

# **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.