

# **Arlington Tourism Public Improvement District**

## **Program Eligibility Requirements**

**Legal Status:** Applicants must be ATPID participating hotels and must be in good standing, i.e. all ATPID fee remittance must be up to date.

**Use of Funds:** An applicant's funding from the ATPID must show a demonstrable intent to retain or bring in additional out-of-town visitors to Arlington for the meeting.

**Track Record:** An applicant must also have a demonstrable history showing successful ongoing programming of this function or similar functions or related business activities prior to submitting an application.

**Location:** Regardless of where an applicant is headquartered or physically located, or where a particular marketing program is implemented, 100% of the funding received from the ATPID must be applied for, or in support of, programs providing a measurable benefit to the assessed hotels (lodging businesses) within the City of Arlington.

**Prohibited Uses:** ATPID funds cannot be used for political activity, programs completed prior to the submission of the application, or any effort not specifically designed to increase hotel nights.

**Property Tiers:** For the purposes of the ATPID Single Hotel Incentive Program the following criteria will be considered for three tiers:

- Tier 1 - Properties with 300+ rooms (2 eligible hotels)
- Tier 2 – Properties with 151 – 299 rooms (5 eligible hotels)
- Tier 3 – Properties with 75 – 150 rooms (35 eligible hotels)

### **Funding Limits:**

- Applicants are limited to a receiving a maximum dollar amount per annum.
  - Tier 1 - \$25,000
  - Tier 2 - \$15,000
  - Tier 3 - \$5,000
- Events receiving other ATPID funds are not eligible, i.e. may not also receive ATPID funds for a citywide event.
- Limited to single property events.
- City wide affiliated events are excluded.

Note: Based on Arlington hotel inventory as of 10/01/2016. Subject to change.

**Minimum Valuations:** Applications will be considered for groups using a specified percentage of the applicant property's room inventory at peak, defined by tier.

- Tier 1 – 25%
- Tier 2 – 20%
- Tier 3 – 15%

Events should have a minimum dollar amount impact on hotel lodging (defined by tier) and a 10-to-1 ROI in hotel industry impact for every dollar provided in ATPID funds.

- Tier 1 - \$7,500
- Tier 2 - \$5,000
- Tier 3 - \$2,500

**Distribution of Funds:**

Properties with 300+ rooms	17%
Properties with 151 - 299 rooms	25%
Properties with 75 - 150 rooms	58%
Note: Based on available funds	