



MEETING PLANNER GUIDE

Escape to Nature
For your next meeting

visitt Tyler.com/meetings



A message from Vice President of Sales,
Susan Travis



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*Escape to nature with the
beauty of Tyler*

We're thrilled to invite you to Tyler, TX, where our charming city and top-notch facilities ensure an exceptional meeting experience. Enjoy the beautiful surroundings and unparalleled hospitality that Tyler is known for.

Discover the Perfect Meeting Destination

Whether your group is big or small, the Rose Capital of America offers a bouquet of possibilities. The new state-of-the-art W.T. Brookshire Conference Center is only steps away from the nation's largest municipal rose garden. Additional meeting facilities can be found throughout the city. With so many attractions, local eateries, and an outstanding array of hotels, we are sure your group will enjoy visiting Tyler.

Susan Travis

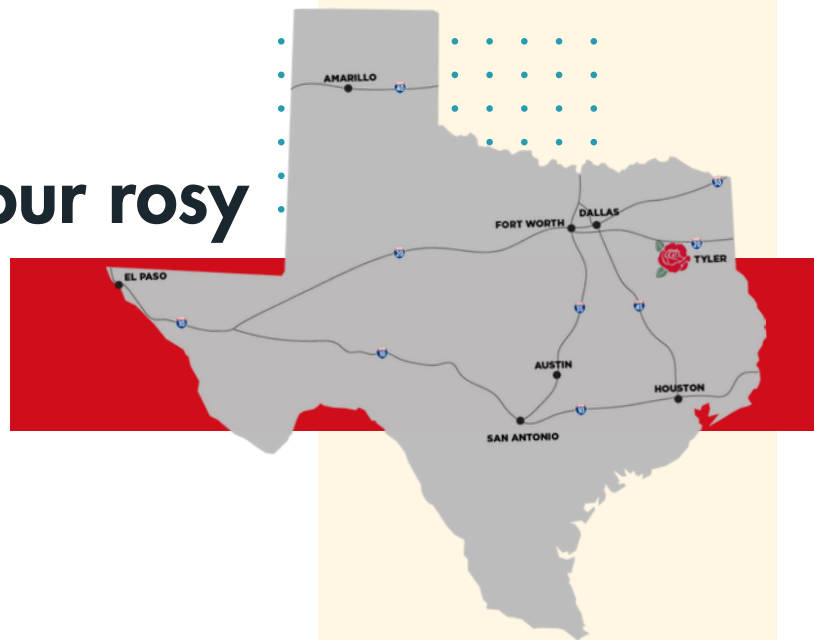
stravis@tylertexas.com
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Our Services

Let us help plan your rosy experience

All services are dependent on hotel room nights and/or the number of attendees.



Our Services



Arrange Hotel Blocks



Tyler guides, maps, and welcome bags, etc.



Provide information on speakers, entertainers, caterers, facility rentals, transportation and more



Media Releases



Registration Assistance



Attendance Boosters

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Convention & Meeting Venues

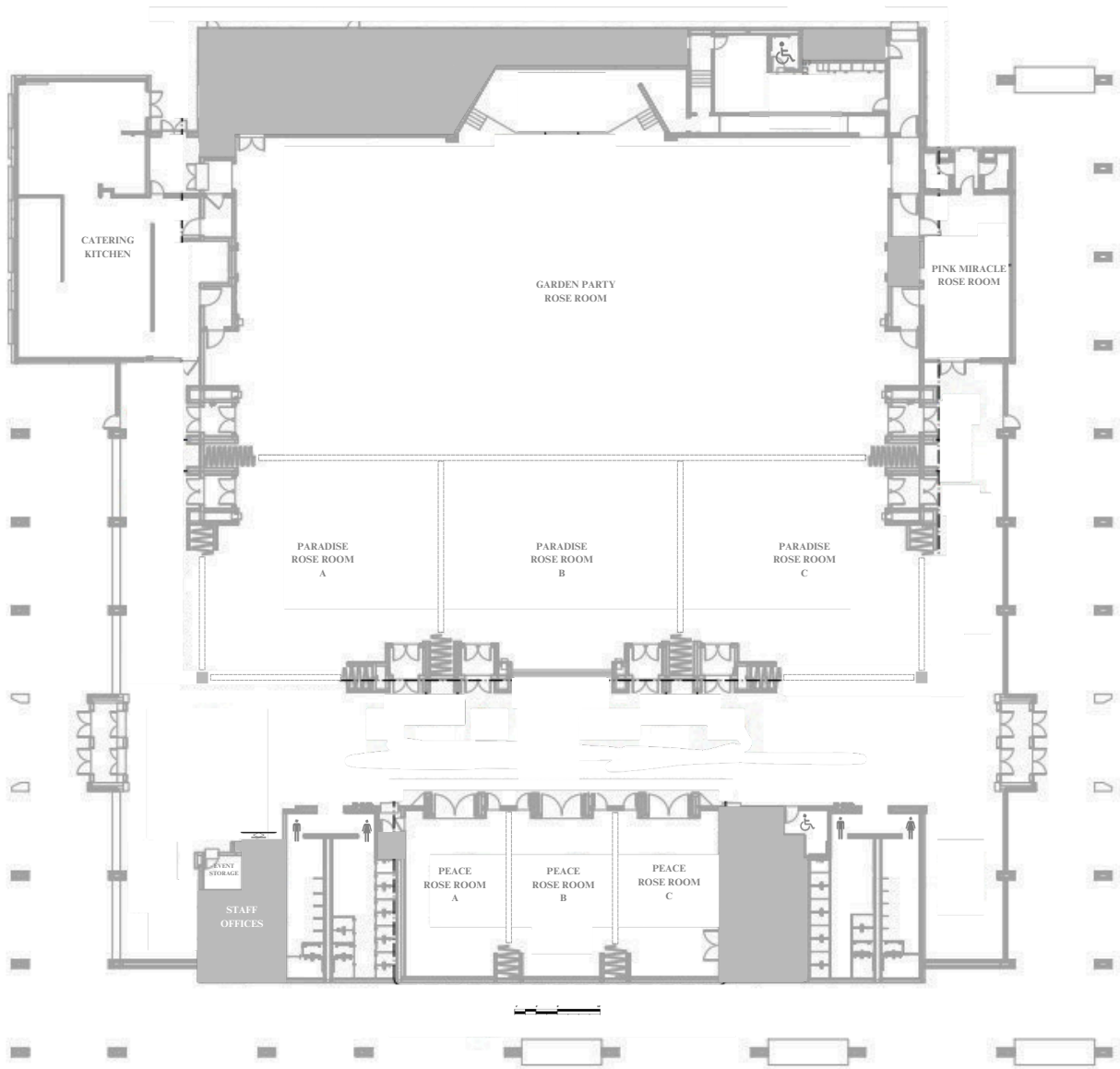
W.T. Brookshire Conference Center

The W.T. Brookshire Conference Center offers attendees a conference experience like no other. This unique design brings the outdoor beauty of the Rose Garden indoors. With large scenic views, each meeting comes alive with the beauty of the area and the meeting space.



W.T. Brookshire Conference Center Amenities

- 24,000 SF meeting space
- 47,535 SF front lawn
- 16,365 SF tree grove
- 15,558 SF porch
- Built-in stage
- Equipped finishing kitchen
- Flexible innovative and expandable space plan
- Modern designed finishes
- Acoustic performance design
- Daylighting and lighting design
- Audio visual and technical design
- Flexible lobby event space and intermission areas
- Offices for staff



Convention & Meeting Venues

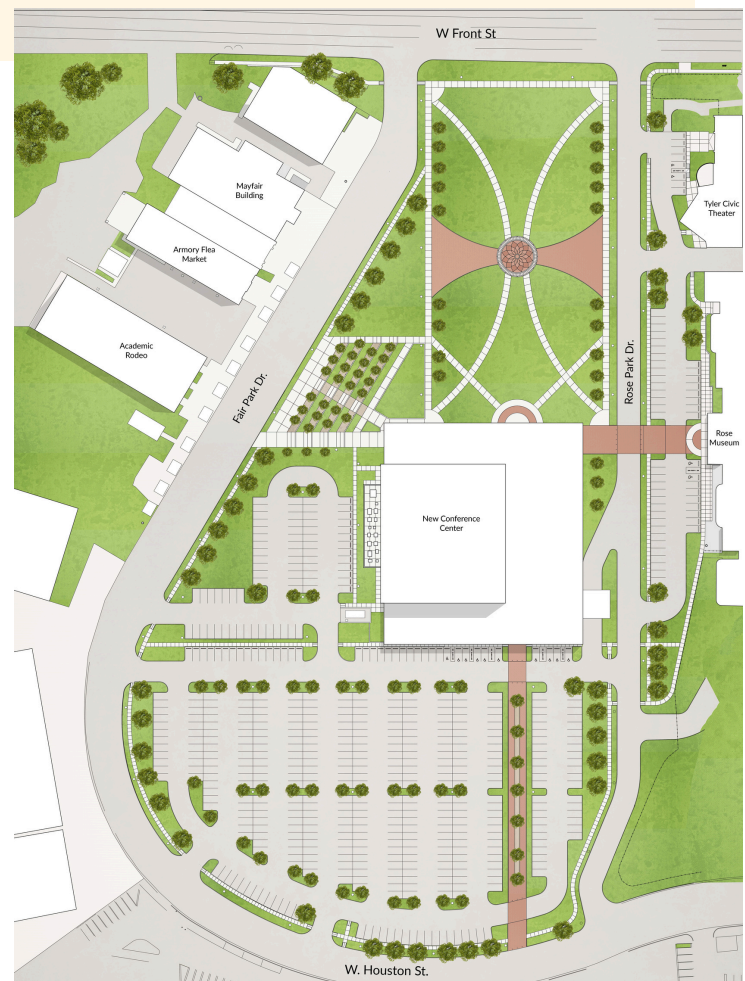
Rose Complex Campus

W.T. Brookshire Conference Center | Tyler Municipal Rose Garden | Mayfair Building | Tyler Civic Theatre Center | CHRISTUS Trinity Mother Frances Rose Stadium | Mike Carter Field

This comprehensive campus offers any combination of meeting space options.

Amenities

- 3.3 acre park and event lawn
- Unified campus design
- WIFI, electrical, and food truck connections at park
- Activation of Fair Park Drive
- Shaded tree grove park with terraced gathering stair
- Iconic rose plaza park feature for events, branding, photos
- Pavilion porch backdrop and venue
- Porch connection to Rose Museum
- Free parking
- Street trees & plaza lighting
- Approximately 60,000 SF of indoor conference meeting space on campus



Transportation pricing can be included



Rose Complex Campus

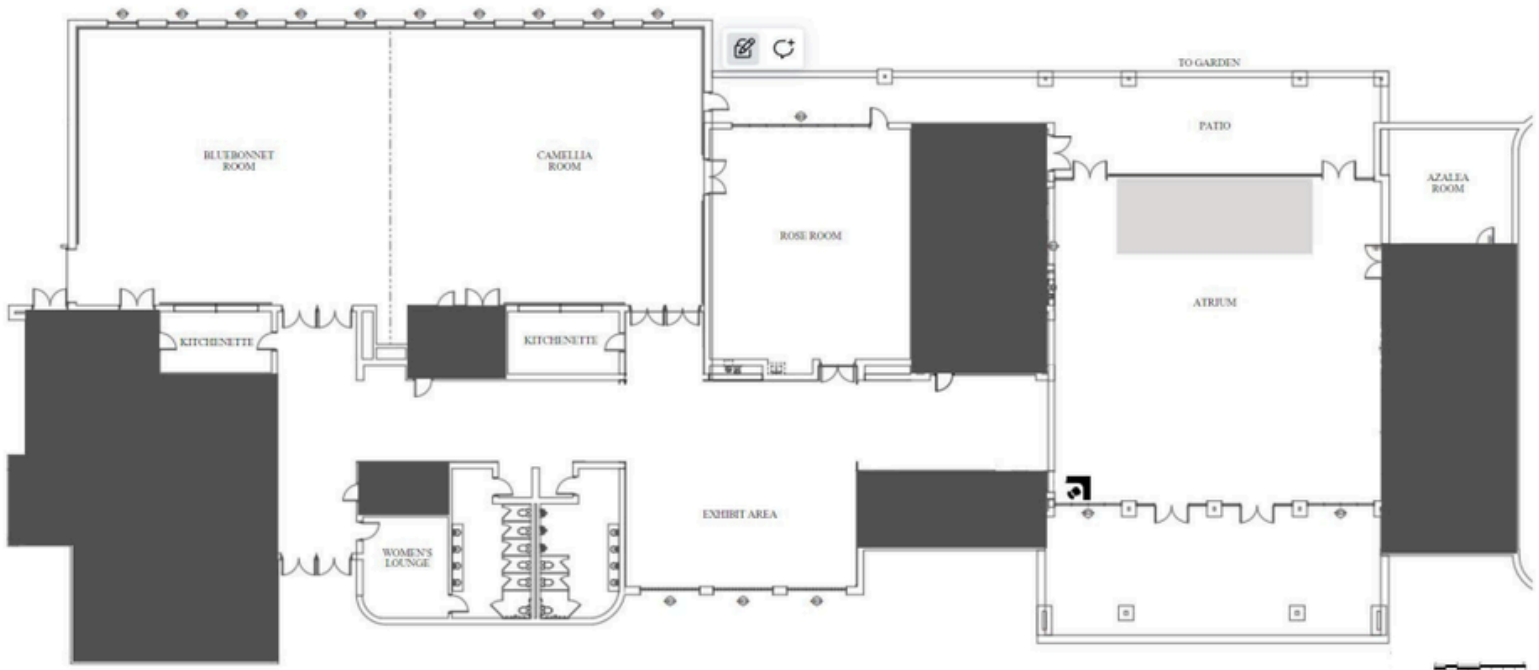
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Tyler Municipal Rose Garden

May be rented for special events including weddings, proms, birthday parties, baby showers, reunions, conferences, meetings, trade shows, expos and more!

- Bluebonnet & Camellia Room: 2,800 SF each
- Rose Room: 1,494 SF
- Azalea Room: 360 SF
- Exhibit Space
- Atrium
- Outdoor Spaces



Rose Complex Campus

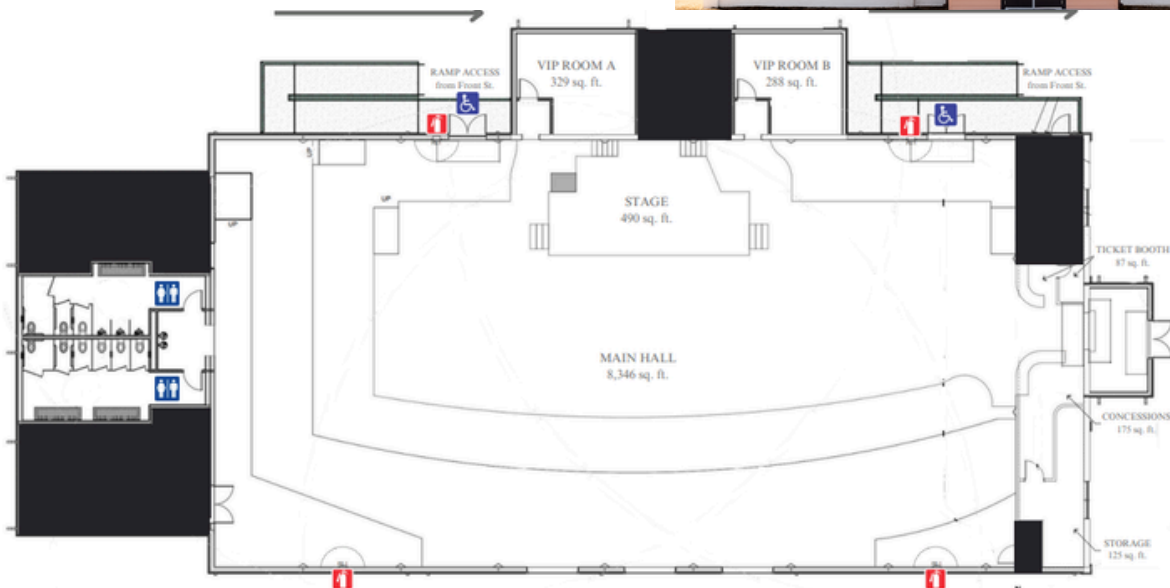
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The Mayfair Building

- 12,320 SF

In its heyday, the Mayfair Building hosted musical legends including Elvis Presley and Johnny Cash. Today, the Mayfair Building has been restored to its previous glory and is available to rent as part of the Rose Complex Campus.



Tyler Civic Theatre

Small venue featuring theaters in the round

- Braithwaite Theatre: 350 people
- Rogers Theatre: 130 people



CHRISTUS Trinity Mother Frances Rose Stadium

CHRISTUS Trinity Mother Frances Rose Stadium is the official home of Tyler ISD high schools.



CHRISTUS Trinity Mother Frances Mike Carter Field

Host facility for high school baseball playoff games and for NJCAA Regional, District, and National Tournaments.



Convention & Meeting Venues



GREEN ACRES BAPTIST CHURCH

Crosswalk Center: 24,000 SF

Two levels. Main room splits into three; seats up to 2,200. Three classrooms for 50 each. Parking for 500 cars. Catering and AVL support available.

CASCADES COUNTRY CLUB

14,000 SF

The Cascades Country Club offers a range of versatile meeting spaces to accommodate gatherings from 10 to 100 guests, as well as a grand indoor event space that can host up to 800 attendees. Ideal for corporate events, seminars, celebrations, fundraisers, and other large-scale functions, the Cascades' expansive facility offers an exceptional setting for any occasion.

VENUE ONE ELEVEN

Seats 300 over 3 levels

A multi-level special event venue located on the square in downtown Tyler, Texas. This historic building built in the 1880s has been revived and is available to rent for your business & corporate events or meetings and private parties. Offers stunning views from the ONLY public accessible rooftop downtown.

SHARON SHRINE CENTER

6,500 SF

The Sharon Shrine Center offers a 6,500 square foot room and commercial kitchen, ideal for your next event.

TYLER STATE PARK

Seats 235

Beautiful outdoor open area to host special events, which include a group hall with kitchen, pavilion, picnic area and amphitheater. Six cabins adjacent to the group hall, as well.

CALDWELL ZOO

Seats 30-1000

Walk on the wild side at Caldwell Zoo, with multiple locations for your daytime or evening events. These spaces allow for indoor meetings or can flow into an indoor/outdoor event and can include personalized animal experiences.

THE MEHLING CENTER

Seats up to 700

The ideal venue for everything from intimate gatherings to large events. With a versatile space, modern amenities, and a welcoming atmosphere, it's perfect for corporate meetings, celebrations, and community events.

CEDARS OF LEBANON

Seats 200 people

Whether your event is large or small, you never feel lost in our ballroom that offers seating for up to 200 guests. The ballroom features a beautiful wooden dance floor and the banquet room features a picturesque faux fireplace.

ONE REALTOR CENTER

4,300 SF

OneREALTOR Center is East Texas' most architecturally unique and technologically advanced event and training center.

OAK CROSSING

Seats 264

With full A/V setup and a personal event coordinator, you'll have the event logistics you need for peace of mind and confidence. Open catering and optional stage are available.

THE LONE OAK

Seats 70

This venue offers a unique experience for events and is suitable for intimate gatherings or large groups. There's ample space for you to unwind and entertain and it includes a kitchen, bar, dressing room and living space.

THE MAJESTY EVENT CENTER

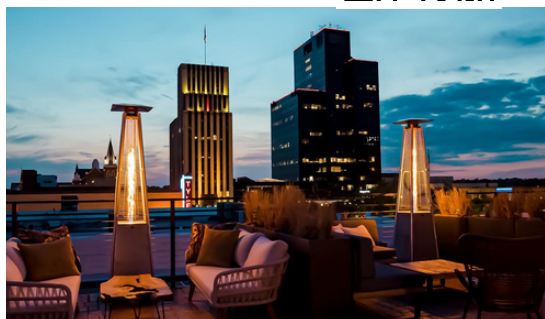
Seats 250

The venue has a total of 23,300 SF and has the capacity to host a variety of events. Conveniently located just 5 minutes from downtown Tyler.



FOR MORE VENUES. SCAN HERE

visitt Tyler.com/businesses/to-do/venuesgroupsweddings



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Hotel Meeting Venues



HOLIDAY INN TYLER CONFERENCE CENTER

10,000 square feet

COURTYARD BY MARRIOTT

4,016 square feet

HILTON GARDEN INN

3,177 square feet

STAYBRIDGE SUITES

1,400 square feet

HOMEWOOD SUITES

1,344 square feet

HOLIDAY INN EXPRESS SOUTH

1,325 square feet

HAMPTON INN AND SUITES

1,296 square feet

RESIDENCE INN BY MARRIOTT

1,200 square feet

LA QUINTA INN AND SUITES UNIVERSITY

720 square feet

BAYMONT INN AND SUITES

640 square feet

COMFORT SUITES

640 square feet

STUDIO 6 TYLER

640 square feet

SLEEP INN AND SUITES

550 square feet

DAYS INN & SUITES

1,000 square feet _ [CONFIRMATION HERE](#)



Why Tyler?

Rose Capital of America

From our charming brick streets to our antique shops and specialty stores, Tyler offers a variety of things to see and do. The city is alive with natural beauty including wonderful lakes, adventurous trails, and scenic campgrounds.

Our central location in northeast Texas makes Tyler a hub for the region with easy access to several major cities, making it an ideal getaway for meetings or groups. Come see for yourself. It all starts with a visit!

Top Attractions:



Tyler Municipal Rose Garden

This world-famous Rose Garden spans 14 acres with thousands of rose bushes, over 300 varieties, and 600 beds, featuring the Idea Garden, Heritage Garden, and Camellia and Day Lily collections.



Antique Shopping

Tyler offers nearly a dozen antique shops to help you find that special item from yesteryear for yourself or loved ones.



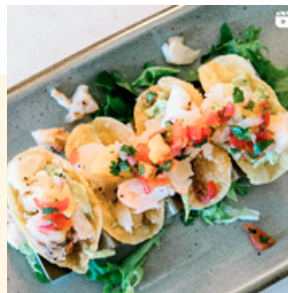
Caldwell Zoo

Caldwell Zoo spans 85 acres with animals from around the world. Opening in Fall 2024, Amazon River's Edge will feature a giant River Otter exhibit and walk-through habitat.



Tyler State Park

The park offers tent camping, RVing, mountain biking, and fishing. Enjoy 985 acres of wooded hills, a 64-acre spring-fed lake, trails, and diverse outdoor activities.



Local Culinary

Tyler's culinary offerings span the spectrum, encompassing everything from farm-to-table delicacies and sophisticated fine dining experience to comforting Southern classics and flavorful Tex-Mex dishes, ensuring a delightful experience for every palate.



Local Farms

Enjoy Tyler's natural beauty at Tyler Berry Farm and Plantation Pines. Enjoy blueberries, strawberries, sunflowers, and wildflowers at Tyler Berry Farm. Visit Plantation Pines for spring tulips, fall pumpkins, and winter Christmas trees.

*Blooms dependent on season



Beauty Blooms Year Round

- January**
 - Pines
 - Possumhaw Holly
 - Yaupon Holly
- February**
 - Tulips
 - Narcissus
- March**
 - Azaleas
 - Bluebonnets
 - Daffodils
 - Dogwoods
 - Tulips
- April**
 - Azaleas
 - Bluebonnets
 - Dogwoods
 - Roses
 - Wisteria
- May**
 - Crape Myrtles
 - Lilies
 - Oakleaf Hydrangea
 - Strawberries
 - Wildflowers
- June**
 - Blueberries
 - Lillies
 - Onions
 - Pentas
 - Strawberries
 - Sunflowers
 - Tomatoes
 - Watermelon
 - Zinnas
- July**
 - Butterfly Weed
 - Okra
 - Peaches
 - Peas
 - Periwinkle
 - Salvia
- August**
 - Crape Myrtles
 - Lantana
 - Okra
 - Onions
 - Peas
 - Periwinkles
 - Zinnias
- September**
 - Butterfly Weed
 - Pumpkins
 - Spider Lilly
- October**
 - Dianthus
 - Pansies
 - Pumpkins
 - Roses
- November**
 - Dianthus
 - Fraser Fir Trees
 - Japanese Maples
 - Red Maples
 - Virginia Fir Pine Trees
- December**
 - Fraser Fir Trees
 - Hollies
 - Paperwhites
 - Virginia Fir Pine Trees





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