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# PHILLIPS FAMILY SCHOLARSHIP

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Phillips Entertainment, Inc. is a small, San Antonio based family business that operates visitor attractions and various other travel & tourism related businesses. The Phillips family has deep roots in Texas Tourism dating back to 1964 with Gene Phillips and Aquarena Springs in San Marcos, Texas. Prior to theme parks, Aquarena Springs was the highest attended attraction in the state. Gene not only helped grow Aquarena Springs, but he was also one of the industry leaders that helped create what is today the Texas Travel Alliance, formerly Texas Travel Industry Association. TTA represents and advocates for all sectors of the Travel and Tourism Industry in Texas. Two of Gene's sons, Bill and Bob Phillips, followed him into the industry, as well as his grandson, Davis Phillips.

All three worked with Classic Attractions and, led by Bill Phillips, started the first visitor attractions on Alamo Plaza in San Antonio. The Wax Museum was opened in February 1987 and Ripley's Believe It or Not! in May 1988. After 20 years of the successful operation of four tourist attractions in San Antonio and Dallas/Ft. Worth, the Phillips family started its own company, called Phillips Entertainment, Inc. (PEI) in 2000. The family business operated Ripley's Haunted Adventure, the Guinness World Records Museum, the Tomb Rider 3D Adventure Ride from 2002 until September of 2022. The businesses were closed in a deal with the state because of the Alamo Redevelopment Plan. Phillips also operates 2 San Antonio locations for Extreme Escape, the Amazing Mirror Maze, the Laser Challenge, the River Sweets Candy Shop, VIVA SATX!, the Buckhorn Saloon and Museum and the Texas Ranger Museum along with its lunch café, gift shop, and the oldest Saloon in Texas. Their newest business is Be Kind & Rewind – an 80's and 90's immersive themed bar on Alamo Plaza, which opened in October 2022.

Phillips Entertainment, Inc. (PEI) is an active part of our community and industry with extensive involvement at both the local and state levels, including the San Antonio Tourism Council, Visit San Antonio, as well as the Texas Travel Alliance. The development of leaders and assisting the career growth of young people are 2 priorities of the Phillips family and the leadership of PEI. The company focuses on growing and mentoring leaders, as well as teaching young people skills required to succeed in both their work and personal life. The Phillips Family Scholarship, established in 2018, provides financial assistance for men and women pursuing post high school degree programs, while currently working in the travel and tourism industry. The program seeks to encourage and enable highly motivated students to pursue higher education opportunities within the San Antonio area community.

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## \$2,500 AWARDED TO RECIPIENT

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### ELIGIBILITY

Must be working full or part time in the travel or tourism industry in the San Antonio metro area.

Currently enrolled in an accredited post-high school program including two (2) or four (4) year college, or trade school in San Antonio.

Student must maintain a minimum cumulative GPA of 2.5 on a 4.0 scale and abide by the scholarship agreement.

*Applicants MAY pursue degrees outside the travel and tourism industry.*

### APPLICATION GUIDELINES

To apply each student applicant must submit:

- (2) letters of recommendation
- An official college transcript
- A typed essay of 500 words describing how your current job in the travel or tourism industry will influence your plans for future education.

***Please submit applications via email to:***

Davis Phillips

[dphillips@phillipsentertainmentinc.com](mailto:dphillips@phillipsentertainmentinc.com)

and

Bill Brendel

[bill@SaVisitorAlliance.com](mailto:bill@SaVisitorAlliance.com)

**APPLICATION DEADLINE:**  
**Friday 10-4-24**