



Tourism Public Improvement District

Individual Hotel Incentive Program

www.DallasTPID.com

Dallas Tourism Public Improvement District (DTPID) Overview

Background on Dallas Tourism Public Improvement District:

- The first such district to be created in Texas.
- Modeled after similar successful initiatives across the country.
- Designed to enhance Dallas' performance as a convention and tourism destination.
- Funded by hotels in Dallas city limits with 100+ rooms through a 2% assessment on guests.
- The District is managed by a ten-member Board of Directors made up of participating hoteliers.
 - 3 from properties with 1000+ rooms
 - 3 from properties with 301-999 rooms
 - 4 from properties with 100-300 rooms

"Individual Hotel Incentive Program" overview:

- The program is for district member hotels with less than 1,000 rooms to provide incentives for self-contained groups or meetings that could attract and/or retain overnight visitors to Dallas.
- The program represents 5% of the DTPID budget; currently over \$900,000 annually.

Application Process:

- Applications will be reviewed and recommendations provided to the DTPID Board for approval.
- Applicants will be notified of their status upon the preliminary decision of the program administrator, and of any changes after the Board has reached a final decision.
- If approved, the applicant will be notified of the maximum amount awarded.
- Awards based on program parameters and funding availability.

Application Details:

- Organizations can request up to \$100,000 per fiscal year (ending September 30) in funding.
- Events receiving other DTPID funds are not eligible.
- Individual applications should be submitted for each lead at least 60 days prior to the meeting.
- A minimum of 10% of the applicant property's room inventory at peak must be utilized.
- A minimum Return on Investment (ROI) of 10 to 1 is required for applied funding; that is for every dollar provided in DTPID funding, ten dollars in hotel lodging revenues must be generated.
- Reimbursement payments to district member properties will be made after the event based on performance.

Funding Process:

- Within 30 days of the event's conclusion, the applicant must submit a final report including actual performance compared to projections and supporting documentation.
- After review by the program administrator, expenses will be reimbursed proportionally based on actual performance up to the maximum pre-approved amount.

DTPID Pre-Event Hotel Application and Budget Form

Submitted 60 days prior to Event Start

Hotel Information:

Hotel Name:

First Name:

Last Name:

Contact Phone:

Contact Email:

GM Full Name:

GM Email:

Event Information:

Event Name:

Event Start Date:

Event End Date:

% of Inventory at Peak:

Event Decision Date:

Previously in Dallas: (check if yes):

Available Funding and Return on Investment:

- Your anticipated number of **Hotel Room Nights** as determined by contracted room block
- Multiplied by **Contracted Hotel Rate** to get **Total Revenue**
- Divide **Total Revenue** by 10 to get the 10:1 required ROI = **Maximum Eligible DTPID Amount**

Hotel Room Nights Avg. Room Rate \$ = Total Revenue \$0 / 10 (for ROI) =

\$0 Maximum Eligible DTPID Amount

DTPID Funds Requested For Pre-Approval: \$

This cannot be higher than the Maximum Eligible Amount

Brief Event Description: (include competing cities)

Brief Description of DTPID Funding:

When submitting this Individual Hotel Incentive Application, signatories acknowledge the information contained herein as accurate and agree to review of all related event materials and final support documentation prior to DTPID payment.

If you have any questions, please contact Sheryl Budelier at (214) 571-1337 or Sheryl@visitdallas.com (<mailto:sheryl@visitdallas.com>)

Print this screen for your records before submitting. (Control+P or Command+P)

DTPID Post-Event Hotel Reimbursement Form

Please complete this form 30 days post your event

Hotel Information:

Hotel Name:	<input type="text"/>
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Contact Phone:	<input type="text"/>
Contact Email:	<input type="text"/>
GM Name:	<input type="text"/>
GM Email:	<input type="text"/>

Event Information:

Event Name:	<input type="text"/>
Event Start Date:	<input type="text" value="mm/dd/yyyy"/>
Event End Date:	<input type="text" value="mm/dd/yyyy"/>

Actual Funding and Return on Investment:

- Your number of **Hotel Room Nights** as determined by pick-up report
- Multiplied by **Contracted Hotel Rate** to get **Total Revenue**
- Divide **Total Revenue** by 10 to get the 10:1 required ROI = **Maximum Approved DTPID Amount**

Hotel Room Nights x Avg. Room Rate \$ = Total Revenue \$0 / 10 (for ROI) =

\$0 Maximum Approved DTPID Amount

PreApproved Amount: \$	<input type="text" value="0"/>
Actual Expenses for Reimbursement: \$	<input type="text" value="0"/>

(Above number cannot exceed more than was initially approved)

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If you have any questions, please contact Sheryl Budelier at (214) 571-1337 or [Sheryl@visitdallas.com](mailto:sheryl@visitdallas.com) (mailto:sheryl@visitdallas.com)

Please send pick-up report as an attachment to Sheryl@VisitDallas.com

Print this screen for your records before submitting. (Control+P or Command+P)