



PHOENIX™
HOSPITALITY
GROUP



PHG is an Award-Winning Artisan Hotelier & Developer who is always thinking outside the box. Between our elevated food & beverage experience and our constant outperforming of competitive sets, we set ourselves apart from the competition. Our strong culture & love of family are the driving force in our quest to be the best.



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ABOUT US

In the early years **PHG** built its reputation by taking under-performing properties in their specific markets and turning them positively around, beginning with the historic **Gunter Hotel in San Antonio, TX.**

Within two years the **Gunter Hotel** earned **Four Diamond** recognition, completed a very successful Chapter 11 reorganization and affiliated with Sheraton Hotels. Other hospitality clients during the “Distressed ’80s” include the **Crockett Hotel, El Tropicana and Deluxe Inn in San Antonio; the DoubleTree Hotel in Austin; the Grand Hotel at the Galleria in Houston (Currently known as The Derek); Carefree Inn and Resort (Currently known as The Boulders), Scottsdale, AZ;** and several distressed hotels in other Southwestern markets.

With each of these assets, the **PHG** team developed a vision, directed renovation and repositioning, provided management and timely sale of the hotels. In each case, they successfully coordinated affiliations with secure, profitable national hotel franchises, including **Hilton, Marriott, Hyatt, Sheraton, Radisson and Intercontinental Hotel Group.**

In 1990, **Karena Hotels Texas**, formed by a London-based hotel investment company, hired **PHG** as director/operator for its US hotel ventures and invested \$50 million in Texas hotels, including the development and opening of **the Radisson Hotel San Antonio Market Square**, the 325-room **Holiday Inn Riverwalk North** (formerly El Tropicana), the 211- room **Holiday Inn Express (formerly Deluxe Inn)** and the **Sheraton Grand Hotel** at the Galleria in Houston, Texas.



As CEO, **Ed McClure** simultaneously directed the management of five hotels in Florida and development of the new **Holiday Inn Maingate Disney World** in 1991 owned by the London investment firm. **The Radisson** was completely retrofitted from an existing shell building to a 250- room full-service hotel. **PHG** provided all development and pre-opening services for this \$9.2 million project. **The Holiday Inn Riverwalk North** was closed and completely renovated to include the Holiday Inn franchise. **PHG** provided all development and pre-opening services for this \$7 million project. **PHG** developed and managed the renovation of the **Holiday Inn Express** including the **Holiday Inn** franchise. This was a \$2.5 million project.

The Sheraton Grand was also completely renovated under **PHG's** direction. This was a \$9 million project.

PHG was instrumental in converting a 198-room independent suite hotel in Austin, TX to a **Summerfield Suites** by Wyndham and converting a 200-room suite hotel in Houston, TX to a **Springhill Suites by Marriott**. These were both \$3 million projects. Under Phoenix's direction, each of these hotels completed multimillion dollar renovations and repositioning, resulting ultimately in the profitable sale of these assets.

During the years 1990-1993 **PHG** provided management, marketing and development support to the \$350,000 per room **Holiday Inn Kensington in London, England** and the new **Holiday Inn Crown Palace in Lisbon, Portugal**.

PHG's success is a result of its hands-on focused operating style fueled by experience and expertise. In order to maintain **PHG's** formula for past successes, and in response to demand for **PHG's** management and consulting expertise, a policy/ philosophy was implemented in 1993 that **PHG** only accepts projects in which it has a profit participation or equity interest.



The first venture under this philosophy was the Guadalupe River Ranch, a 360-acre exclusive resort ranch and seminar / conference center in the Texas Hill Country, in which **PHG** acquired 50% interest. It was originally operated in the early '90s as a private retreat center that was rented to groups only. Under **PHG** this Hill Country ranch was opened to the public and developed into a resort that featured gourmet food and a complete resort experience. During the 6+ years of **PHG's** ownership and management, the Guadalupe River Ranch achieved many milestones including revenue growth from \$300,000 to \$3 million annually; a net operating income in excess of 20% in each of the last 3 years; and national acclaim for food, wine and service featured in Southern Living, Texas Monthly, Texas Highways, Gourmet, and Wine Spectator (**Award of Excellence in 2000**). **PHG** successfully sold its interest in the ranch in March of 2000 in order to facilitate future growth.

In 2000 PHG's next venture was another boutique project, acquiring the historic **Ye Kendall Inn in Boerne, TX** a state and national historic landmark built in 1859. From the acquisition in 2000 to the selling of their interest in 2012, Ye Kendall Inn blossomed from humble beginnings as a 17 room Bed & Breakfast, to a bustling 36-room Inn, **Conference Center, Award Winning Restaurant and Aveda Lifestyle Spa**. **PHG** developed and managed the award winning **Limestone Grille**, which achieved many accolades & national acclaim for food, wine and service. **Limestone Grille** featured in **Southern Living, Texas Monthly, Texas Highways, Gourmet, and Wine Spectator** (Award of Excellence in 2000 – 2012). **Ye Kendall Inn** became one of the top and most sought after destinations for small group/corporate retreats, and celebrity weddings (Blake Shelton & Miranda Lambert), The Inn hosted many of the groups who sought the gourmet food & resort experience from the Guadalupe River Ranch. **Ye Kendall Inn** was also know and sought after as the pre-eminent wedding destination in the Texas Hill Country and Boerne, for both locals and celebrities. **PHG** sold its interest in the Inn in 2012, again in order to facilitate future growth.



2008 began a focus on new development, with the construction of the 130 Suite Homewood Suites by Hilton at Stone Oak, which opened in August of 2008, and would be the first of many **PHG** ventures with Hilton.

In 2010, PHG developed and managed the successful conversion of the **Radisson Market Square Hotel** (which **PHG** had managed since 1992) to the new 250 Room **DoubleTree by Hilton San Antonio Downtown Hotel**, bringing the hotel to new life, and a renewed management and license agreement.

The years 2013 – 2017 **PHG** continued its focus on new and future development, and a deeper relationship with Hilton hotels.

PHG took over the **Embassy Suites McAllen Hotel**, and developed/managed the successful conversion of this beautiful property to the new 262 suite **DoubleTree Suites by Hilton McAllen** bringing the hotel to new life, and a renewed management and license agreement. The hotel's restaurant, 2nd Street Bistro was recently featured in Texas Monthly, a big achievement for a hotel based Bistro.

PHG next developed a Hotel/Convention Center project in Live Oak, TX (North San Antonio) with the construction of the 138 room **Hilton Garden Inn & Conference Center**.

PHG is the General Partner and manages this hotel. This venture was the first of many public/private partnerships for **PHG** and local municipalities developing hotels with conference centers. **The Hilton Garden Inn Live Oak** opened in January 2016.



In their second public/private partnership venture, **PHG** developed the 156 Suite **Embassy Suites Hotel, Spa & Conference Center** at Brooks City Base. The landmark project was visionary and pioneering; the first of what will be many projects in a partnership with Brooks Development Authority to bring additional investment to San Antonio's Southeast Side. The hotel features 23,000 square feet of meeting space, a salon, and world-class spa with Salt Cave. **The Embassy Suites Hotel & Spa** at Brooks City Base opened in May of 2017.

In November 2017, **PHG** acquired the **Hotel Indigo San Antonio Riverwalk**. **PHG** is General Partner and manager of the property, which will undergo significant upgrading, repositioning of food & beverage to be a premiere "arts" hotel in the burgeoning upper/Pearl channel of the famed San Antonio Riverwalk. **The Indigo** is location between two former **PHG** projects, the **El Tropicano** and the **Hotel Havana**.

Future development project are underway and include the 30-million dollar renovation and re-introduction of the historic **El Tropicano** on the San Antonio Riverwalk as a **Tapestry Collection Hotel by Hilton**, Renovation and re-opening of the **Hotel Indigo**, also on the Riverwalk, a New boutique lakefront hotel in Marble Falls, Texas, A consultant position in a brand-new luxury resort project in McKinney, Texas, designated to be an **Autograph Collection by Marriott**. The resort, part of **Craig Ranch**, is expected to feature 285 rooms, a lazy river, a conference center, and the spectacular on-site **TPC Craig Ranch** golf course, new home of the **AT&T Byron Nelson Classic Tournament**.

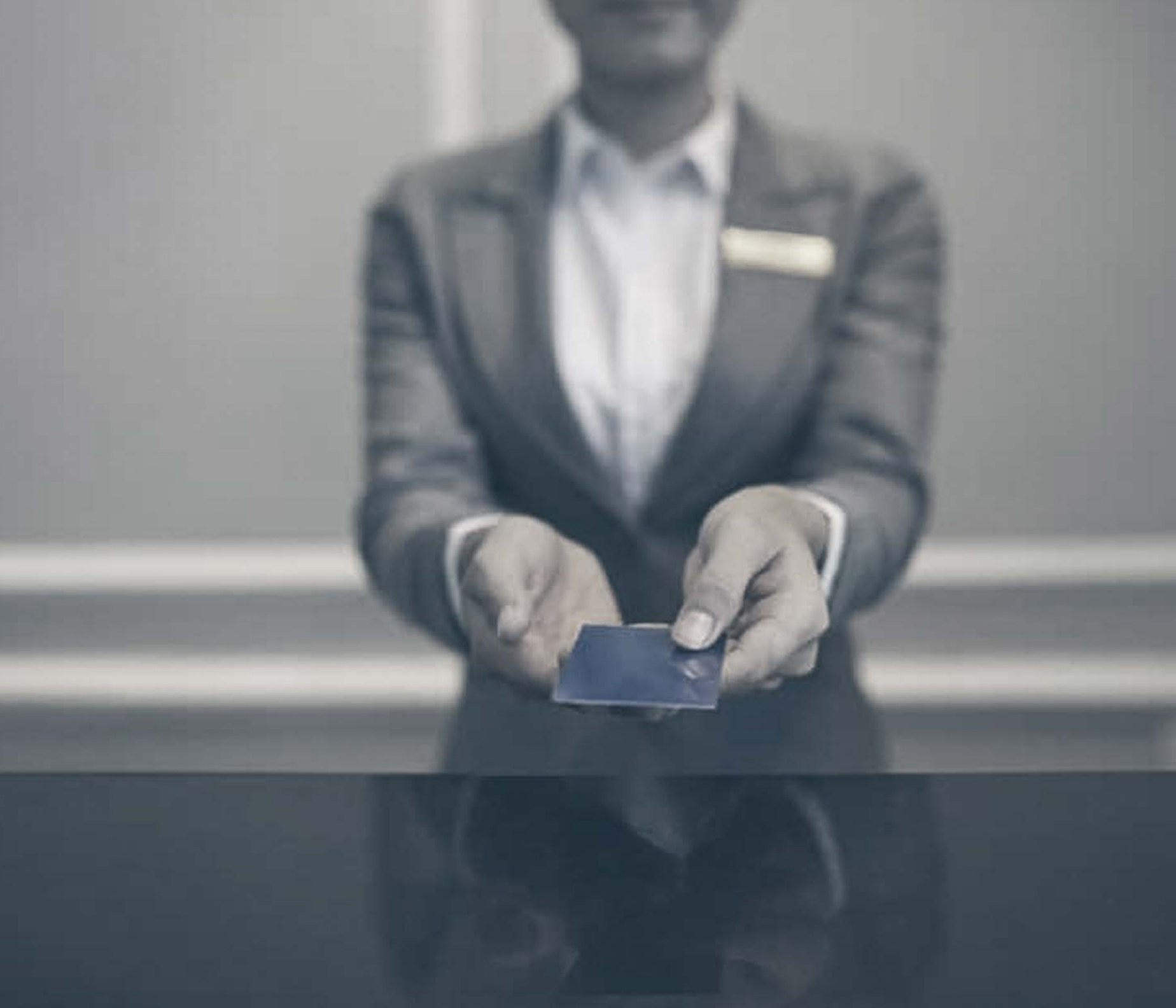


PHG is the
Leader in
Artisan Style
Management &
Development
Concepts.



OUR MISSION

Rooted in a family culture, we create memorable experiences based on personal connection, creativity and unique gastronomy.



OUR VISION

At PHG, we are the visionary pioneers that challenge the hospitality status quo by mastering the art of management.

OUR BRAND VALUES

These are our guiding principles and standards. Our values are so inherent in this organization that if they disappeared, PHG would cease to exist.



OWNERSHIP MENTALITY WITH INTEGRITY

Your project is our project. We will always do what is right for our clients, no matter what. Honesty and a strong work ethic is embedded in our DNA.



FAMILY

Our relationships are important, and nurturing them even more so. We are a family here, and everyone is treated as such. We will always look out for each other and treat our clients in the same manner.



VISION & FAITH

We love our ability to see a diamond in the rough and our belief in knowing that it can be transformed into an amazing thing of beauty. We never doubt our ability to revolutionize & restore.



EXCEEDING EXPECTATIONS WITH PERSEVERANCE

Hard work and excellence are the cornerstone of our company. Through grit and a detailed focus, we go above and beyond any expected outcome.

Elisa McClure

Co-Founder & Owner



Elisa McClure has over 40 years of experience in hotel management and development, including eight years with Marriott Hotels and over 30 years as a special projects partner in her husband Ed McClure's hotel ventures.

In 1987 Ed and Elisa founded Phoenix Hospitality Group. Elisa is directly involved in Phoenix Hospitality Group's management and project development phases.

Her particular strengths are project concept development, including overall hotel design, food and beverage concepts, and guest experience integration.

Now Elisa, with her family, Taylor McClure Covington and Ian McClure, continues to oversee and continue the legacy of Ed McClure's distinguished past and Phoenix Hospitality's bright future.



EJ Schanfarber

President, Chief Operating Officer

As President, EJ brings more than forty years of hospitality leadership to this role, including top positions at some of the most celebrated hospitality companies. EJ has worked in multiple facets of the hotel industry, beginning his career with Hyatt Hotels & Resorts in 1981. EJ was then a founding team member with Phoenix Hospitality Group in 1987, and we are excited to have him return to his roots in this leadership role.

Prior to returning to PHG, EJ served as President and CEO of Alliance Hospitality – A Top Ten US Management Company and President and CEO of Divi Resorts Group – a premiere Developer and Operator in the Caribbean.

Preceding Divi Resorts, EJ held senior management positions with Remington Hotels, Extended Stay America, Hyatt Hotels & Resorts, Omni Hotels & Resorts, Mountain Springs Resorts, and Vail Resorts.



Ian McClure

Principal Vice President, Development

From humble beginnings in the kitchen as a dishwasher to becoming Project Manager by age 22 opening the Homewood Suites San Antonio in 2008, Ian has literally grown up in the business.

In 2009, Ian left to join the United States Army. Returning in 2012, Ian served in the US Army National Guard and worked as a contractor in the oil fields as a field operator. Hired by Marathon, Ian ran their second largest production facility in the Eagle Ford Asset.

In 2014, Ian returned Phoenix Hospitality Group as the Corporate Development/Project Manager and Facilities Maintenance. He oversaw renovation of the Embassy Suites McAllen to the DoubleTree Suites McAllen, the DoubleTree by Hilton San Antonio Downtown as well as the development and building of the Hilton Garden Inn Live Oak, Embassy Suites Brooks Hotel & Spa, and the Bevy Hotel Boerne, a DoubleTree by Hilton.

All in total, Ian has overseen \$110 million in development projects since returning to PHG.

Ian oversees all current design/development, construction projects, ongoing operations and third-party management opportunities for Phoenix.

Taylor McClure Covington

Director of Administration

With over 25 years in the Hospitality Industry, Taylor has literally grown up in the business.

She began her career at the renowned Guadalupe River Ranch Resort in the guest services and food and beverage before opening the award-winning Limestone Grille at Ye Kendall Inn as Manager. Taylor evolved to Director of Sales and Catering and ultimately Innkeeper/General Manager, excelling in the luxury, niche, boutique hotel market.

Since 2011, Taylor has immersed herself in the Hilton System and their family of brands. Taylor oversees QA, and Guest Satisfaction and Standards Compliance in addition to taking on operational management situations as needed. Experience in each aspect of hospitality from the ground up provides Taylor with a solid foundation and unique skill in delivering excellence. Taylor provides oversight and support to all Executive team members at each PHG property, as well as overseeing administration, ownership and brand relations for all current operating and development projects.



KC Chmelik

Director of Human Resources

KC brings over 7 years of experience in the Hospitality Industry to PHG.

After receiving a degree in Agriculture and Applied Economics from Texas Tech University, KC began her career in Environmental Services within hospital systems. KC oversaw all Risk Management and Human Resource functions for an employee force of over 13,000 housekeepers nation-wide. In 2016, KC made the transition, joining Phoenix Hospitality as the Corporate Director of Human Resources. KC's responsibilities focus on our human capital and how we can have the best team in the business.

She focuses on supporting hiring and training of all team members as well as maintaining all compliance requirements for all PHG properties. KC's goal is to be an advocate and resource to the 'front line' employee, supporting their performance and career growth within Phoenix Hospitality Group.



OUR PROMISE

PHG promises
excellence in
hospitality delivered
with passion and
pride by artisan
hoteliers.



AWARDS



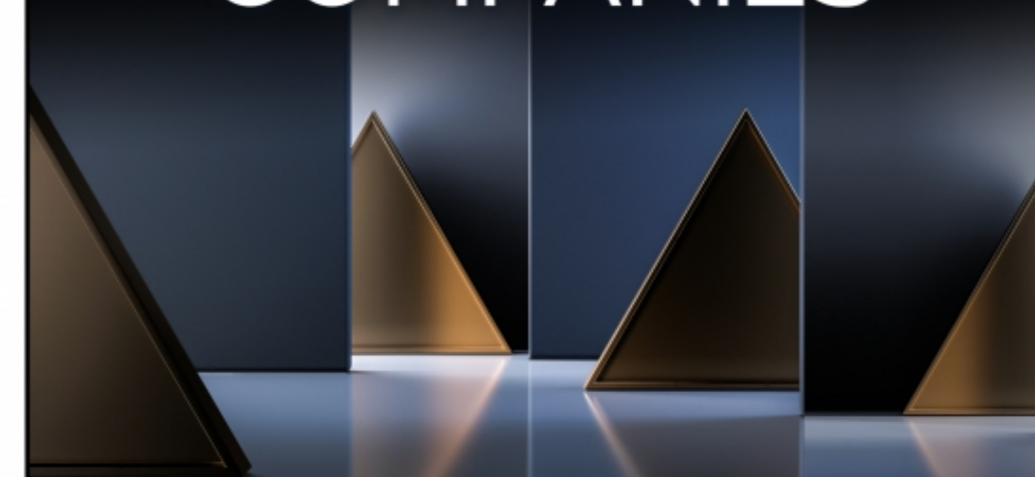

DOUBLETREE
by Hilton™
PRIDE AWARD
225 Rooms or More
DoubleTree Suites by Hilton Hotel
McAllen
2018
 


DOUBLETREE
by Hilton™
PRIDE AWARD
225 Rooms or More
DoubleTree Suites by Hilton
McAllen
2019

AWARDS

AS PUBLISHED IN:
Hotel Management, March 2022

TOP THIRD-PARTY MANAGEMENT COMPANIES



2 0 2 2



**DOUBLETREE "BEST IN BRAND" AWARD
FOR 2018 AND, RECOGNITION OF THE
TOP HOTELS RANKED 2ND TO 6TH
PLACE TO THE TOP CONNIE AWARD.**

DOUBLETREE SUITES BY HILTON

MCALLEN, TEXAS, USA

225 ROOMS OR MORE

CON CORAZÓN AWARD

Established in 2009, the Con Corazón Award recognizes a person or organization that has helped make San Antonio a better place to live and visit by bringing long term, prestigious exposure to our city. Their work exemplifies why San Antonio is Deep. In the Heart.

Criteria:

- Nominee has demonstrated leadership and excellence in their respective industry

Previous Winners:

San Antonio Breast Cancer Symposium
Morgan's Wonderland/SOAR/Gordon Hartman
Southwest Airlines
The Pearl
Johnny Hernandez
Janet Holliday
Greg Kowalski
A Night in Old San Antonio (NIOA)
Andres Andujar



**SUCCESSFUL ENTREPRENEUR. LEADER.
VISIONARY. AVID PHILANTHROPIST.
DEDICATED FAMILY MAN. PASSIONATE ABOUT
ALL THINGS SAN ANTONIO.**



Ed McClure

While those are facts that describe Edward McClure, it is difficult to find the words that truly capture the prominent hotelier's incredible spirit and compassionate nature. He has undoubtedly left a lifelong legacy for changing the landscape and footprint of San Antonio by making significant promotional and economic contributions to the city's travel and tourism industries. His passion for helping and giving back to the community coupled with his genuine love for San Antonio have made the city a premier travel destination and a better place to live.

Established in 2009, the Con Corazon Award recognizes a person or organization that has helped make San Antonio a better place to visit and live by bringing long-term, prestigious exposure to the city. Throughout the decades, Ed McClure has continuously focused his work in the Alamo City. Thanks to his unparalleled dedication and extraordinary leadership, he showed time and time again that San Antonio is Deep in His Heart.

Ed received the esteemed Con Corazon Award in 2019.

SAMPLE OF OUR PORTFOLIO





THE BEVY HOTEL BOERNE, A DOUBLETREE BY HILTON

101 HERFF ROAD , BOERNE, TEXAS 78006

BEVY (NOUN): A COLLECTION OF UNIQUE & CURIOUS THINGS

The Bevy Hotel, a 5-story, 120-room full-service, state-of-the-art hotel and conference center is the latest addition to the DoubleTree family, one of Hilton's 15 market-leading brands. The Bevy is located in the heart of the Texas Hill Country, just minutes from Downtown Boerne's charming Hill Country Mile. It is also close to some of the state's best wineries, state parks, and less than 15 miles from the city of San Antonio.

The modern hotel features guest rooms and suites with Texas-style décor, fixtures, and finishes that are entirely American-made. Furthermore, the mill work throughout the hotel from the ceilings to the furniture and bars is handmade locally and installed by local craftsmen.

The hotel is a "collection of unique and curious things" that embodies a "Bevy" – a virtual cornucopia of all things people come to the Texas Hill Country for, including incredibly diverse food, artisan beverages, authentic regional finishes, and true Texas Hospitality.



THE COVETED HILTON AWARD


DOUBLETREE
by Hilton™

PHOENIX HOSPITALITY GROUP

2019 NEW BUILD OF THE YEAR

**THE BEVY HOTEL BOERNE,
A DOUBLETREE BY HILTON**


BILL FORTIER
SVP Development,
Americas


MATT WEHLING
SVP Development,
North America





HOTEL INDIGO SAN ANTONIO-RIVERWALK

830 NORTH SAINT MARY'S,
SAN ANTONIO, TEXAS, 78205, USA

Our upscale, beautiful boutique hotel is appropriately located on the Museum Reach of the world-famous River Walk. Situated between financial and medical districts, the Hotel Indigo® San Antonio River Walk hotel is a grand, Spanish-style villa located directly on the River Walk in our thriving arts community.

Our hotel's local artwork showcases the area's symbolic bridges, while the outdoor pool, terrace and guest room balconies offer views of the river that shaped our neighborhood. Our event spaces host 80 guests or venture out and hop aboard a water taxi right behind our hotel to meander downstream.

We're near many of downtown's popular attractions, including the Alamo, with easy access to the Blue Line Trolley.



EMBASSY SUITES BY HILTON SAN ANTONIO BROOKS HOTEL & SPA

7610 SOUTH NEW BRAUNFELS
SAN ANTONIO, TEXAS 78235, USA

Welcome to Embassy Suites by Hilton San Antonio Brooks Hotel & Spa. Our contemporary, all-suite hotel is located in a thriving commercial area, just 11 minutes from the famed Alamo and downtown San Antonio. Explore attractions such as the San Antonio Riverwalk and San Antonio Missions – a UNESCO World Heritage Site. We are also just 25 minutes from San Antonio International Airport.

WHAT DOES PHOENIX OFFER?

MENU OF SERVICES

GENERAL



- **Fiduciary Responsibility with Owners**
- **Owner / Investor Satisfaction**
- **One Stop Shop in Hospitality**
- **Risk Management**
- **Expertise, Stewardship**
- **Better Structure / Organization**
- **Employment Opportunities**

DEVELOPMENT



- **Brand / Market Analysis**
- **Investment Packages**
- **Pre Development Services**
- **Site Selection / Site Analysis**
- **Purchasing**
- **Food & Beverage Concept**
- **Outlet Design**
- **Spas, retail, saloons, etc**
- **Asset Positioning**
- **Budgeting**
- **Architectural & Interior Design**

RENOVATING OR UPGRADE



- **Brand / Market Analysis**
- **Performance Improvement Management / Negotiation**
- **Commercial Repositioning**
- **Purchasing**
- **Budgeting**
- **Brand Standardization**
- **Architectural & Interior Design**
- **Outlet Design**
- **Value Generation**
- **Compliance: Quality Assurance**

MANAGEMENT



- **Hiring & Talent Acquisition**
- **Focus on Guest Satisfaction**
- **Transitions / Take Overs**
- **Sales & Marketing**
- **Revenue Management**
- **Accounting & Financial Services**
- **Asset Management / Compliance**
- **Budgeting & Capital Planning**
- **Operational Excellence, Cost Efficient**
- **Performance Data Analysis**



OUR CORE BELIEFS

At our core, we believe in hard work, honesty, and always doing the right thing; remaining humble and ensuring the wellbeing of our team is our top priority. Continuing the legacy that has been entrusted to us is paramount, and with God by our side, we strive to honor that commitment with our family, team members, and clients every single day.

CONTACT US



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