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## GRAPEVINE | COLLEYVILLE | SOUTHLAKE

# Hotel occupancy revenue rises with successful year

by Diane S. W. Lee

April 20, 2012

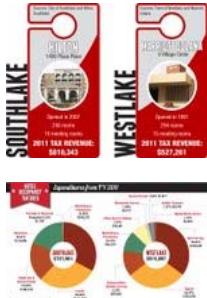
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### One-hotel cities use funds for big events, quality of life projects

In late February, Westlake council members approved an economic development grant agreement with the town's lone hotel, solidifying a formal partnership with the Dallas/Fort Worth Marriott Solana to the tune of \$110,000. It was a move that will help the hotel attract both tourists and business professionals in the coming year, and compete with neighboring establishments.

"They are an important part of our community, particularly since such a large part of Westlake involves corporate office locations," Town Manager Tom Brymer said. "Having a great full-service hotel here is important."

Just miles down Hwy. 114, Southlake leaders agree. While it has no formal arrangement with its only hotel, the Hilton Dallas/Southlake Town Square, the city has partnered with it since its opening in 2007, said Greg Last, the city's economic development and tourism director.

"They are our primary hotel, so anything and everything we can do to help them book rooms and convention space is not only good for them, but it is good for the city," Last said. "It brings people to shop and dine, it helps the restaurants and retailers."

But the real payoff is for the cities and its citizens, who benefit from hundreds of thousands in hotel occupancy tax revenue annually.

### Hotel occupancy tax

Southlake and Westlake collect taxes levied on the hotel rooms within their city limits, and both will reap the benefits of 2011. The two hotels finished strong last year, with the Hilton Southlake setting new records while seeing profit grow by 11 percent, and the Marriott Solana seeing an increase of 21 percent.

Southlake receives a 7 percent tax on rooms at the Hilton Southlake. In fiscal year 2011, which ended Sept. 30, Southlake collected about \$810,300 from hotel taxes, which have restricted use in promoting the hotel, convention and tourism industry.

In 2011, Southlake used more than \$200,000 to support events such as Art in the Square, Green Day, Oktoberfest and Home for the Holidays.

"The reason we do it is because we think those events bring people to the city, so that's why we feel like it is justified to use the hotel tax to help support those events," Last said.

The city also used \$5,000 from hotel tax revenues for advertising in the Dallas Convention and Visitors Bureau's Visitors Guide and \$20,000 for joint-advertising with the Hilton Southlake at Cowboys Stadium last year. The city spent about \$2,500 to help decorate the Hilton Southlake with Christmas lights in 2011, as well as pay for a portion of the hotel's membership costs with the Dallas/Fort Worth Area Tourism Council.

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#### New Ownership: Hidden Door Medspa

Lori Dale recently opened a second location of Hidden Door Medspa, offering massage and spa services, at 420 N. Carroll Ave., Ste. 150 in Southlake. The business replaces 360 Medspa. 817-488-8384, [www.hiddendoorspa.com](http://www.hiddendoorspa.com)

Mar 25, 2012 5:38:46 PM

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#### New Ownership: Singleton Veterinary Hospital

John and Melinda Hill took over Singleton Veterinary Hospital in November 2011. The hospital is located at 2644 William D. Tate Ave. in Grapevine. 817-442-0525, [www.singletonveterinaryhospital.com](http://www.singletonveterinaryhospital.com)

Mar 25, 2012 5:38:04 PM

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#### New Ownership: Southlake Lube Center

In December 2011, Ken Easton, Mike Riordan and Dan Lee took over The Lube Center at 945 Davis Blvd. in Southlake and renamed the business the Southlake Lube Center. 817-329-5823

Mar 25, 2012 5:36:08 PM

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#### Relocations: Punky Lunk

Punky Lunk, a children's boutique and gift store, plans this month to move into a bigger space nearby at 99 Cheek Sparger Road, Ste. 101A in Colleyville. 817-705-7437, [www.punkylunk.com](http://www.punkylunk.com)

Mar 25, 2012 5:35:17 PM

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#### Relocations: Susan Martinez

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Susan Martinez, a licensed marriage and family therapist, recently relocated her practice to 609 Creek Sparger Road, Ste. 104 in Colleyville. She provides psychotherapy for individuals, couples and families. 817-823-7311, [www.susanmartinezlmft.com](http://www.susanmartinezlmft.com)

Mar 25, 2012 5:18:00 PM

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 I agree; cities should cooperate whenever possible

 I disagree; cities should maintain independence in these kinds of functions

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