



## Visit McKinney's Sports Group Assistance Program (SGAP)

The Visit McKinney Sports GAP Fund is for organizations planning sporting events that intend to utilize McKinney hotels. A full list of eligible McKinney hotels can be found [here](#). A maximum of \$15,000 is available to each group/event, dependent on the number of room nights secured. Please review the Program Guidelines below and, if your group fits the qualifications, please take a few moments to fill out the application to apply for the Visit McKinney Sports GAP Fund [here](#).

### PROGRAM GUIDELINES

**Request for funds (Sports GAP Application)** must be submitted prior to contracting with a sports facility and/or McKinney hotels. Applications made after a signed contract is in place will be rejected. Please note if a group/event has received Visit McKinney sponsorship or grant funding, Visit McKinney reserves the right to decrease GAP funding amounts. If Visit McKinney is not offering any other sponsorships or grant funds, Sports GAP funds will be determined by the following factors listed below:

- 1. Room Tax Revenue.** Room tax revenue is used to calculate the amount allowed. The hotel will be eligible to receive 50-75% of the 7% local room tax generated by a group/event up to a maximum of \$15,000 dependent on the number of room nights secured. (Comp rooms are not eligible for reimbursement). See percentage breakdown of eligibility by room nights below.
  - **100 – 999 Room Nights** – eligible to receive 75% of the 7% local room tax generated by the group/event up to a maximum of \$5,000.
  - **1000 – 2000 Room Nights** - eligible to receive 50% of the 7% local room tax generated by the group/event up to a maximum of \$10,000.
  - **2001+ Room Nights** - eligible to receive 50% of the 7% local room tax generated by the group/event up to a maximum of \$15,000.

Example: If the group generates 125 room nights at a rate of \$115.00 per night they will receive \$754.69 based upon the calculations below:  $125 \text{ RN} \times \$115.00 = \$14,375.00 \times 7\% = \$1,006.25 \times 75\% = \$754.69$ .

### 2. Qualifications and Authorized Uses of Funds:

- Sporting event may be held at a McKinney sports facility or a surrounding city's facility if McKinney hotels are being utilized.

### **Operational Expenses – Offsetting facility rental costs.**

- Applications may be submitted for groups/events that take place in the current fiscal year (October 1 thru September 30). If the event/tournament is scheduled to occur beyond the current fiscal year, funds can be utilized through the budgeting process by contacting Visit McKinney's Executive Director by [email](#) or by calling 972.547.2059.
- Proposed group business shall book a minimum of 100 peak room nights.
- A maximum of \$15,000 is available to each group/event dependent on the number of room nights secured.
- If anything should change on the original Sports GAP application such as event date, room rate, etc. a new application must be resubmitted for approval.
- Funding is contingent upon the availability of grant funds.

### **COMPLETING THE FORM**

The application must be completed in its entirety with the following information to be considered:

- **Hotel Information:** Name of hotel(s) under consideration.
- **Group Information:** Group Name, Event Name, Contact Name, Address, Phone Number, Decision Date, and Program Dates.
- **Estimated Room Night Impact on McKinney:** Estimated Room Nights and Room Rate. *The form has an imbedded macro and will automatically calculate the estimated total assistance. If you have more than one room rate for the group/event please include this information in the appropriate location.*
- **Additional Events/Activities:** Provide information if any additional events outside of the sporting facility will take place in McKinney.
- **Group History:** Provide a two-year history or indicate this is a first-time group/event.

Below is an example of additional events/activities that may be used to assist in funding. Items not listed below will be evaluated on an individual basis and may or may not be approved by Visit McKinney.

- Banquet receptions
- Social gatherings
- Meetings Room Usage

**Approval Signatures & Dates:** By typing your name in the appropriate area and dating it, the group representative acknowledges having read Visit McKinney's GAP guidelines and agrees to abide by said conditions. The Visit McKinney Executive Director will review the application (within 10 business days of receipt) and either approve or reject it. The group representative will receive notification of approval or rejection by email from Visit McKinney's Executive Assistant. Should you have any questions, please contact Visit McKinney's Executive Assistant by [email](#) or by calling 972.547.2063.

### **INSTRUCTIONS FOR DISBURSEMENT OF FUNDS**

At the end of the event, the group shall submit a W-9 form as well a pick-up report containing the following info to the [Visit McKinney Executive Director](#) within 90 days of the event's ending date:

*A hotel system-generated report of actual room nights booked by the group and actual room night revenue (Pick-up Report). If the group generated less or more room nights than what was originally requested on the application, the disbursement funds will be reduced/increased based on program guidelines, up to the \$15,000 limit, dependent on the number of room nights secured.*

The City of McKinney Accounting Department will issue a check each Friday; however, Visit McKinney's [Executive Assistant](#) must receive the pick-up report by the previous Friday at 8 a.m. for signature approval by Visit McKinney's Executive Director. Visit McKinney will create the check request for the host hotel. If the Director is unavailable to approve the check request, the check request will be processed on the next check cycle.

If after 90 days following the last day of the event a pick-up report is not provided to Visit McKinney, the GAP application will be null and void, and funds will not be disbursed to the applying group.

***Any misrepresentation or fraudulent claims by a group will disqualify them from receiving any GAP funds in the future.***