



# Event Application Program

[www.DallasTPID.com](http://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

### "Event Application Program" overview:

- The program is for local arts, cultural, and other events that could draw overnight visitors to Dallas.
- The program represents 7.5% of the DTPID budget; currently over \$1,200,000 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.
  - Non-profit entities are eligible for 25% of their pre-approved funding up front (non-refundable).
  - Prior non-profit DTPID recipients may qualify for 50% of their pre-approved funding up front.

### Application Details:

- Organizations can request up to \$35,000 per fiscal year (ending September 30) in funding.
- Applications can be for a single event, a complete season or an annual calendar of activities.
- A minimum of \$5,000 in projected hotel room night revenue must be projected to apply for funding.
- 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 organizations will be made after the event based on performance.
- An organization may select one of three options to verify ROI:
  1. Hotel Booking Code: The use of a Hotel Booking Code used by attendees to book hotel rooms will generate the trackable hotel room night count.
  2. Ticket Sales/Registration: Using the estimated total number of ticket sales or registrations for the event sold outside of the DFW Metropolitan Statistical Area multiplied by 0.6 will equal hotel room night count.
  3. Attendance: Using the estimated total number of attendees of the event to be funded by the Dallas TPID multiplied by 0.09 will equal the hotel room night count.

### 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.
- Include support documentation confirming results, any research materials, and 'proof of performance'. Benefits to the DTPID shall be at least equal to those of any other equivalent sponsor.
- After review by the program administrator, expenses will be reimbursed proportionally based on actual performance up to the maximum pre-approved amount.