

**Arlington Tourism Public Improvement District
Individual Hotel Incentive Program (IHIP)
Worksheet Application Package**

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How to Apply

Application Information:

Applications are available online at www.atpid.com. If you have a question about the Event Funding Application process or the Arlington TPID, please call 817-265-7721.

Applications must be submitted online at www.atpid.com according to the directions in this packet.

Checklist:

- Signed Incentive Program Application Form / Agreement to Review
- Meeting Description / Proposed Scope of Work
- Targeted Return on Investment / Budget Request

Application Timeline:

Applications may be submitted online at www.atpid.com at any time and will be awarded on a first come/first serve basis by the administrator and presented to the Arlington Tourism Public Improvement District (ATPID) Board for their approval on a quarterly basis. Applications must be submitted online at www.atpid.com at least 30 days prior to the event.

The ATPID or Arlington Convention & Visitor Bureau (ACVB) staff may ask for additional information or a presentation from the applicant. Please allow sufficient time prior to the event to respond to any such requests. Additional review dates may be set at the sole discretion of the Arlington Tourism Public Improvement District Corporation Board of Directors.

Arlington Tourism Public Improvement District

District and Program Overview

District Overview:

The Arlington Tourism Public Improvement District (ATPID) is modeled after successful tourism PIDs that have been established across the country. These tourism PIDs have dramatically impacted their ability to compete for convention and group business and to promote hotel activity and tourism.

The proposed Arlington TPID is designed to significantly increase the funding available to market and provide incentives to enhance Arlington's performance as a convention and tourism destination. However, the Arlington TPID is not itself a marketing entity, but rather a funding conduit for the development and implementation of effective marketing programs and services that result in increased hotel activity for the assessed hotels in the District. This funding will also allow Arlington to compete effectively for convention and tourism business against other cities that compete with Arlington in the convention and group business market.

Program Overview:

Part of this effort will include an innovative Request for Proposal (RFP) process giving ATPID participant hotels an opportunity to seek TPID funds to attract new and/or retain groups, visitors, and hotel activity to Arlington.

The benchmark for ATPID funding will be the number of hotel nights generated. The organizations with the highest lodging Return on Investment (ROI) will receive the greatest consideration for funding with the minimum benchmark ROI set at 10-to-1; that is for every dollar provided in ATPID funding, the District would like to see ten dollars in hotel night room revenue generated at City of Arlington hotels.

Applicants to this program should complete all the information in this package and submit their application within the specified timeframe. Applications will be reviewed and recommendations provided to the Arlington Tourism Public Improvement District Corporation Board (Board) for consideration and approval. Applicants will be notified of their status after the board has reached a decision. If funding has been granted, the applicant will also be notified of the amount that has been approved.

Within 30 days of the event's conclusion, the applicant must submit a final report including actual ROI compared to projections, and supporting documentation showing the actual expenditure of approved expenses. After review by the ACVB CFO, expenses will be reimbursed proportionately based on the actual ROI up to the maximum approved amount for the purposes authorized by the Board.

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	

Arlington Tourism Public Improvement District
Event Application Worksheet

Applicant Hotel Name: _____

Mailing Address: _____

Telephone: _____ **FAX:** _____

Website: _____

Primary Contact Name and Title: _____

Telephone: _____ **FAX:** _____

Email: _____ **Title:** _____

Website (if different from above): _____

Event Name: _____

Event Date: _____ **Event Decision Date:** _____

Funds Requested: _____ **Est. Room Revenue:** _____

Event Description: _____

If event has previously met in Arlington, indicate when and where: _____

Arlington Tourism Public Improvement District

Pre-Event ROI and Budget Worksheet

Proposed Scope of Work: _____

Budget:	Event Total	ATPID	ATPID as % of Total
Advertising/PR	_____	_____	_____
Sales Incentives	_____	_____	_____
Web & Technology	_____	_____	_____
Printing & Distribution	_____	_____	_____
Research	_____	_____	_____
Operating Costs	_____	_____	_____
Other	_____	_____	_____
Total Budget	_____	_____*	_____

** (ATPID funding should not exceed 10% of Estimated Total Lodging Industry Revenue for Arlington hotels as noted below)*

Event uses what percent of property's inventory at peak?: _____

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

Estimated Return on Investment:

Calculate the potential room lodging revenue as the total room block times the negotiated room rate.

$$\begin{array}{ccccccc}
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 \text{Block} & & & & \text{Rate} & & & & \text{Revenue}
 \end{array}$$

Arlington Tourism Public Improvement District

Final Report and Review

Once the awarded event has occurred, the applicant should submit a final report for the event along with the attached signed submission for reimbursement. The final report should include a review of the event's activities with a comparison of actual outcomes versus the targeted outcomes estimated on the original application. If a formal study or survey was conducted to evaluate the event's impact, it should be included for review.

Support documentation must be included to demonstrate the actualized return on investment (ROI). Receipts should be included in support of the approved expenses in which reimbursement is sought.

Hotel room night revenue should be reported as a definitive measure of the room block consumed times the negotiated room rate.

Final review, acceptance of support documentation, and calculation of reimbursable expenses are at the sole discretion of the ATPID administrator.

Arlington Tourism Public Improvement District

Post-Event ROI and Reimbursement Worksheet

Applicant Hotel Name: _____

Primary Contact Name: _____

Event Name: _____

Event Date: _____

Award Date: _____

Actual Expenses	Event Total	ATPID	ATPID as % of Total
Advertising/PR	_____	_____	_____
Sales Incentives	_____	_____	_____
Web & Technology	_____	_____	_____
Printing & Distribution	_____	_____	_____
Research	_____	_____	_____
Operating Costs	_____	_____	_____
Other	_____	_____	_____
Total Actual Expenses	_____	_____*	_____

** (ATPID funding will not exceed 10% of Total Lodging Industry Revenue for Arlington hotels as noted below)*

Event Dates: _____

Expenditure Dates: _____

Event used what percent of property's inventory at peak?: _____

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

Actual Return on Investment:

Calculate the actual room lodging revenue as the total room block times the negotiated room rate.

$$\begin{array}{ccccccc}
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 \text{Block} & & & & \text{Rate} & & & & \text{Revenue}
 \end{array}$$