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## New \$25M, Hilton-branded luxury boutique hotel coming to Boerne

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Developers will break ground in less than 60 days on what is to be Boerne's newest and nicest hotel, The Bevy Hotel Boerne, A DoubleTree by Hilton.

Under co-developers Phoenix Hospitality Group (PHG) and Partlow Properties & Investments LLC, the new 120-room boutique hotel along Boerne's South Main Street will bring a new luxury option to the small Hill Country town while also providing the most authentic Hill Country experience to its guests and visitors. This project marks the first collaboration between the two companies, both of which have experience doing business in Boerne.

Phoenix Hospitality CEO Ed McClure said the companies came across each other as he was looking for a hotel sight. Partlow Properties founder Ross Partlow and his partner, Tim Lange, had a 20-acre plot in Boerne that McClure was interested in.

"We found enough synergy together that it made sense to make it a partnership. I'm lucky to have found these partners who made it so easy. It's been really great working alongside them," McClure said.

Sitting between Interstate 10 and South Main Street, the 93,657-square-foot hotel will feature outdoor event space, a resort pool with fire pits, a 7,200-square-foot conference room and a Hill Country-inspired restaurant and bar. The project is expected to cost \$25 million. McClure said The Bevy Hotel Boerne will easily be Boerne's most luxurious hotel when it's completed in 2019, offering prices comparable to San Antonio's Eilan Hotel Resort & Spa near La Cantera.

Playing off the hotel's name, McClure hopes to offer guests a bevy of unique and memorable experiences. The food and beverage offerings at the hotel's restaurant and bar will include smoked meats and various locally sourced dishes from the Hill Country. McClure also said he's looking at the possibility of aligning the bar with a local winery, brewery or distillery.

"All those things that are wonderful about the Hill Country are what we want on full display at the hotel — the food, drink, art, even the flowers and colors we'll have up and around. And we hope the music in our hotel won't be the typical music you've come to expect at a hotel but rather the sounds of the Hill Country. We're going for something eclectic but true to the roots of our region," McClure said.



COOPER CARRY

Phoenix Hospitality Group expects to deliver this 120-room boutique hotel to Boerne during first quarter 2019.

With the opening of the new hotel, McClure hopes to get higher-end guests, who would otherwise travel further south for lodging, to stay in Boerne after a day trip to Fredericksberg or other parts of the Hill County. He also hopes the hotel will have a great impact on Boerne's economy.

National architecture firm Cooper Carry was in charge of designing the hotel, while [Alamo Systems](#) has been selected as the project's contractor. Besides The Bevy, PHG owns and manages the DoubleTree by Hilton San Antonio Downtown Hotel, the Hilton Garden Inn Live Oak and Hotel Indigo Riverwalk San Antonio. It also manages the Embassy Suites by Hilton San Antonio Brooks and DoubleTree Suites by Hilton Hotel McAllen.

**Ryan Salchert**

Reporter

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