



# Convention Planner

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# **Tell me about Tyler, Texas.**

Located just 90 miles east of Dallas/Fort Worth and 90 miles west of Shreveport, Louisiana, Tyler, Texas is the perfect location to relax and enjoy East Texas hospitality. Tyler is small enough to feel like home and large enough to offer numerous entertainment and recreational activities. Known as America's Rose Capital, Tyler is famous for its Municipal Rose Garden that features over 38,000 rose bushes spread over 14 acres.

Tyler's charming brick streets lead visitors to an array of family attractions, quaint antique shops and unique specialty stores. Outdoor buffs enjoy crystal-clear lakes, challenging golf courses and scenic campgrounds that offer fishing, picnicking, paddle-boating and hike and bike trails.

For those who prefer refined culture, Tyler's exciting Broadway and Ballet performances, symphony concerts, world-class art museums and wonderful cuisine are sure to please any palate!

Children of all ages love Caldwell Zoo, Discovery Science Place and Hudnall Planetarium. Special events throughout the year include the Texas Rose Festival, Azalea & Spring Flower Trail, Festival on the Square and Movies under the Stars in Bergfeld Park.

Today over 101,000 people call Tyler home. Tyler enjoys a diversified economy and is the home of two colleges, and a major university. Income producers to our economy include manufacturing firms, healthcare facilities, educational and retail centers and the agricultural industry.

As a major retail center for East Texas, Tyler offers first-class facilities, attractions, and services with economy in mind. All purchases by visitors to our city are subject to a sales tax of 8.25%. Visitors staying overnight in a Tyler hotel or motel can expect to spend 13% in room tax.

# Travel to Tyler



## AIR SERVICE

**Tyler Pounds Regional Airport**, our local airport, is serviced by the following commercial carriers:

**American Eagle:** 800-433-7300 or [www.aa.com](http://www.aa.com)      **Tyler Pounds Regional Airport:** 903-531-2343  
**Continental Connection:** 800-523-3273 or [www.continental.com](http://www.continental.com)

## GROUP RATES

**For meeting and convention planning**, Tyler's commercial air carriers make traveling easy and affordable, especially if your delegates are coming from various points across the country or around the world. Please call the following airline for group rates:

**American Eagle** provides four non-stop flights from Tyler Pounds Field to Dallas/Ft. Worth International Airport, seven days a week. Group reservations are negotiated on an individual basis. Please call American Eagle at 800-221-2255 or log on at [www.aa.com](http://www.aa.com).

**Continental** provides departures daily to George Bush International in Houston. Please book your flights by logging on [www.continental.com](http://www.continental.com) or call 800-468-7022.

## SHUTTLE SERVICE

Tyler is served by the following transportation options:

### DIAL AREA CODE 903-

#### TAXI SERVICE

TAXI CAB CO. OF TYLER .....592-3232  
321 N Bois d'Arc

#### HOTEL SHUTTLE SERVICE

RAMADA .....593-3600  
HOLIDAY INN SELECT .....561-5800

#### WHEELCHAIR TRANSPORT

MEDICAB .....592-3232  
MINIBUS .....800-590-3371

#### LIMOUSINE SERVICE

CLASSIC COACH & CARRIAGE ...581-7566  
TAXI CAB CO. OF TYLER .....592-3232

#### PUBLIC TRANSPORTATION

TYLER TRANSIT .....533-8057

#### BUS/SHUTTLE SERVICE

AIRPORT SHUTTLE SERVICE ...534-3688  
BOB'S SHUTTLE SERVICE .....714-6694  
CHUCK'S TRAVEL COACHES ...597-4993  
CLASSIC COACH & CARRIAGE ...581-7566  
GREYHOUND LINES .....597-2010  
LONE STAR BUS LINES, INC. ....561-6095

#### CAR RENTAL

AVIS RENT A CAR  
Tyler Pounds Field .....592-2613

ENTERPRISE RENT-A-CAR  
3221 SSW Loop 323 .....581-8998  
3922 Troup Hwy Tyler .....939-9588  
500 W. Front St. ....526-2211

HERTZ RENT-A-CAR  
Tyler Pounds Field .....533-8700

NATIONAL CAR RENTAL  
Tyler Pounds Field .....597-1375

### **AIRPORT SHUTTLE SERVICE OF EAST TEXAS - (903) 534-3688**

Custom Ground Transportation to/from Tyler, Longview, Kilgore, Shreveport, Dallas Love Field and DFW International Airports

**Daily Airport Shuttle • Casino Shuttles • Custom Transportation • Custom Van Charters**

# Tyler Convention & Visitors Bureau



## STRIVING TO MAKE YOUR STAY ENJOYABLE AND HASSLE-FREE



Officially organized in 1986, the Tyler Convention & Visitors Bureau (TCVB) consists of three main departments - Conventions, Tourism and Sports Marketing. All three actively promote Tyler as a destination and offer a variety of services to meet the specific needs of groups visiting Tyler. The following is a list of available support services from the Conventions Department:

**We are here to serve you!**

### CONVENTION SERVICES

From the world-famous Tyler Rose Garden, Azalea District and area sporting lakes, to championship golf courses, antique shops and a nationally famous zoo - Tyler offers a uniquely stress-free getaway your delegates will enjoy!

The following services are available free of charge to meeting planners:

#### ◆ MEETING COORDINATION

- Professional bid presentations
- Arrange for hotel room block(s)/site tours
- Provide Resources - speakers, entertainers, caterers, florists, rental, transportation companies & more.
- Coordinate Meeting Space - including Harvey Convention and Rose Garden Centers.

#### ◆ PUBLICITY AND PERSONNEL

- News Releases - Upon request, the TCVB can prepare & send press releases to local media.
- Photos/Logo/Multi-media Presentations - We'll provide artwork, pictures, even an emailable promotional movie tailored to your meeting, as pre-convention publicity to help boost the attendance of your meeting. Promotional material such as brochures and maps are available for pre-registration mail-outs as well.
- Attendance Boosters - promotional material to improve attendance.
- Registration Assistance - provide volunteer staff for on-site assistance.
- Opening Ceremony - arrange for local dignitary to give welcoming speech.

#### ◆ MATERIAL AND GIFTS

- Convention Planner - meeting space, accommodations, services, attractions
- Reunion Guide - a checklist full of ideas for all types of reunions
- Name Badges - pre-printed with sleeves.
- Stick-On Roses/Brochures/Maps/Live Roses/Door Prizes/Goodie Bags & items
- Tyler Gift Baskets

# Rose City Complex

Housed within this complex are Harvey Convention Center, the Tyler Municipal Rose Garden and Rose Garden Center, East Texas State Fairgrounds, Mike Carter Field and Rose Stadium

**Exclusive use of all of the facilities within the complex can be arranged for large groups!**

## ROSE CAPITAL OF THE NATION

Visitors who come to Texas expecting to see only oil wells and cactus are particularly overwhelmed by the lush beauty of East Texas. What seems even more surprising to the Old West ideal are the famous Tyler roses. Actually, one fifth of all commercial rose bushes produced in the United States come from Smith County.

This burgeoning industry, which began at the turn of the century, has established Tyler as the "Rose Capital of the Nation". It is only fitting that our city is home to the nation's largest municipal rose garden. From early May until frost, the Tyler Municipal Rose Garden blooms with 38,000 bushes exhibiting over 500 varieties of roses. Approximately 100,000 people visit the Rose Garden each year.

## HARVEY CONVENTION CENTER

(903) 531-1349

Harvey Convention Center was originally built in 1972 with a capacity of 23,070 square feet. Expansion and renovation in 1985 now provide a total capacity of 51,099 square feet with 15 acres of paved parking (963 spaces).

In addition to the enlarged meeting space, the new lobby/atrium area can be used for exhibits, displays and circulation. Expansion of the facility included storage areas, additional restrooms, and a commercial kitchen.

In the summer of 2000, new divider walls were installed in the South Hall allowing for five meeting rooms, each with a capacity of 100 theater style or 50 classroom style. In addition, the Main Hall received new flooring and the stage has been renovated. 1400 new chairs are now available for seating and two new ovens have been added to the kitchen.

Harvey Convention Center hosts a wide variety of events such as conventions, boat shows, trade shows, car shows, expositions, banquets, balls, annual events such as Mistletoe & Magic and weddings, just to name a few.

Please arrange all bookings through Todd Lestage, General Manager of the Center.

A list of standard rental rates is provided below. All day rates apply 8 a.m. to midnight. An additional charge of \$100 per hour applies for each hour before 8 a.m. or after midnight. Change from original set-up is \$100 per change. Move-in day is 60% of regular rate.

### HARVEY CONVENTION CENTER STANDARD RENTAL RATES

	<u>1ST DAY</u>	<u>EXTRA</u>
<b>MAIN HALL</b>		
One Half (Mon-Thurs)	\$550	\$550
Entire Hall (Mon-Thurs)	\$800	\$700
One Half (Fri-Sun)	\$725	\$675
Entire Hall (Fri-Sun)	\$950	\$850
<b>SOUTH HALL</b>		
One-Third (Mon-Thurs)	\$300	\$250
Two-Thirds (Mon-Thurs)	\$400	\$325
Entire Hall (Mon-Thurs)	\$500	\$425
One Section (Fri-Sun)	\$300	\$275
Two Sections (Fri-Sun)	\$450	\$425
Three Sections (Fri-Sun)	\$550	\$525
Entire Hall (Fri-Sun)	\$700	\$650
<b>MEETING ROOM</b> (Mon-Thurs)		
(Fri-Sun)	\$200	\$200
	\$300	\$275
<b>ENTIRE CENTER</b> (Mon-Thurs)		
(Fri-Sun)	\$1200	\$1000
	\$1500	\$1300
MOVE-IN DAY (60% of applicable rental fee)		

## TYLER MUNICIPAL ROSE GARDEN

(903) 531-1212

Since its opening in 1952, the Tyler Municipal Rose Garden has been more than just a city attraction — it is both a display garden and a trial garden. Many of the vivid floral displays are also test areas for new varieties of roses. The year 1946 marked an important development in the industry with the formation of the Texas Rose Research Foundation in Tyler. The East Texas rose growers who sponsored the foundation had a goal of producing the highest quality of roses in the industry.

Today, the 14-acre Rose Garden has something for everyone. A favorite of many visitors is the one-acre Heritage Rose and Sensory Garden, which has

## ROSE GARDEN CENTER & MUSEUM

Center: (903) 531-1212 • Museum: (903) 597-3130

In addition to the Harvey Convention Center, Tyler is able to offer meeting planners an additional, large-scale meeting facility, the Rose Museum & Garden Center. With a capacity of over 30,000 square feet, the Complex provides spacious rooms for conventions and seminars in a professional meeting environment.

A panoramic view overlooking the Rose Garden makes the Rose Garden Center a popular choice for meetings, weddings, receptions, and parties. Also

## EAST TEXAS STATE FAIRGROUNDS

(903) 597-2501 • Fax: (903) 597-0692

The East Texas State Fairgrounds is the home of the annual East Texas State Fair which is held in the latter part of September. During the off-season, the buildings are leased to other entities who hold their own attractions throughout the year.

The **Arts & Crafts Building** becomes an Antiques Plus store, and the **Murdoch Building** turns into a flea market. Each of these buildings is open to the public Thurs. through Sun. of each week. The **Commercial Exhibits Building** hosts such events as gun shows, dances, and arts & crafts shows. The **Mayfair Building**, which has a permanent stage, houses a number of events including concerts, family gatherings, weddings, company parties, circuses, and meetings. The Mayfair Building will seat over 500 people banquet style while still leaving room for a large dance floor; it seats some 800 people auditorium style. This building rents for

antique rose varieties that date back to 1867 and earlier. This popular section contains over 50 varieties of 19th century garden roses. Other attractions of note are the Vance Burks Memorial Camellia Garden, the Day Lily Collection, and the Meditation Garden near the reflecting pool.

In mid-October, the Rose Garden becomes the focal point for Tyler's four-day "Rose Show", part of the annual Texas Rose Festival. Also, the Rose Garden is the site of the popular Queen's Tea, literally a city-wide garden party for the public during the Festival. Thousands of visitors enjoy refreshments and meet the Rose Queen in a lovely outdoor setting.

located in the Center is a display/exhibit hall, covered porch and observation deck, Gift Shop, and Visitor Information Center.

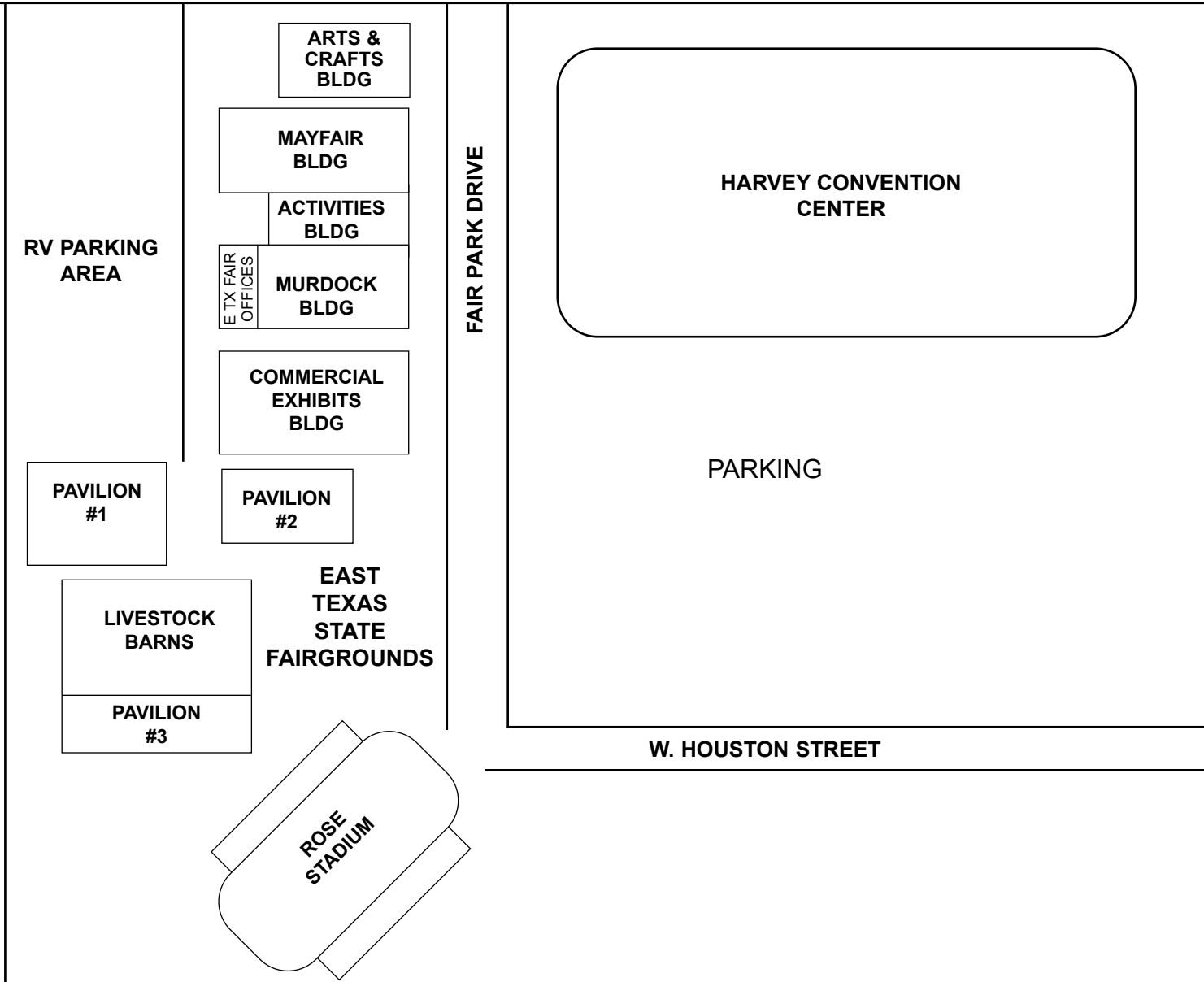
The center also houses the Tyler Rose Museum, developed to preserve a unique history that, in many ways, mirrors the history of Tyler itself. The museum features interactive exhibits, a display of past Rose Festival gowns, photos, memorabilia and other items of interest and historic value to the City of Tyler, the Rose Industry and the Area Council of Garden Clubs.

approximately \$500 per event day, depending upon the needs of the event. The **Activities Building** contains a warming kitchen and will seat up to 100 people banquet style.

The livestock facilities contain a portable sale arena with portable pens and versa-stalls which can be set-up to house cattle, horses, miniature horses, sheep, swine or goats for shows and/or sales. The livestock barns, with paved sidewalks down each aisle, are capable of holding 500 or more head of halter broken cattle.

Three large lighted pavilions, with electrical plugs, are available for lease to the public as well, for livestock events, family and school reunions, various product sales and many other types of events. The fairgrounds has R.V. hook-ups for area visitors and R.V. rallies. These hook-ups are located in a beautiful, quiet nature setting with many trees.

W. FRONT STREET (HWY 31)



**East Texas State Fairgrounds**

ROOM	SIZE sq/ft	BANQUET	THEATRE
Mayfair	10,640	500	800
Activities	1,421	100	125
Commercial Exhibits	9,800	800	1,000

**Harvey Convention Center**

ROOM	SIZE sq/ft	BANQUET	THEATRE
Meeting Room	1,840	85	150
Lobby/ Atrium	6,600	0	0
Main Hall	17,460	1,110	1,500
South Hall	8,449	500	650

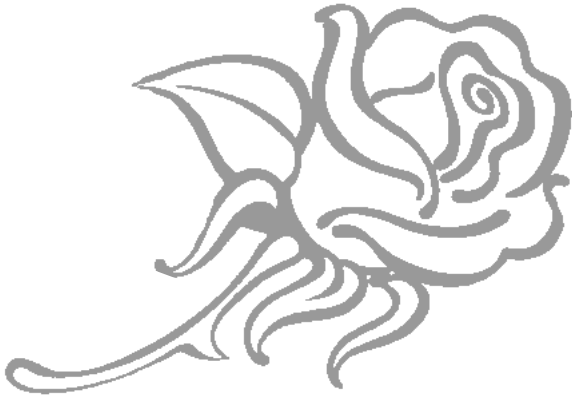
W. FRONT STREET (HWY 31)

ROSE PARK DRIVE

TYLER CIVIC THEATRE

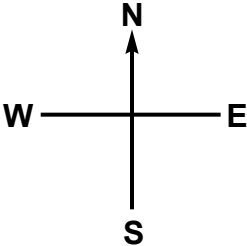
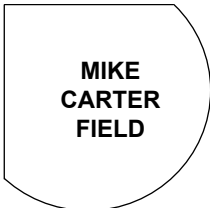
ROSE GARDEN CENTER & ROSE MUSEUM

PARKING



*Tyler Municipal  
Rose Garden*

W. HOUSTON STREET



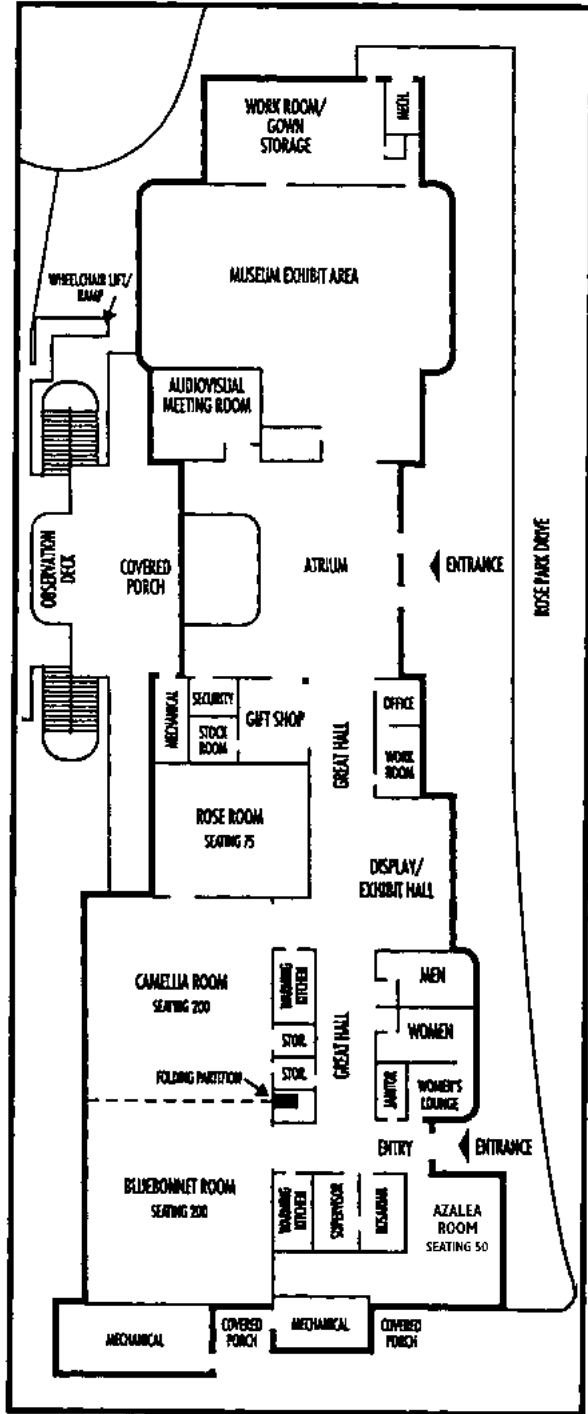
(not to scale)

**Rose Garden Center**

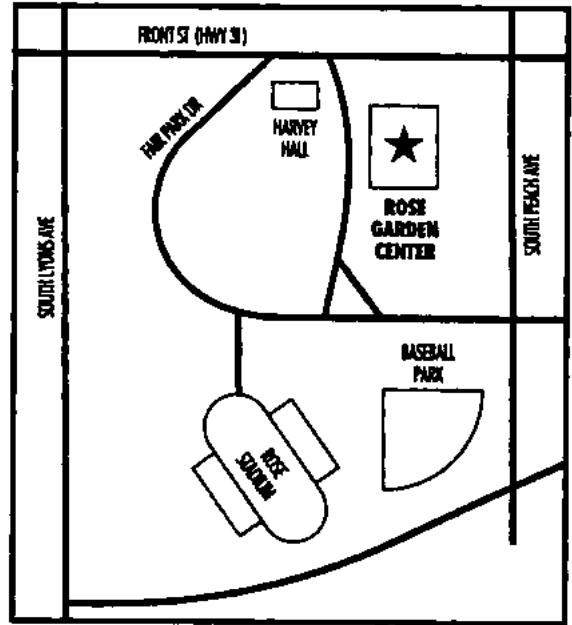
ROOM	SIZE in ft	BANQUET	THEATRE
Azalea	21 x 31	—	25
Rose	36 x 40	75	75
Camellia	50 x 56	200	200
Bluebonnet	50 x 56	200	200
Camellia & Bluebonnet	50 x 112	400	400

*Rose City  
Complex*

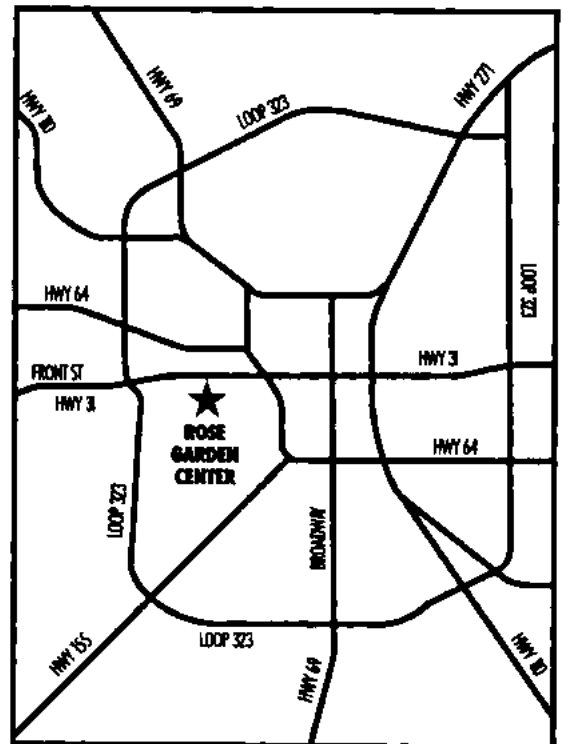
# Rose Garden Center Floorplan



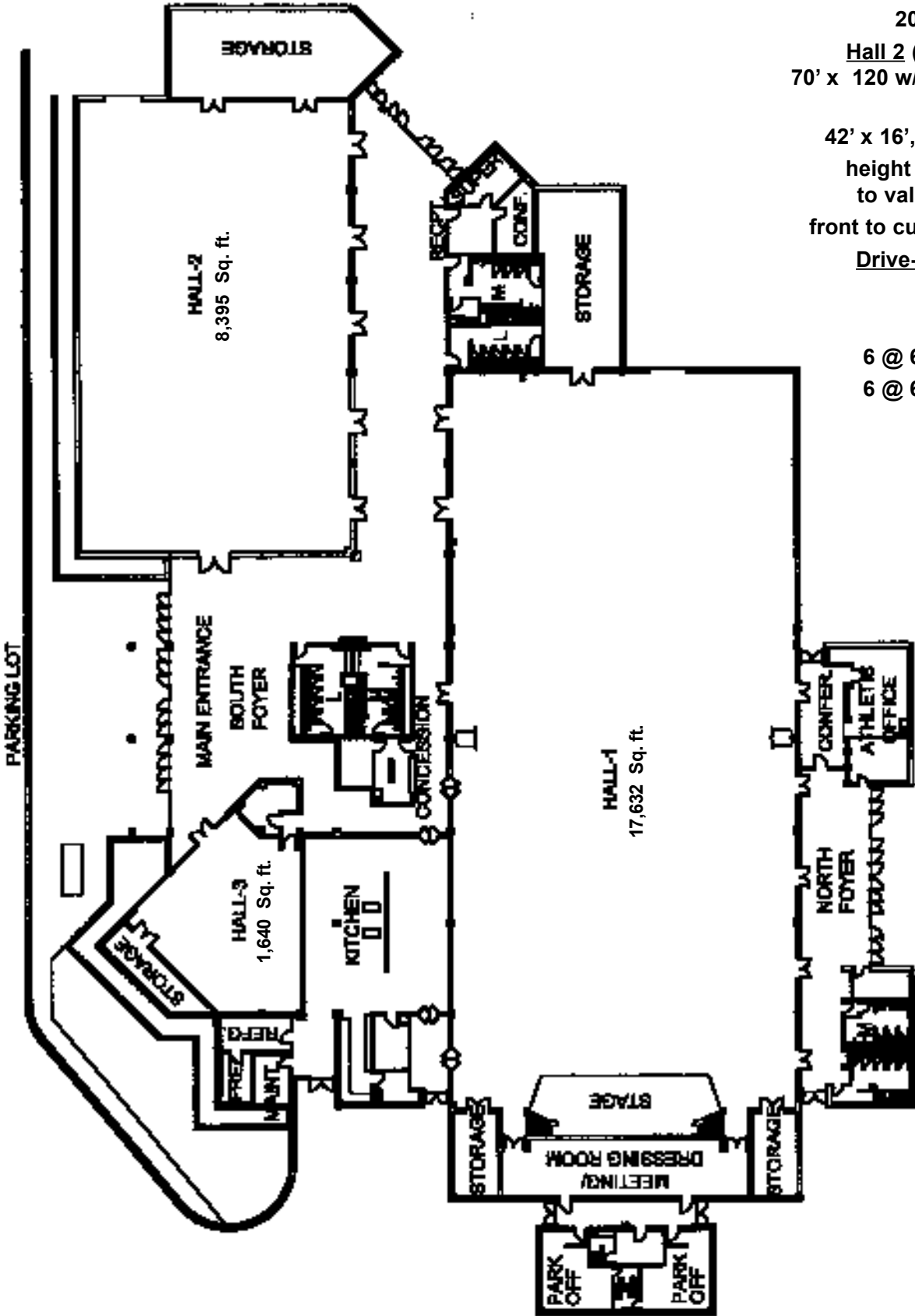
# Fairgrounds Plan



# City of Tyler Locator



# HARVEY CONVENTION CENTER



Hall 1 (main hall)

90' x 185'

20' 8" ceiling

Hall 2 (south hall)

70' x 120 w/ 15' ceiling

Stage

42' x 16', height 42"

height from stage

to valance 12' 3"

front to curtain 11' 8"

Drive-thru Doors

9' x 12'

Platforms

6 @ 6' x 8' x 32"

6 @ 6' x 8' x 24"

# Accommodations

WITH MORE THAN 27 HOTELS/MOTELS AND OVER 2,400 ROOMS, TYLER'S HOSPITALITY INDUSTRY AIMS TO PLEASE!

**America's Best Value Inn & Suites** (903) 595-2681  
 2828 N Northwest Loop 323 fax: (903) 592-5672  
 Tyler, TX 75702

Located within minutes of the Downtown Area, Pounds Field Airport, the Rose Garden and Harvey Convention Center. 90 spacious rooms and suites, each with refrigerators, clock radios and televisions. Free cable, complimentary continental breakfast buffet, hospitality hour Monday-Thursday, morning newspaper on weekdays, non-smoking rooms, in-room coffee, swimming pool, kiddie pool, in-room jacuzzis, laundry & dry cleaning, sofa sleepers, toiletry items, truck parking, free local calls and airport transportation.

ROOM	BANQUET	CLASS	THEATRE
<b>Gallery West</b> 29'x 20'	30	30	75
<b>Gallery West</b> 29'x 24'	35	40	80
<b>Board Room</b>	6-20	25	40

**Baymont Inn & Suites** (903) 939-0100  
 3913 Frankston Hwy  
 Tyler, TX 75701

Open October, 2008. Non-smoking hotel with 44 rooms, Interior corridor, Business Center, free hot breakfast, outdoor pool, gym/fitness center, free high speed internet, 32in LCD TV w/cable and HBO, coffee maker, hairdryer, iron and ironing board, microwave and refrigerator. Some rooms have whirlpool bathtubs. Several family rooms and two jacuzzi rooms.

**Best Western Southpark Inn & Suites** (903) 534-8800  
 120 W Rieck Rd. (S. Brdwy @ Rieck Rd) fax is same  
 Tyler, TX 75703

Interior corridor with high-level security, is 85% non-smoking with 60 rooms including executive suites. All rooms include two-line phones, high-speed internet, full cable with HBO, coffee pots, blow dryers, ironing boards and 27" TVs. King executive suites include desk with ergonomic chair, micro-fridge, living area sofa, chair and second TV. Exercise room, guest laundry & valet with a complimentary continental breakfast. Numerous restaurants, shopping areas within walking distance. Broadway Square Mall 3 blocks away.

ROOM	CLASS	THEATRE
A	30	40

**Candlewood Suites** (903) 509-4131  
 315 Rieck Road, Tyler, TX 75703

Each of the 64 suites are equipped with a full kitchen, high speed internet and two phone lines. Free local phone calls, use of washer & dryers & fitness center. Great for extended stay!

**Comfort Suites** (903) 534-0999  
 303 Rieck Road fax: (903) 534-1113  
 Tyler, TX 75703

Richly designed, elegantly furnished - trimmed with the colors of nature & sunset. 65 spacious suites, which include: kitchenette, mini-fridge, microwave, coffeemaker, hair dryer, iron and ironing board, wet bar and sink, sleeper sofas, work desk/ergonomic chair, two phones, free high speed internet, 32" color TV with cable and some include whirlpools.

ROOM	BANQUET	CLASS	THEATRE
A (1600sq.ft.)	75	36	75

**Country Inn & Suites** (903) 561-0863  
 6702 S Broadway  
 Tyler, TX 75703

This hotel offers cozy rooms, with warm rich colors along with genuine hospitality. The home-style decor will put you at ease as you walk through the doors. Relax in your room by watching TV on the 32 inch Flat Panel LCD Television, or in the Indoor Pool and Spa. In the mornings you can enjoy the Complimentary Hot Breakfast before starting your day. From business to leisure, we can accommodate your needs. Come stay with us and see why you'll be saying "I LOVE THIS COUNTRY".

**Courtyard by Marriott** (903) 509-4411  
 7524 S Broadway fax: (903) 509-4412  
 Tyler, TX 75703

This brand new property has 4,200 sq ft of meeting space, to accommodate small meetings and functions of up to 300 people. It also includes a business library featuring individual workstations with high-speed data ports and ergonomic chairs; a pantry-style, 24-hour "grab and go" food and beverage area called The Market, and a lounge area where guests can work, meet and dine in a relaxing setting. The Bistro features breakfast and dinner selections, a bar serving beer, wine and cocktails, and freshly brewed Starbucks Coffee 24 hours a day. Each Courtyard guest room has a large, well-lit work desk and two telephones equipped with dataports. Other in-room amenities include a refrigerator, microwave, coffeemaker, hair dryer, iron with ironing board, and flat panel television with free premium movie channels. Other guest facilities and services include an indoor swimming pool with whirlpool spa, exercise room and guest laundry. 26 of the 121 rooms are suites.

ROOM	BANQ.	CLASS	THEATRE
<b>WillowBrook Rm</b> 69'x50'x10' - sq ft 1,707 (Room divides into 2 sec.)	142	71	189
<b>Hollytree Room</b> 88'x50'x10' - sq ft 2,345 (Room divides into 2 sec.)	195	98	260
<b>Boardroom</b>	N/A	25	N/A

**Econo Lodge - Inn & Suites**

2739 W Northwest Loop 323  
Tyler, TX 75702

(903) 531-9513  
fax: (903) 597-0603

50 rooms - King Mini Suites with sleeper sofa beds, separate sitting area. Double beds available. Amenities include free continental breakfast, local calls, cable and HBO, wireless high speed internet, hair dryers, microwave, refrigerators, in-room coffee, iron and ironing board. Minutes from downtown, shopping centers, Tyler Trade Days, Convention Center, Rose Garden, airport and hospital district.

ROOM	BANQUET	CLASS	THEATRE
A	0	8	10
B	0	25	40

**Fairfield Inn**

1945 W Southwest Loop 323  
Tyler, TX 75701

(903) 561-2535  
fax is same

64 total sleeping rooms including 56 queen and king rooms and 8 suites. Suites have microwaves and refrigerators. Indoor pool and spa. Free HBO and cable TV. Free continental breakfast. Roll-away beds and cribs available. All major credit cards accepted. One meeting room with seating for 28.

**Hampton Inn**

3130 Troup Hwy. 110 S  
Tyler, TX 75701

(903) 596-7752  
fax: (903) 596-7765

This 78 room hotel is located in southeast Tyler near a large shopping & restaurant district. 27-inch TV, VCR, free HBO, hair dryer, iron and ironing board, mini-fridge, microwave and coffee pot in every room. Six King Deluxe rooms with whirlpool baths. Guest rooms include one king bed, with or without extra sofa bed or two queen beds. Other amenities: complimentary full hot breakfast, free local calls, elevator, senior discounts, children under 18 stay free with adult, indoor heated pool and jacuzzi, high-speed wireless internet, business center, work-out room, valet service, m/f handicapped access rooms with 75% of the rooms designated as non-smoking.

ROOM	BANQUET	CLASS	THEATRE
A	90	80	120

**Hilton Garden Inn**

220 East Grande Blvd.  
Tyler, Texas 75703

(903) 509-1166  
fax: (903) 509-1167

This NEW 125 room property boasts state of the art facilities complete with Full Service Restaurant, Hilton "Evolution Rooms" comfort sleep systems, and meeting facilities. A full service restaurant, bar and lounge make this your home away from home. Breakfast, Lunch and Dinner will be served and room service is available. Free High Speed internet access in all rooms, indoor pool and Fitness Center. Top notch business center for our guests use with "Print On" wireless in room printing also available. The Meeting Space boasts 50-inch flat panel monitors in three of the conference rooms with total meeting space at just over 3,000 square feet. We will extend to all of our guests Hilton's brand of exceptional customer service. Conveniently located 2 miles from Loop 323 and 10 miles from Tyler Pounds Field. (meeting space figures shown in the next column)

ROOM	BANQUET	CLASS	THEATRE
Camellia Rm 28' x 25'	60	50	80
Orchid Room 28' x 25'	60	50	80
Dogwood Rm 28' x 25'	60	50	80
Garden Room (Above rooms combined)	180	150	240
Azalea Room 16' x 25'	30	30	40
Rose Room 23' x 13'	30	30	30
Board Room 14' x 27'	N/A	12	N/A

**Holiday Inn Express North**

3247 Gentry Parkway  
Tyler, Texas 75702

(903) 533-0214  
fax: (903) 533-0083

Located at NNW Loop 323 and Hwy 69, easy access to I-20 and Hwy 271. 67 room, interior corridor property has all of the conveniences necessary to make your stay comfortable. All rooms have coffee makers, full size iron & ironing boards, hair dryers, and king rooms have refrigerator and microwave. King suites, double suites and whirlpool suites available. Free continental breakfast, USA Today, local calls, fitness center, business center and outdoor heated pool and whirlpool. A list of the area caterers can be provided or your choice of food may be brought to our 520 sq/ft meeting room.

ROOM	BANQUET	CLASS	THEATRE
Azalea Rm 23' x 29'	0	35	50

**Holiday Inn Express South**

2421 E Southeast Loop 323  
Tyler, TX 75701

(903) 566-0600  
fax: (903) 565-4049

Tyler's new premier upper mid-market business hotel. Among the standard features offered are free in-room high-speed internet access, two-line speakerphone with data port, conference call, and voice mail capabilities, 27" remote TV with all cable channels including HBO, coffee maker, refrigerator, microwave, iron and ironing board. Comfortable oversized rooms with a well-lighted work space. In addition, enjoy a complimentary continental breakfast, elegant heated indoor pool and spa, on-site fitness center and sauna, same day laundry/valet service, local calls and long distance access.

ROOM	BANQUET	CLASS	THEATRE
A 24' x 30'	0	40	45

**Holiday Inn South**

5701 S. Broadway  
Tyler, TX 75703

(903) 561-5800  
fax: (903) 561-9916

A newly renovated eight-story hotel with 182 interior sleeping rooms, 5 suites and a courteous, professional staff. Located off Loop 323 in the business and entertainment district close to Broadway Square Mall and specialty shops. 15 minutes from the airport. Amenities: three-story cabana unit surrounding large outdoor pool, hot tub and deck area, voice-mail, free high speed internet in sleeping and meeting rooms, 27" remote color TVs, coffee makers, alarm clocks, free newspaper, free use of Woodcreek Athletic Club, restaurant, room service, lounge with live entertainment Tues - Sat, handicapped accessible, small pets allowed. Extra skirt hangers, hair dryers, iron, ironing board and retractable clothes-line in all rooms. Constellation Ballroom may be divided into three sections, 60' x 27' each, with capacities of 120 banquet, 50 classroom, or 150 theatre. AV equipment available.

ROOM	BANQUET	CLASS	THEATRE
<b>North Star</b> 24' x 28'	40	18	50
<b>Phoenix</b> 24' x 28'	40	18	50
<b>Orion</b> 24' x 28'	40	18	50
<b>Pegasus</b> 24' x 28'	40	18	50
<b>Constellation Ballroom</b>	360	250	600

**La Quinta Inn**

1601 W Southwest Loop 323  
Tyler, TX 75701

(903) 561-2223  
fax: (903) 581-5708

Warm, friendly staff, 130 large ultra-clean rooms, strict quality control standards. Amenities: complimentary continental breakfast, free local calls, in-room coffee, color TV with remote, large outdoor pool, non-smoking rooms available, small pets accepted, adjacent restaurant, fax service and on-demand movies.

ROOMS	BANQUET	CLASS	THEATRE
<b>A &amp; B</b>	0	20	35

**Lake Palestine Motor Inn**

8362 State Hwy 155 S  
Frankston, TX 75763

(903) 876-4711  
fax: (903) 876-4257

Located on Lake Palestine with 30 sleeping rooms. Restaurant on premises. Boat launch available. Free continental breakfast, cable TV, HBO, refrigerator, and free local calls. 20 minutes from Loop 323 in Tyler. Guide service and non-smoking rooms available on request.

**Motel 6**

Hwy 69 N & Loop 323  
Tyler, TX 75702

(903) 595-6691  
fax: (903) 595-5367

103 total sleeping rooms with 51 singles featuring queen size beds and 52 doubles with double beds. Amenities include HBO & ESPN, free coffee from 7-10am and wake up calls.

**Quality Hotel and Conference Center**

2843 W Northwest Loop 323  
Tyler, TX 75702

(903) 597-1301  
fax: (903) 597-9437

139 guest rooms including 10 King Deluxe with whirlpool tubs. All rooms include wireless high speed internet, a 25" TV with on-demand movies, microwave, refrigerator, coffee maker, full size iron & ironing board, hair dryer and in-room safe. Restaurant & private club on the premises, offering room service to guests. Outdoor pool. Within 5 minutes of Caldwell Zoo, Harvey Convention Center, Rose Garden and just 8 minutes of I-20.

ROOM	BANQUET	CLASS	THEATRE
<b>Pristine</b> 25' x 40'	50	30	80
<b>Mirandy Dynasty &amp; Heritage</b> All 30' x 40'	60	45	100
<b>Rose Ballroom</b> 40' x 120' <i>(above rooms combined)</i>	300	230	500

**Ramada Tyler Conference Center**

3310 Troup Highway 110 S.  
Tyler, TX 75701

(903) 593-3600  
fax: (903) 533-9571

A 160 room full-service hotel, just north of the intersection of Loop 323 & Troup Hwy, in Tyler's most rapidly growing retail and commercial district. Guest rooms include double-double, king rooms with sofa sleepers and luxurious suites. Amenities: Complimentary newspaper and coffee with wake-up call, micro-fridge, essential toiletry items, complimentary hors d'oeuvres Mon - Thurs 5-7pm, remote television, free cable, movies, and Nintendo in all guest rooms. Pool with sundeck, same day valet and dry cleaning, coin laundry, room service 6 am - 10 pm, Non-smoking & handicapped access rooms available. Wireless internet access in all meeting rooms and 40 sleeping rooms. Data ports in all rooms. Complimentary airport transportation. Express

ROOM	BANQUET	CLASS	THEATRE
<b>A &amp; B</b> 2 @ 23' x 23'	75	60	100
<b>C &amp; D</b> 2 @ 23' x 29'	95	80	120
<b>Rose Garden Ballroom</b> A+B+C+D	220	150	165
<b>Magnolia Ballroom</b>	250	200	350

check-in /out.

**Residence Inn By Marriott**

3303 Troup Highway (903) 595-5188  
 Tyler, TX 75701 fax: (903) 595-5719

A warm, home-like atmosphere with newly renovated studio and penthouse suites. All suites include fully equipped kitchens, living areas, sofa sleepers, queen size beds, bath with separate vanity area. Hot breakfast buffet seven days a week and a manager's social hour Mon-Thurs. Sports court for tennis or basketball. Outdoor heated pool and Jacuzzi. Small pets are welcome. Newspapers daily, complimentary grocery shopping service and passes to two of Tyler's "state of the art" work out facilities.

ROOM	BANQUET	CLASS	THEATRE
A 18' x 26'	25	30	50

**Rose City Motel**

3209 W. Gentry Pkwy (903) 593-0103  
 Tyler, TX 75702 fax is same

47 rooms. Warm and friendly staff. Close to airport and area attractions, restaurant, remote TV/VCR, swimming pool, free cable, free local calls, laundry, truck parking, government and senior discounts, children under 16 stay free.

**Sleep Inn & Suites**

5555 S Donnybrook Ave (903) 581-8646  
 Tyler, TX 75703 fax: (903) 581-8376

Located in the heart of shopping and dining in Tyler, with easy access to the medical district and downtown businesses. King and double queen bedded rooms that all have microwaves, refrigerators, 32" LCD flat-screen TVs, free WI-FI, and I-POD docking radios. On-site workout room and access to a 24-hour full service health club at no cost, directly across the street. We also offer an expanded, complimentary continental breakfast, fresh cookies and coffee every 4 hours and a free shuttle service to the airport and within a 5 mile radius of the hotel.

ROOMS	BANQUET	CLASS	THEATRE
A	30	34	48

**Stratford House Inn**

2600 WNW Loop 323 (903) 597-2756  
 Tyler, TX 75702 fax is same

40 rooms including 10 doubles and 30 kings. 2 handicapped rooms available. Complimentary continental breakfast; free local calls and HBO. Whirlpool tub in every room. Roll-away beds, coffee maker, hair dryers and microwaves made available upon request.

**Super 8**

2616 N Northwest Loop 323 (903) 593-8361  
 Tyler, TX 75702 (903) 593-8756

130 rooms with king & queen beds. Close to Caldwell Zoo, Rose City Complex and Tyler State Park. Restaurants nearby, fax & copier service, truck parking. Hair dryers, in-room coffee, remote control TV with free HBO & Cable. Micro-fridge. Complimentary continental breakfast. Free local calls. Two meeting rooms A & B.

ROOMS	BANQUET	CLASS	THEATRE
A & B	0	35	50

**Traveler's Inn**

3300 Mineola Hwy. (903) 597-6300  
 Tyler, Texas 75702 (903) 595-3358

40 newly remodeled rooms, kings & doubles, outdoor pool, iron & ironing boards, in-room coffee makers, microwave & refrigerator, hair dryers, high-speed internet, cable, free local calls & small pets accepted with deposit. One meeting room with seating for up to 50 people.

**Tyler Express Inn & Suites**

2631 W Northwest Loop 323 (903) 595-5200  
 Tyler, Texas 75702 (903) 595-5250

Newly renovated in 2007, interior corridor, 52 sleeping rooms featuring queen doubles and king singles, business center, complimentary deluxe continental breakfast, high-speed internet, in-room coffee makers, iron/ironing boards & hairdryers. Dry cleaning service available, small pets allowed with deposit. One meeting room with seating for up to 50 people.

**Value Place**

3210 SSW Loop 323 (903) 561-3232  
 Tyler, TX 75701 fax: (903) 509-1991

Provides everything you need for an enjoyable extended stay. 124 Furnished studios which include amenities such as kitchens with full-size refrigerators, stovetops and microwaves. Access to in-room high-speed internet and on-site washers and dryers. Bi-weekly housekeeping and expanded cable TV with at least one premium movie channel.

**Windsor Inn & Suites**

3393 S SW Loop 323 (903) 509-1999  
 Tyler, TX 75701 fax: (903) 509-1991

44 rooms, which include 7 extended-stay efficiencies. Business center with high-speed internet & fitness center. King, Double & Jacuzzi suites available. Hair dryers, iron and ironing board, microwave, refrigerator, dataport phones & clock radio in every room. Outdoor pool, guest laundry facility, free local calls and complimentary continental breakfast.

# Additional Meeting Facilities

## RESTAURANTS with Private Rooms

### **BERNARD MEDITERRANEAN CUISINE**

Contact: Bernard Gautier  
Telephone: 903-534-0265  
Location: 212 Grande Blvd., Grande Plaza  
No. of Rooms: 2 Seating: Small: 30 Large: 50  
Cost: Free with meals  
Menu: Mediterranean, French & Italian, Steaks & Seafood  
Service to bus tour groups with reservation  
Catering Available

### **CURRENT'S**

Contact: Robert Sims  
Telephone: 903-597-3771  
Location: 1121 E. 2nd Street  
No. of Rooms: 1 Seating: 25  
Cost: Free with meals  
Menu: Fresh Seafood, Steak, Lamb, Veal, Pasta  
Screen included in room.

### **FAT CATZ LOUISIANA KITCHEN**

Contacts: Jennifer Henry, Matt Key or Cedric Fletcher  
Telephone: 903.593.1114  
Location: 3320 Troup Hwy Ste 170  
No. of rooms: 1 Seating: 40  
Cost: Free with meals  
Menu: Delicious Cajun specialties & seafood  
Service to bus tour groups with reservation

### **GILBERT'S EL CHARRO #2**

Contact: Gilbert Ramirez  
Telephone: 903-596-7222  
Location: 2623 E. Fifth Street  
No. of Rooms: 1 Seating: 45  
Cost: Free with meals (minimum of 20)  
Menu: Mexican

### **KE CELLARS**

Contact: Velmay de Wet  
Telephone: 903-939-9805  
Location: 4574 S. Broadway  
No. of Rooms: 2 Seating: Small: 30 Large: 100  
Cost: No cost per person with food & beverage  
Menu: Wine tasting, cheeses, appetizers

### **KIEPERSOL ESTATES**

Contact: Manager  
Telephone: 903-894-3300  
Location: 21508 Merlot Lane (East of Bullard on FM 344)  
No. of Rooms: 2 Seating: Small: 12 Large: 45  
Menu: Steaks and seafood a la carte

### **PAPACITA'S**

Contact: Roger Lumley  
Telephone: 903-581-7433  
Location: 6704 S. Broadway  
No. of Rooms: 1 (Sun-Thur only) Seating: 40  
Cost: Free with meals  
Menu: Mexican

### **POTPOURRI HOUSE**

Contact: Les Ellsworth  
Telephone: 903-592-4171  
Location: 3320 Troup Hwy., Ste. 300  
No. of Rooms: 1 w/divider Seating: 50-100  
Cost: Free with meals  
Menu: Large Variety  
Service to bus tour groups

### **RICK'S ON THE SQUARE**

Contact: Rick Eltife  
Telephone: 903-531-2415  
Location: 104 W. Erwin  
No. of Rooms: 1 Seating: Up to 150  
Cost: Varies  
Menu: Variety-down home cookin' to steaks & seafood  
No one under 21 after 4pm  
Service to bus tour groups with reservation

### **SPRING CREEK BARBEQUE**

Contact: Manager  
Telephone: 903-561-5695  
Location: 5810 S. Broadway  
No. of Rooms: 1 Seating: 60  
Cost: Free with meals (minimum of 20)  
Menu: Barbecue  
Service to bus tour groups

### **SWEET SUE'S**

Contact: Larry Priest  
Telephone: 903-581-5464  
Location: 3350 SSW Loop 323  
No. of Rooms: 2 Seating: Small: 35 Large: 100  
Cost: Free with meals  
Menu: Buffet  
Service to Bus Tour Groups

### **TGI FRIDAY'S**

Contact: Brandon Gooding  
Telephone: 903-509-0344  
Location: 4300 S. Broadway  
No. of Rooms: 1 Seating: 50  
Cost: Free with Meals  
Menu: Large Variety

## **TRADITIONS**

Contact: Robert Owens  
Telephone: 903-534-1111  
Location: 6205 S. Broadway  
No. of Rooms: 2 Seating: Small: 40 Large: 100  
Cost: \$1 per person  
Menu: Steaks, seafood, fresh vegetables/salads, bakery  
Service to Bus Tour Groups

## **VILLA MONTEZ LATIN KITCHEN**

Contact: Mundo or Carlos Villapudua  
Telephone: 903-592-9696  
Location: 3324 Old Henderson Hwy.  
No. of Rooms: 3 Seating: Small: 15; Med: 30; Large: 50  
Cost: Free with Meals  
Menu: Upscale Latin Cuisine  
www.villamontez.com

# **EDUCATIONAL/HISTORIC BUILDINGS**

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## **DISCOVERY SCIENCE PLACE**

Contact: Rayza Valenzuela  
Telephone: 903-533-8011 Ext. 22  
Location: 308 N. Broadway  
No. of Rooms: Several, including entire facility rental  
Seating: Up to 400; Annex seats up to 200  
Call for pricing  
www.discoveryscienceplace.org

## **THE HERITAGE BUILDING**

Contact: Rev. D.C. Brown  
Telephone: 903-593-6507  
No. of Rooms: 4  
Seating: 50 Auditorium: 700  
Cost: Negotiable

## **HISTORIC AVIATION MEMORIAL MUSEUM**

Contact: Carolyn Verver or Mike Burke  
Telephone: 903-526-1945  
Location: 150 Airport Dr., Old Airport Terminal Bldg  
No. of Rooms: 2  
Seating: Sm. 40 Lg. 140 (Lobby)  
Cost: \$50 Half Day; \$100 Full Day-negotiable with meals

## **McCLENDON HOUSE**

Contact: Ann Connor  
Telephone: 903-592-3533  
Location: 806 W. Houston  
No. of Rooms: 2  
Seating: 15-30 (200 for a reception, standing)  
Cost: \$50/hr. \$200/day

## **SMITH COUNTY HISTORICAL SOCIETY & MUSEUM**

Telephone: 903-592-5993  
Location: 125 S. College  
No. of Rooms: 1  
Seating: 50  
Cost: \$20 for 4 hours; \$40 for 4-10 hours (2nd day \$30)  
No cleaning service available

## **TYLER PUBLIC LIBRARY**

Contact: Chris Albertson  
Telephone: 903-593-7323  
Location: 201 S. College  
No. of Rooms: 1  
Seating: 100  
Cost: No charge  
Public presentation meetings only  
Must be open to the public during library hours

## **UNIVERSITY OF TEXAS AT TYLER**

Contact: Annette Tapp or Janet Robertson  
Telephone: 903-566-7341 or 903-565-5674  
Location: 3900 University Blvd.  
No. of Rooms: Several  
Seating: up to 300  
Cost: Varies according to room size  
Non-profit organizations only

# OTHER VENUES

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## **BERGFELD AMPHITHEATER**

Contact: Melisa Sellick  
Telephone: 903-531-1370  
Location: Bergfeld Park, 5th & Broadway  
Cost: \$75/day, \$100 deposit  
Outdoors - not covered

## **BROSANG'S**

Contact: Bill Brosang  
Telephone: 903-597-3333  
Location: 333 Troup Hwy.  
No. of Rooms: 1  
Seating: up to 100  
Cost: Negotiable

## **CALDWELL AUDITORIUM**

Contact: Randy Carter  
Telephone: 903-262-2300  
Location: 300 S. College  
Seating: 1,792  
Cost: \$800-1100/event day

## **CALDWELL GYMNASIUM**

Telephone: 903-262-2250  
Location: 300 S. Bois D'Arc  
Cost: \$100 a day  
\$10 an hour on site management fee  
Capacity: 1,000

## **CEDARS OF LEBANON**

Contact: Bob Beall or Adele Johnson  
Telephone: 903-561-3646 or 903-593-5276  
Location: New Copeland Rd.  
No. of Rooms: 2 (Ballroom / Family Dining Room)  
Seating: up to 200  
Full kitchen, serving room, plus stage  
Cost: Call for pricing

## **CENTAUR ARABIAN FARMS MEETING VENUE**

Contact: Eva Sealey  
Telephone: 903-561-6926  
Location: 10271 FM 2813, Flint  
Seating: 250 (Theatre), 150 (Banquet)  
Servicing Kitchen & Catering available  
Cost: Call for pricing

## **COWAN FINE & PERFORMING ARTS CENTER**

Professional Theatre/Auditorium  
Telephone: 903-566-7270  
Location: The University of Texas at Tyler  
Seating: Cowan: 2,033 Braithwaite: 163

## **FIRST BAPTIST CHURCH TYLER**

Contact: Teri Sawyer  
Telephone: 903-595-1021  
Location: 301 W. Ferguson  
No. of Rooms: 2 (includes stage and catering)  
Seating: Sm: 128 Lg: 325  
Cost: Negotiable with meals

## **GLASS RECREATION CENTER**

Telephone: 903-533-1384  
Location: 32nd Street  
No. of Rooms: 1 with an airwall to make 2  
Seating: Sm: 50 Lg: 100  
Cost: \$25 (minimum of 2hrs rental), \$15 each additional hour

## **KNIGHTS OF COLUMBUS HALL**

Contact: Milt Price  
Telephone: 903-581-2323  
Location: W SW Loop 323  
No. of Rooms: 1  
Seating: up to 250  
Commercial kitchen, stage and lounge area  
Cost: \$350 Sat/Sun w/\$150 deposit; weekday, negotiable  
Price includes tables and chairs

## **MIKE CARTER FIELD**

Baseball Field  
Telephone: 903-262-3080  
Location: Rose City Complex, 2000 W. Front St.  
Capacity: 4,000

## **ROSE STADIUM**

Football Stadium  
Telephone: 903-262-3080  
Location: Rose City Complex, 2000 W. Front St  
Capacity: 13,500

## **SHARON SHRINE HALL**

Telephone: 903-566-2151  
Location: 10027 State Hwy. 31 East  
Capacity: 350  
Commercial Kitchen, Stage and Ice Machine  
Cost: \$900 Hall Rental and set up fee w/\$300 deposit  
One Shriner on duty during all rentals at rate of \$15/hour  
One Security Guard per 100 guests at rate of \$15/hour

## **SMITH'S LONE STAR EVENT CENTER**

(See details on the following page)

## **THE LODGE AT LAKE TYLER**

Contact Info: Traditions Management  
Telephone: 903-534-1111  
Location: Lake Tyler (next to the 2005 HGTV Dream Home)  
Seating: 150 inside plus 150 outside on 3400 sq. ft. deck  
Cost: depends on client needs and amount of people –  
starting estimate of \$1,500.00

## **VAUGHN ROOM**

Telephone: 903-533-8057  
Location: 210 E. Oakwood, Tyler Transit Bldg (restored depot)  
No. of Rooms: 1  
Seating: up to 30  
Cost: \$20 - \$50, w/\$150 damage deposit

## **WOMAN'S BUILDING**

Contact: Shellie Arnold  
Telephone: 903-593-3822  
Location: 911 S. Broadway  
No. of Rooms: 3 (including an auditorium)  
Seating: 50-300  
Cost: \$85 - \$125 per 4 hr period (not including wedding rate)

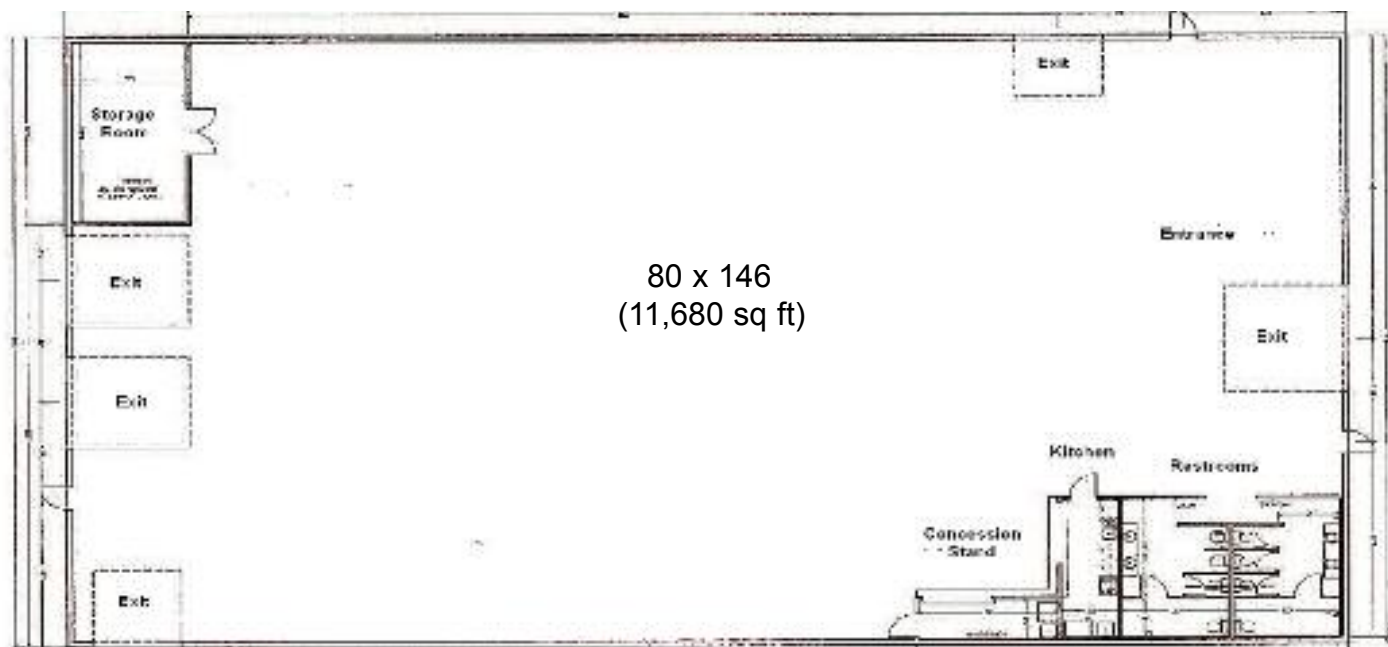
# SMITH'S LONE STAR EVENT CENTER

4036 FM 2767

903-592-0816 - OFFICE

TYLER, TX 75705

Located ½ mile outside Loop 323 on Old Kilgore Highway. This 11,680 Square Foot building can accommodate all of your event needs. This building has been completely renovated. You'll find brand new bathroom facilities as well as a warming kitchen for all your serving needs. Two stages are available for your family, business or event entertainment pleasure. For those looking for a Fund Raising location we can accommodate your vendors with space and phone jack access for easy credit card usage. For your business needs feel assured we can accommodate the need to stay in contact with wireless high speed internet access. We are just minutes away from downtown with easy access to I-20 and all major medical complexes. Rental rates are \$800 per day on Friday, Saturday & Sunday and \$600 per day Monday-Thursday.



ROOM	THEATER	BANQUET
Entire Hall	800	600

For more information contact:

Jose Montelongo  
903-571-7776 (Cell)

OR

Judith Smith  
903-360-4276 (Cell)

Se habla Espanola

# Places To Go, Things To See

## FINE AND PERFORMING ARTS

### COWAN CENTER

This architectural and educational landmark on the UT Tyler campus hosts programming that includes the Performing Arts Series, Broadway Series and Distinguished Lecture Series. Call 903-566-7141.

### EAST TEXAS SYMPHONY ORCHESTRA

The symphony offers a series of six concerts, two free outdoor concerts, three youth concerts, and one Kinder-Konzert. Call 903-592-1427.

### TYLER CIVIC BALLET

Under the direction of Kym Lanier, the corps de ballet includes a Junior Company of students 10-12 years old and a Senior Company, ages 13 and up. The Ballet performs a Spring Concert and many of the dancers perform in TJC's production of *The Nutcracker* each December. The repertoire includes classical favorites as well as contemporary works. Call 903-596-0224.

### TYLER CIVIC CHORALE

This select group of singers bring the finest choral music from a wide range of styles and periods. The 45-voice ensemble presents fall and spring concerts, providing an outlet for the talent of professional and non-professional singers in the area. Call 903-533-1777.

### TYLER CIVIC THEATER CENTER

Located in the Rose City Complex, the theater opened in 1951 as the first theater in America to be designed and built for the production of theater-in-the-round. Now in a new building completed in the summer of 2000. Resident Director is John Woods. Call 903-592-0561.

### TYLER COMMUNITY CONCERT ASSOCIATION

Continuing a tradition of offering quality family entertainment at affordable prices, this organization allows all to enjoy a great season of music. One of the most successful Community Concert Associations in the United States. Call 903-592-6266.

### TYLER MUSEUM OF ART

Three galleries feature a growing permanent collection of 19th and 20th century art and photography as well as changing loaned exhibits on the Tyler Junior College campus. Focus is on contemporary art with special attention to emerging regional artists. Free admission. Cost for some exhibits. Call 903-595-1001.

## HISTORIC SITES

### BONNER-WHITAKER-McCLENDON HOUSE

806 W. Houston. One of the finest examples of Eastlake-Bracketed Victorian architecture remaining in Texas. The home was built in the late 1870s and designed to use coal gas for both light and heat. Many of the original light fixtures remain as does much of the furniture. Open weekends during the Azalea and Spring Flower Trail and Texas Rose Festival. Available by appointment for tours and special occasions. Call 903-592-3533.

### CAMP FORD

What was previously a historical marker on Hwy. 271 North, is now under construction to simulate the largest prisoner of war compound which was used for union troops west of the Mississippi. You'll soon be able to walk the same path as many prisoners and witness several shelters. Call 903-592-5993.

### GOODMAN/LeGRAND MUSEUM

624 N. Broadway. A delight for antique lovers and historians, this Tyler landmark brings the past to life with original furnishings, photographs and memorabilia dating from the mid-1800s. Showing schedule varies with season. Free admission. Call 903-531-1286.

### SMITH COUNTY HISTORICAL SOCIETY MUSEUM AND ARCHIVES

125 S. College. Artifacts from Smith County can be found in this historical museum which reflect the area's multicultural heritage. Also the home of Payne Auditorium. Open Tues - Sat, 1 - 5 pm; and by appointment for guided tours. Free admission. Call 903-593-7989.

### CHARNWOOD & AZALEA HISTORIC DISTRICTS

These residential historic districts include a variety of large and small late 19th and early 20th century residences. The district's visual and historical focal points are Charnwood, Chilton and College Streets where expansive architect designed residences built for Tyler's elite are clustered. Call Historic Tyler 903-595-1960.

### HISTORIC AVIATION MEMORIAL MUSEUM

The mission of this museum is to pay tribute to the pioneers of flight and the patriots who were instrumental in the advancement of aviation in the 20th century. It houses a collection of aviation memorabilia and special exhibits at the old Tyler Pounds Regional Airport. Call 903-526-1939 or visit [www.tylerhamm.com](http://www.tylerhamm.com).

# ATTRACTIONS



## **BROOKSHIRE'S WORLD OF WILDLIFE MUSEUM & COUNTRY STORE**

1600 WSW Loop 323 & Old Jacksonville Hwy. This "double feature" museum exhibits over 450 mounted examples of African and North American wildlife and replica of a 1920's grocery store. Adjacent grounds provide picnic facilities and playground. The museum is open Tues - Sat, Mar 1 - Sept 30, 9am - 5pm; Oct 1 - Feb 28, 10am - 4pm. Free admission. Reservations required for groups of 15 or more. Call 903-534-2169. [www.brookshiresmuseum.com](http://www.brookshiresmuseum.com).

## **CALDWELL ZOO**

2203 Martin Luther King, Jr. Boulevard. At Caldwell Zoo over 2,000 animals of 250 species from East Africa, North and South America share a 85-acre compound of natural habitat with minimal enclosures. This nationally award-winning zoo, Tyler's #1 attraction, can only be compared with the best in the United States. Hours: 9am- 5pm, March - Labor Day; 9am - 4pm, after Labor Day - February. Admission: \$8.50 adults, \$5.00 children 3-12 years (2 & under are free), \$7.25 seniors (55+). Groups of 15 or more receive a 20% discount off admission. Call 903-593-0121 or visit [www.caldwellzoo.org](http://www.caldwellzoo.org).

## **CAMP FORD**

What was previously a historical marker on Hwy. 271 North, is now under construction to simulate the largest prisoner of war compound which was used for union troops west of the Mississippi. You'll soon be able to walk the same path as many prisoners and witness several shelters. Call 903-592-5993.

## **DISCOVERY SCIENCE PLACE**

308 N. Broadway. This hands-on children's museum has well over 100 activities for all to enjoy. Open Mon-Sat, 9am-5 pm; Sun, 1-5 pm. Admission is \$6.00 per person, Seniors and military families \$5.00 per person; members & children 2 and under free. Call 903-533-8011 or visit [www.discoveryscienceplace.org](http://www.discoveryscienceplace.org). Free Parking. Special group rates available.

## **EAST TEXAS STATE FAIRGROUNDS**

2112 West Front. Treasure hunting? Take a stroll through the flea market and find anything from antique farm equipment to collectibles. Open all weekends throughout the year except the month of September. Call 903-597-2501.

## **GOODMAN MUSEUM**

624 N. Broadway. A delight for antique lovers and historians, this landmark brings the past to life with original furnishings, photographs and memorabilia dating from the mid-1800s. Free. Open 10am - 4pm Tues through Sat. Call 903-531-1286 for group tour info.

## **HUDNALL PLANETARIUM**

1200 S. Mahon. Multimedia presentations and once-a-month "star parties" make the Hudnall Planetarium, exhibit room and resource center a favorite with groups. Shows are scheduled for groups of 12 or more, by appointment only. Admission is \$3 for adults and \$2 for children 17 and under and adults 65 and older. Call 903-510-2312.

## **HISTORICAL AVIATION MEMORIAL MUSEUM**

The Museum houses an impressive collection of aviation memorabilia and special exhibits at the old Tyler Pounds Regional Airport. Hours: 10am - 5pm Tues - Sat, 1-5pm Sunday. Closed on Mondays. Admission: \$5 adults, \$4 active military, \$3 teens 13-17, Free for children 12 & under. Call 903-526-1939 or visit [www.tylerhamm.com](http://www.tylerhamm.com).

## **McCLENDON HOUSE**

806 W. Houston. One of the few remaining examples of Eastlake-Bracketed Victorian architecture remaining in Texas. This home dates back to the late 1870's. Admission fee. By appointment only. Call 903-592-3533.

## **TIGER CREEK WILDLIFE REFUGE**

State Hwy 14 N. A rescue facility for tigers, lions and cougars. A division of the Tiger Missing Link Foundation. Admission fee. Call 903-858-1008 or visit [www.tigerlink.com](http://www.tigerlink.com).

## **TYLER MUNICIPAL ROSE GARDEN**

420 S. Rose Park Drive. Fourteen acres, over 500 varieties and 30,000 rose bushes confirm Tyler's standing as the Rose Capital of the Nation. Of special interest is the Heritage Garden, in the southwest corner, with varieties 75 to 100 years and older. Free admission. Call 903-531-1212.

## **TYLER ROSE MUSEUM AND GIFT SHOP**

Located in the Rose Garden Center. A spectacular display of memorabilia and items related to Tyler's rose-growing industry, highlighting the sixty-year history of the Texas Rose Festival. Queens' gowns, each a work of art, exemplify the pageantry and splendor associated with what has become Tyler's strongest tradition. Hours: Mon. - Fri. 9am - 4:30pm; Sat. - 10am - 4:30pm. Sunday 1:30-4:30pm. Closed Mondays Nov. - Feb. Admission is \$3.50 adults, \$2 children 3-11. Call 903-597-3130. [www.tylerrosemuseum.com](http://www.tylerrosemuseum.com).

## **TYLER MUSEUM OF ART**

1300 S. Mahon on the TJC Campus. Permanent and rotating exhibits are on display featuring various works by local, regional and national artists and photographers. Free admission. Occasional rotating exhibits have a fee. Call 903-595-1001.

## **TYLER STATE PARK**

Just north of Tyler on FM 14. Camping, boating, swimming, picnicking, biking, hiking! Rent a canoe or paddleboat, too! You can do it all at Tyler State Park, 985 acres of natural beauty around a spring-fed lake. Reservations required for overnight camping. Admission: \$3 adults over 12. Under 12 free. Open year 'round. 903-597-5338.

# After Hours Ideas

## Half Moon Grill & Saloon

[www.myspace.com/halfmoongrill](http://www.myspace.com/halfmoongrill)

16884 Farm-to-Market 2493  
Tyler, TX 75703  
(903) 534-1884

## Down Under Pub

[www.downunderpubtyler.com](http://www.downunderpubtyler.com)

212 Grande Boulevard  
Tyler, TX 75701  
(903) 939-3339

## Where's Rufus

[www.myspace.com/wheresrufus](http://www.myspace.com/wheresrufus)

6100 South Broadway Ave  
Tyler, TX 75703  
(903) 581-9999

## Cimarron

5201 South Broadway Avenue  
Tyler, TX 75703  
(903) 939-2200

## Electric Cowboy Night Club

[www.electriccowboy.com](http://www.electriccowboy.com)

3320 Troup Highway  
Tyler, TX 75701  
(903) 592-8277

## K E Cellars

[www.kiepersol.com/kecellars/index](http://www.kiepersol.com/kecellars/index)

maps.google.com  
4574 South Broadway Avenue  
Tyler, TX 75703  
(903) 939-9805

## Sports Zone

115 East Erwin Street  
Tyler, TX 75702  
(903) 266-9132

## Buffalo Wild Wings Grill & Bar

[www.buffalowildwings.com](http://www.buffalowildwings.com)

7916 South Broadway Avenue  
Tyler, TX 75703  
(903) 939-0698

## Clicks Billiards

[www.clicks.com](http://www.clicks.com)

1946 E Southeast Loop 323  
Tyler, TX 75701  
(903) 593-6499

## XLN on 5th

2109 East 5th Street  
Tyler, TX 75701  
(903) 535-7956

## TYLER ANNUAL EVENTS

.....☀

The **AZALEA AND SPRING FLOWER TRAIL** is held each year in late March through early April. Many beautiful home gardens may be seen along the ten-mile route of floral beauty winding its way through the attractive residential areas of the city. The driving trail features over 125 landscaped home gardens for viewing the beautiful red, white, and pink azaleas, plus other spring blooms such as tulips, dogwoods and more. The three weekends of the Trail are filled with events, such as the **ARTS AND CRAFTS FAIR, HISTORIC TYLER ON TOUR, AZALEA QUILT SHOW, MAIN STREET FLOWER MARKET, TYLER ROTARY CHILI COOK-OFF, AZALEA FUN RUN, APACHE BELLES SPRING SHOW**, and more, giving the city a festive atmosphere.

The **TEXAS ROSE FESTIVAL**, held the third weekend in October, is an annual four-day floral extravaganza honoring the multi-million dollar rose growing industry in Smith County. It features over 10,000 dozen roses in the annual Rose Show. The Queen's Coronation is held for two nights with a matinee on Thursday afternoon, and the spectacular Rose Parade marches down Front Street on Saturday morning.

Every year, Tyler hosts the **EAST TEXAS STATE FAIR**, which takes place at the end of September and draws tens of thousands of people from the northeast region of Texas.

**BEAUTY AND THE BEAST BIKE TOUR** is held each spring and is organized by the Tyler Bicycle Club which attracts over 1,000 riders from a four-state region. Experience the "Beauty" of the Rose City while touring the challenge of the "Beast".

Other annual events include **TASTE OF TYLER, UT TYLER PATRIOT GOLF CLASSIC, CINCO DE MAYO, ST. GREGORY FUN RUN, KOMEN RACE FOR THE CURE, MARTIN LUTHER KING, JR. PARADE, MISTLETOE & MAGIC, "WOODEN WONDERLAND" WOODCARVER'S SHOW, TABA PARADE OF HOMES AND FOUR WINDS RENAISSANCE FAIRE, FESTIVAL ON THE SQUARE & BLUES FESTIVAL.**

# Helpful Numbers



**Airport** (Tyler Pounds Regional) .....903-531-1275

**Airlines**

American Eagle .....800-433-7300  
 Colgan Air (Continental Connection) ....800-523-3273

**Buslines**

Chucks Travel Coaches, Inc. ....903-597-4993  
 Classic Coach & Carriage .....903-581-7566  
 Greyhound Lines .....903-597.2010  
 Lone Star Bus Lines, Inc. ....903-561-6095  
 Tyler Transit .....903-533-8057  
 Minibus, Inc .....903-593-7650

**Car Rentals**

Avis Rent A Car  
 Tyler Pounds Field .....903-592-2613  
 Enterprise Rent A Car  
 3221 SSW Loop 323 .....903-581-8998  
 3922 Troup Hwy Tyler .....903-939-9588  
 500 W. Front St. ....903-526-2211  
 Hertz Rent A Car  
 Tyler Pounds Field .....903-533-8700  
 3215 S SW Loop 323 .....903-581-2962  
 National Car Rental  
 Tyler Pounds Field .....903-597-1375

**City Hall** .....903-531-1100

**Custom Transportation**

Bob's Shuttle Service .....903-714-6694  
*Daily Airport Transportation to D/FW and Love Field  
 Servicing Tyler, Longview, Kilgore, Shreveport,  
 Houston and Dallas. - Vans only*  
 Airport Shuttle Services of East Texas ...903-534-3688  
*Daily Airport Transportation to D/FW and Love Field  
 Servicing Tyler, Longview, Kilgore, Shreveport and  
 Dallas -Vans only*  
 Classic Coach and Carriage .....903-581-7566  
*Mini-buses • Limousines • Town Cars*  
 The Taxi Cab Company of Tyler .....903-592-3232  
*Taxis • Mini-bus Shuttle (seats up to 23)*

**East Texas Symphony** .....903-526-3876

**Harvey Convention Center** .....903-531-1349

**Hospitals & \*Clinics**

East TX Medical Center .....903-597-0351  
 Trinity Mother Frances .....903-593-8441  
 UT Health Center .....903-877-3451  
 \*Acute Care of Tyler .....903-531-CARE

**Limousine Service**

Classic Coach & Carriage .....903-581-7566  
 East Texas Limousine .....903-592-2525  
 The Taxi Cab Company of Tyler .....903-592-3232

**Parks & Recreation** .....903-531-1370

**Public Library** .....903-593-7323

**Public Transportation**

Tyler City Transit .....903-533-8057

**Rose Garden Center** .....903-531-1212

**Rose Museum** .....903-597-3130

**Smith Co. Sheriff** .....903-590-2600

**Taxi**

The Taxi Cab Company of Tyler .....903-592-3232  
*...offers Mini Van Shuttle (seats up to 23)*

**Tyler Area**

**Chamber of Commerce** .....903-592-1661

**Tyler Civic Theatre** .....903-592-0561

**Tyler Convention**

**& Visitors Bureau** .....903-592-1661

**Tyler Metropolitan**

**Chamber of Commerce** .....903-593-9538

**Tyler Museum of Art** .....903-595-1001

**Tyler Police Dept.** .....903-531-1000

**Wheelchair Transportation**

Medicab .....903-592-3232

# A Guide to Success



## A HELPFUL TOOL WITH ATTENTION TO DETAIL



Our convention department has developed the following guide to assist you in planning a successful convention. Organizing a successful meeting involves a thousand and one details. This list covers many of them. Check off each item and use this form as a worksheet for details of your specific plans. The Tyler Convention & Visitors Bureau offers many FREE services - see page 6 in this planner for more information.

### 1. ATTENDANCE / TRANSPORTATION

- Total number of members expected
- Method of transportation to city/hotel
- Courtesy limousine/shuttle service to/from airport

### 2. DATES

- Date uncommitted guest rooms are released
- Date most of group will arrive
- Date most of group will depart

### 3. ACCOMMODATIONS

- Approximate number of rooms needed: singles, doubles, suites, executive suites
- Room rates for members
- Reservations confirmation to delegate, group chairman or association secretary; copies

### 4. COMPLIMENTARY ACCOMMODATIONS

- Hospitality suites
- Comp rooms
- Room upgrades
- Name of contacts for suites, addresses and phone numbers

### 5. GUESTS

- Invitations to local dignitaries
- Acceptance of invitations
- Tickets provided
- Transportation arranged; welcome at hotel
- Guest speakers notified

### 6. SPECIFIC EQUIPMENT AND FACILITIES

- Signs: for registration desk and other points. Program schedules, directional signs, welcome signs
- Complete list of available equipment & costs

- Lighting: spots, floods, operators
- Size of staging
- Blackboards, chart stands, easels
- Lighted lectern, gavel, block
- P.A. system: microphones, types, amount
- Recording equipment, operator
- Projection equipment, blackout switch, operator
- Recorded Music, CDs/Player, Cassettes/Player
- Piano, organ
- Printed services
- Special flowers and plants
- Decorations (must meet fire regulations)
- Dressing rooms for entertainers
- Garage and parking arrangements
- Cost of extra equipment or services
- Telephones, how many?
- Flags, banners
- Photographers
- Radio and TV broadcasting: closed circuit TV
- Live and engineering charges for radio, TV

### 7. MEETINGS

- Times and dates of each
- Room assignments and rentals
- Complete floor plan furnished
- Headquarters room
- Seating plans for each meeting, seat numbering
- Speakers' tables
- Timing of meetings for speedy traffic flow
- Staging required
- Other equipment

### JUST BEFORE EACH MEETING

- Check room operation
- Seating plan as specified
- Location of additional seats

- Room temperature: optimum heating and cooling
- Operation of P.A. system, mics, laptop & projector
- Lectern and light, gavel block
- Water pitcher, water and glasses at lectern, at conferees' tables
- Pencils, note pads, paper, ash trays, matches
- All audio-visual aids: screen, charts, easels, blackboards, etc.
- Piano, organ
- Lighting as specified
- Signs, flags, and banners placed correctly
- Special flowers and plants
- Signs directing members and guests to rooms
- Photographer present
- Other special equipment

#### **JUST AFTER EACH MEETING**

- Removal of organization's property
- Check for forgotten property

#### **8. ORGANIZATION OF EXHIBITS/VENDORS**

- Number of exhibits/vendors
- Floor plans for each exhibit/vendor furnished
- Date of setup and dismantling
- Room assignments and daily rentals
- Names of companies involved
- Directional signs
- Labor charges: electrician and carpenter services
- Electrical, power, gas, water, and waste lines
- Electrical charges
- Partitions, backdrops
- Storage of shipping cases
- Security service

#### **9. REGISTRATION**

- Registration packets
- Name badges
- Event/drink tickets-color coded
- Registration cards (if used): number and size
- Personnel to handle
- Number of tables & chairs
- On-site badge maker
- Paper, pencils, pens & other misc office supplies
- Signage, welcome banner
- Water pitchers, glasses
- Easels
- Telephone
- Bulletin board
- Cash box
- File system/boxes

#### **JUST BEFORE OPENING**

- Personnel understanding of procedure
- Correct information on registration cards, badges
- Ticket prices, policies
- Location of programs, other material

- Policy on single ticket sales, accepting checks, refunds
- Hospitality desk
- Copies of registration lists
- Posting instructions at convenient spots
- Waste baskets
- Cards, pencils on tables

#### **DURING REGISTRATION**

- Administrator present to make policy decisions
- Policy for registration after desk is closed
- Provision for checking funds at closing time

#### **10. BANQUET FACILITIES**

- Complete floor plans of banquet rooms
- Dates/times of each banquet/catered gathering
- Assignment and rental of banquet rooms
- Seating plan for each banquet, special menus, place cards
- Equipment for each banquet
- Other special requirements

#### **JUST BEFORE BANQUET**

- Seating style as specified
- Menus and place cards as specified
- Ash trays (if needed and allowed)
- Audio-Visual aids

#### **JUST AFTER BANQUET**

- Removal of organization property
- Check for forgotten property

#### **11. ENTERTAINMENT**

*For receptions, banquets, special events*

- Entertainers and orchestra rehearsal for shows
- Recorded or live entertainment
- Music stands provided by orchestra or hotel
- Variety of entertainment program

#### **12. PUBLICITY**

- Publicity committee
- Personal calls on city editors, radio and TV program directors
- Press releases
- Copies of speeches in advance
- Arrangements for photographs & other on-site publicity
- Notification to/permission from hotel staff and/or site administrator

#### **13. MISCELLANEOUS**

- Baby sitters
- Sightseeing/spousal/children's trips arranged
- Car/Van/Bus rentals and arrangements