

Agenda Item Details

Meeting	Oct 07, 2025 - Bryan City Council Second Regular Meeting
Category	6. Statutory (Automatic Approval) Agenda - This agenda consists of items previously approved by Council action such as adoption of items that are part of an approved budget or capital improvement projects, first and only readings of ordinances, interlocal agreements, or action that is required by law or delegated to the City Manager. Items may be removed from the statutory agenda for separate consideration at the request of two Councilmembers.
Subject	F. Approval of the First Amendment to the Hotel Occupancy Tax Agreement with the Atlas Hotel
Type	Action (Statutory)
Preferred Date	Oct 14, 2025
Absolute Date	Oct 14, 2025
Fiscal Impact	Yes
Dollar Amount	300,000.00
Budgeted	Yes
Budget Source	Dollar amount is an estimate; payments are based on actual amounts collected by the Stella Hotel
Goals	Quality of Life Economic Development

Summary:

On September 16, 2015, the Bryan City Council approved a Hotel Occupancy Tax (HOT) Agreement with Atlas Hotel (now operating as the Stella Hotel, part of the Marriott Autograph Collection). The primary purpose of the agreement was to attract a business class hotel with conference room space and to promote economic development through tourism. The Stella Hotel was delivered on-time per the deadlines in the original Agreement and, with the exception of COVID related closures and downtime, has been operating successfully since that date.

Since HOT collections were minimal due to the collapse in travel and historic low occupancy rates experienced during COVID, Noble House Hotels, the hotel management company, has requested a one (1) year extension to the term of the HOT Agreement. This proposed amendment extends the term of the agreement from December 31, 2025, to December 31, 2026. The value of the Agreement remains the same, at an amount not to exceed 50% of the HOT paid by the Stella Hotel to the City in any given year, with a total not to exceed \$2,250,000. These funds go directly towards marketing both the hotel and Bryan as a community, and contribute to the overall tourism goals of the City of Bryan and Destination Bryan.

Staff Analysis and Recommendation:

As COVID 19 was an unexpected occurrence and had a severe impact on the hotel industry, staff recommends approving this proposed First Amendment. Extending the Agreement by one year allows The Stella Hotel to receive reimbursements based on the amount of HOT collected by the hotel and the hotel's actual marketing expenses.

Options:

1. Approve the First Amendment
2. Modify the First Amendment and then approve, which may require consideration at a future City Council meeting
3. Deny the First Amendment and allow the Original Agreement to expire on December 31, 2025

Attachments:

1. Original HOT Agreement

2. First Amendment to the HOT Agreement

[ATLAS HOTEL, LP_HOTEL OCCUPANCY TAX AGREEMENT.pdf \(566 KB\)](#)

[FIRST AMENDMENT TO ATLAS HOTEL OCCUPANCY TAX AGREEMENT.docx \(23 KB\)](#)