



# Individual Hotel Incentive 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

### "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 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.