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From the San Antonio Business Journal:

<https://www.bizjournals.com/sanantonio/news/2022/02/18/boerne-developer-advancing-35m-hotel-project.html>

Boerne group preparing to break ground on \$35M lakeside hotel

Plans call for the 123-room hotel to open by the first quarter of 2024

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Phoenix Hospitality Group plans to break ground in June on a new lakeside hotel and conference center in Marble Falls, about 90 miles north downtown San Antonio.

The \$35 million project will be the Boerne-based company's first since Covid-19 was declared a pandemic in March 2020.

"It got delayed because of the pandemic but we're moving forward," said Ian McClure, son of the company's late leader Ed McClure, who died in September 2020. Ian McClure is now vice president of development for Phoenix Hospitality.

Phoenix Hospitality is developing the 123-room Tapestry by Hilton hotel and will also manage the property. Hawkins Family Partners



PHOENIX HOSPITALITY GROUP

Rendering of Phoenix Hospitality Group's planned Tapestry by Hilton hotel project slated for Marble Falls.

LP is also part of the deal.

The planned project stems from years of planning and negotiations involving the city of Marble Falls and the Marble Falls Economic Development Corp.

The hotel will house a conference and event center, as well as a lakeside restaurant and bar. It will be constructed on a site previously owned by the EDC, roughly 150 feet from the banks of Lake Marble Falls and near an extensive park trail system.

“We're right in front of the park system. So, there will be no other buildings around us,” McClure said.

Phoenix Hospitality entered into talks with the city and EDC before the elder McClure's passing. Their patience was critical, his son insists.

“They stuck with us,” said McClure, who expects that the hotel will open by the first quarter of 2024.

While construction crews have yet to turn dirt on the Marble Falls project, McClure already has his eye on additional projects, confirming that the company could pursue public-private deals with other municipalities.

But it's the Marble Falls project that has McClure's full attention. It's the first where his dad had him take the lead.

Once completed, it will stand as a testament of survival for a company that's endured adversity and uncertainty.

“It keeps us viable,” McClure said.

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