES

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SHERATON ARLINGTON HOTEL

1500 Convention Center Drive
Arlington, TX 76011





Triple Crown

APRIL 18

HATS, HORSES & HOSPITALITY

DFW Hotel Industry Unity Dinner & Program

Behind the Reins as Industry Co-Hosts

75 Years
HATC
HOTEL ASSOCIATION OF TARRANT COUNTY

HOTEL
ASSOCIATION
OF NORTH TEXAS



Winner's Circle Title Sponsor

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Wanna Bet?

Let our guest pro watch the horses in practice and then teach you how to bet!

Hats On!

Do it up Good for a chance to win prizes in our hat & fascinator contest!

Open Bar!

Grab your Mint Julep! We're hosting in the first hour!

FOR MORE INFORMATION:

JULIE@TARRANTCOUNTYHOTEL.COM
OR
TRACI@HANTX.ORG

Sponsor Packages

Trifecta \$4,500

Logo Recognition
16 tickets/2 reserved tables of 8
\$100 Lone Star Bucks
8 preferred parking passes

Win, Place or Show \$1,500

10 tickets/1 reserved table of 10
Logo recognition
5 preferred parking passes

Single Ticket

Includes admission, dinner buffet
& hosted bar for 1 hour
Member - \$95 : Guest - \$125

THE ALYSHEBA ROOM AT LONE STAR PARK
1000 Lone Star Parkway : Grand Prairie, TX 75050

EVENT REGISTRATION BEGINNING AT 5:30PM.
FIRST RACE BEGINS AT 6:30PM

ALL TICKETS MUST BE PURCHASED BY APRIL 12