

Fort Worth Tourism Public Improvement District Hotel Incentive Program—You Stay, We Pay! (YSWP)

You Stay, We Pay! (YSWP) has been an effective financial incentive program designed to generate more business for Fort Worth properties. This program will continue assisting properties to focus solely on in-house/self-contained meetings through funding provided by the Fort Worth Tourism Public Improvement District (FWTPID), with some slight modifications from the past YSWP guidelines.

FWTPID Background

- Similar to other public improvement districts in Texas and throughout the United States.
- Funded by hotels with 100 or more guest rooms located in the City of Fort Worth.
- FWTPID is managed by a board of directors made of participating hotels located in the District and various areas throughout the City.

YSWP Overview

- Program is designed to assist hotels booking in-house/self-contained meetings.
- Need months should be focused: January, March, April, June, August, November and December. Other months may be considered but applicants should provide compelling business reasons in order that an appropriate decision can be made.
- YSWP will not be available to groups receiving Special Public Facilities Funds (SPFF) in order to optimize overall usage of FWTPID resources.

Application Process

- Application form will be posted on FWCVB Extranet Portal for applicant's usage.
- Applications should be submitted 30 days prior to earliest arrival day.
- Program administrator (FWCVB) will approve awards under the guidance of policies adopted by the FWTPID Board of Directors.
- Organizations can request up to \$50,000 per fiscal year (ending September 30) in funding.
- A minimum of seventy five (75) total room nights must be utilized.
- Applicants must be in competition with other cities. *(provide copy of RFP and/or email detailing)*
- Applicants will be informed by program administrator (FWCVB) of amount awarded.
- Awards will be based on program parameters and availability of funding.
- Initial financial incentives are based on the following schedule:

Contracted Total Room Nights	Incentive per room
750-1,000	\$8 per room (<i>\$8000 maximum</i>)
450-749	\$6 per room
75-449	\$4 per room
30-74	\$2 per room

Funding/Reporting Process

- Approximately 2 weeks prior to meeting start date program administrator (FWCVB), will remind applicant the need to complete a final report verifying final hotel room (day-by-day) pick-up.
- Within 45 days of meeting end date, the applicant should submit final report.
- After review by the program administration (FWCVB), expenses will be reimbursed proportionally based on actual performance.
- Awards are payable to customer and a W-9 Form will be required in order to make payment.



YSWP Application Form

Hotel Name:

Sales Contact:

Email:

Phone:

Account Name:

Address:

Email:

City, State, ZIP:

Third Party Contact:

Lead Contact:

Email:

Lead Name:

Meeting Dates:

Decision Date:

Peak Room Nights:

Total Room Nights:

Offered Room Rate:

_\$ _____

Repeat Business:

Yes

No

If Yes, last meeting date:

Competition (outside of Fort Worth):

Concessions offered by Hotel:

Compelling Business Reasons:
(What make this important to the property?)

Payable to:

Please note, if you are using this application for a non-CVB lead, you will need to include the RFP information in the email when sending the request!

You Stay, We Pay Scale:

Contracted Room Nights	Incentive per room
750-1,000	\$8 per room
450-749	\$6 per room
75-449	\$4 per room
30-74	\$2 per room

By signing this application, signatories acknowledge the information contain herein is accurate.

Signature:	Email:	Date:
Sales Contact:		