



Thank you for your interest in the Hotel Incentive Program.

Here are the criteria approved at the Waco TPID board meeting on 3/17/2021:

- Maximum award per fiscal year, per hotel: \$25,000
- Maximum budget for this program for the fiscal year: \$100,000
- Minimum ROI of 7-to-1
- The group should use a minimum 10% of property's room inventory on peak
- Reimbursement will be amount originally approved, or 7% of actual lodging revenue, whichever is less.
- Available only to Waco TPID hotels
- Program is NOT limited to single property events
- Event can be receiving other TPID or CVB funds
- **Can** be used to pay rebates and commissions, with board approval
- Post-Event Report is due within 30 days of event's conclusion, and must include a pickup report and W-9 form
- Award is contingent upon funding availability
- Award is paid after event, based on actual performance

### **Process**

Please submit the form well in advance of your event so that the request can be considered at an upcoming Waco TPID board meeting.

If approved, you will be notified. Then, within 30 days of the event, please submit the post-event form to show the actual pickup from the group. You will be paid based on actual performance, but only up to the amount approved.

Questions? Please contact Carla Pendergraft, Waco TPID administrator, at [carlap@wacotx.gov](mailto:carlap@wacotx.gov). Or 254.750.5806.

