
FOR THE EXCLUSIVE USE OF TAYLOR@PHG-TX.COM

From the San Antonio Business Journal:

<https://www.bizjournals.com/sanantonio/news/2022/05/04/executive-profile-ian-mcclure-phoenix.html>

EXECUTIVE PROFILE

Phoenix rising: Ian McClure building on late father's hotel legacy

Boerne-based company has survived death and a pandemic and is looking to expand

May 4, 2022, 11:08am CDT

The staggering blow Covid-19 delivered to the hotel industry was nothing compared to what Phoenix Hospitality Group endured since the passing of its leader, Ed McClure, roughly six months into the pandemic.

"It was unexpected," Ian McClure, his son, said.

It was a devastating loss at an already difficult time for Phoenix Hospitality Group. But it inspired the younger McClure and others in the company to build on what its founder had established. The Boerne-based hotel development and management firm has not yet named



GABE HERNANDEZ | SABJ

Phoenix Hospitality Group's Ian McClure isn't done making deals.

a new CEO. McClure, who is vice president of development, was already taking on a larger role before his dad died.

The company is moving forward with the development of a \$35 million lakeside hotel in Marble Falls, the company's first ground-up development post-pandemic. The elder McClure set the stage for that project, entering into talks with economic development officials in the city before his passing.

"This was the first hotel project that my father was giving me the full reins for developing myself," McClure said. "He was going to be there as oversight."

Now the project is back on track nearly three years after Phoenix began construction of The Bevy Hotel in Boerne, a 120-room luxury inn that opened in 2019 — before the pandemic.

James Scheupbach, principal at Ryoak Realty Group, who has worked with McClure on various projects, knew his father.

"He had so much knowledge and so much respect in the industry," Scheupbach said. "Ian not only stepped into his dad's shoes, he also had to step into the worst economic cycle for hotels. Covid just annihilated the industry, but he's weathered the storm."

In late 2018, Phoenix Hospitality, along with Alamo Equity LLC, closed on a deal to acquire the El Tropicano hotel, a 324-room property on the banks of the San Antonio River.

At the time, Ed McClure said stakeholders were "spearheading the repositioning of El Tropicano."

Due to challenges caused by Covid, those plans changed. The fate of the hotel is now less certain.

Now, as Phoenix Hospitality prepares for what's next, McClure expects his role with the company will continue to expand.

"We're actively pursuing other development deals," he said.

McClure also says the company will look to expand its focus on third-party management opportunities, a line of business Phoenix Hospitality was exploring before everything changed and priorities shifted.

"Like everybody else, we hunkered down and paid attention to what was important. We protected our owners, protected ourselves and our employees to the extent that we could," McClure said. "Now, we're starting to branch out."

These are still uncertain times. Keeping a family together and a business afloat with all that's transpired is no simple task. McClure leans on advice from his father that's especially timely now: Always treat everyone with respect. Always treat others' money as if it was your own.

Phoenix Hospitality President E.J. Schanfarber says McClure shares his father's passion for development.

"He has aligned with a number of local developers and capital groups in San Antonio and is laser focused on ground-up projects," Schanfarber said. "Ian's tenacity and diligence is inspiring and a testament to the training and guidance he absorbed from Ed."

Scheupbach believes McClure and Phoenix Hospitality will be stronger on the other side of this unforgettable period.

McClure points to others in the family — including his mother Elisa, owner of Phoenix Hospitality, and sister Taylor, director of administration for the company — and the role they've played to help keep the organization centered and the spirit of its late leader alive.

"We're still here. We still want to execute and carry on his legacy," McClure said.

Ian McClure

Title: Vice president of business development, Phoenix Hospitality Group

Age: 36

Education: Universal Technical Institute, U.S. Army

Place of birth: San Antonio

Best advice: Truly listen and understand the fabric of the conversation. That way, when it is time for you to speak your words can carry a deeper meaning. Always be open to criticism. Every failure and achievement are a learning opportunity.

Motivated by: My family and my faith.

Favorite escape: Carefree, Arizona

W. Scott Bailey

Senior Reporter

San Antonio Business Journal

