



# SATPID

SAN ANTONIO TOURISM  
PUBLIC IMPROVEMENT DISTRICT

## Individual Hotel Incentive Program

[www.SATPID.com](http://www.SATPID.com)



## FY2024 Individual Hotel Incentive Program Overview

### **“Individual Hotel Incentive Program” Overview:**

- The program is intended to assist district member hotels secure self-contained groups or meetings that could attract and/or retain overnight visitors to San Antonio, by providing financial assistance through a reimbursement program for specific eligible meetings/groups that meet the specific requirements of the program.
- The program is currently funded for Fiscal Year 2024: **October 1, 2023 – September 30, 2024.**

### **Hotel/Property Eligibility:**

- Hotel/Property must be an active SATPID member property currently submitting district assessments to the City.
- Applicant must be competitively bidding to secure the event, against other destinations and/or other properties.
- Submitted convention/meeting must meet a minimum 7:1 ROI (Room Revenue vs Incentive) see Pre-Event Application and Budget Form
- Applicant should submit Pre-Event Application and Budget Form at least 30 days in advance of event, however shorter booking windows will be reviewed.
- The Form outlines the primary information on the group, as well as specifies the type of incentive/s and amount requested.
- A Post Event Form is required to be submitted within 60 days after event ends. If Post Event Form is not submitted within 60 days after event ends, Applicant is at risk of losing previously approved reimbursable funding.

### **Application Process:**

- Applications will be reviewed for eligibility and approved by the program administrator, Visit San Antonio.
- SATPID Board of Directors may review all eligible/approved applications at scheduled board of directors meeting.
- Applicants will be notified of their status upon the preliminary evaluation of the program administrator, and of any changes after a thorough review of the submitted application.
- If applicant meets the minimum requirements, the applicant will be notified of their eligibility to receive funding and the maximum amount to be awarded.
- In an effort to maintain the funding integrity of the program, it is the sole responsibility of the applicant to provide a status update (i.e. lost, turndown, definite, etc.) to the program administrator on or before the provided application “Event Decision Date.” If applicant does not provide said status within three (3) business days of the provided “Event Decision Date,” funds may automatically be released into the general fund for said program, nullifying and voiding the previously approved application. If the approved application is declared null and void, the applicant would need to re-submit said application for further consideration and approval by program administrator.
- If applicant is ultimately successful at bringing in the eligible convention/meeting, then applicant is required to provide all supporting documentation in accordance with the Post-Event Form requirements.
- After all required information and supporting documentation have been received, reviewed and confirmed by the program administrator, applicant will be granted an amount up to the previously approved maximum award based on the 7:1 return.

## Effective 10/1/23

- Applicants may be reimbursed a lesser amount (than their previously notified reimbursement award) if their actual pickup is less than originally projected but still meets the 7:1 return post event. For budgeting purposes, applicants will not receive a greater amount of the previously approved eligible amount, even if actual pickup is greater than projection.
- Awards are based on program parameters and funding availability in the order they are received, for all approved groups arriving within a rolling 36 months from date booked definite.

## Application Details:

- Hotels/Properties are eligible to submit a single or multiple applications over the course of FY 2024 (October 1, 2023 through September 30, 2024). However, all hotels/properties are capped at a sum total of \$75,000 in reimbursable incentive expenses for all their applications combined submitted in FY 2024 up until budgeted funds are exhausted in a given year.
- Meetings/Events receiving other SATPID funds are not eligible, nor existing 'definite' business opportunities.
- Individual applications should be submitted at least thirty (30) days prior to the meeting.
- A minimum of 10% of the applicant property's room inventory at peak must be utilized.
- A minimum Return on Investment (ROI) of 7 to 1 is required for applied funding; that is for every dollar provided in SATPID funding, seven dollars in hotel lodging revenues must be generated.
- Reimbursement payments to district member properties will be made after the event based on performance and receipt of Post Event Form.

## Funding Process:

- Within 60 days of the event's conclusion, the applicant must submit the Post Event Form including actual performance compared to projections and supporting documentation, or risk losing previously approved reimbursable funding opportunity.
- Post Event Form should also include support documentation confirming results, any research materials and 'proof of performance,' such as, but not limited to the following:
  - Housing Bureau's 'actualized' room pick-up report
  - Group's Master Account Folio outlining room pick-up and corresponding average daily rates paid
- After review by the program administrator, expenses will be reimbursed proportionally based on actual performance up to the maximum pre-approved amount.

**Effective 10/1/23****Program Disclaimer:**

- The San Antonio Public Improvement District – Individual Hotel Incentive Program will be reviewed by the SATPID Board of Directors and Visit San Antonio on an annual basis for efficiency and effectiveness and is subject to change accordingly.
- This program is subject to change at the discretion of the SATPID Board of Directors. Any changes will be communicated to all impacted properties and posted on the SATPID website. Any potential changes will be reviewed with the goal of minimal to no disruption for projects previously approved for eligibility.
- Any information shared by a participating SATPID hotel property submitting an application for consideration by the program administrator, will not be shared with any other hotel, organization or entity and will be used for the sole purpose of application review.
- Visit San Antonio will not be eligible to receive booking credit for any opportunity submitted for consideration and approval that they did not expressly originate and source.

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### SATPID Pre-Event Application and Budget Form

Submitted at least 30 days prior to Event Start and prior to Decision Date

Disclaimer: Hotel/Property must be an active SATPID member property currently submitting district assessments to the SATPID.

Hotel Name:	
Street Address:	
Hotel Applicant Contact:	
Hotel Applicant Title:	
Hotel Applicant Phone No.	
Hotel Applicant E-mail:	

Event Name:			
Event Start Date:		Event End Date:	
Event Decision Date:			
Brief Event Description (including completing cities and hotels):			

Brief Description of how SATPID funds will be used:
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Competition: (Please check one):  Outside San Antonio  Hotels within SATPID  Hotels outside of SATPID

#### Available Funding and Return on Investment:

- Your anticipated number of **Hotel Room Nights** as determined by contracted room block
- Multiplied by **Contracted Hotel Rate** to get **Total Revenue**
- Divide **Total Revenue** by 7 to get the 7:1 required ROI = **Maximum Eligible SATPID Amount**

\_\_\_\_\_ Hotel Room Nights x \_\_\_\_\_ Room Rate = \_\_\_\_\_ Total Revenue ÷ 7 (for ROI) = \_\_\_\_\_  
Maximum Eligible SATPID Amount

<b>SATPID Funds Available for Pre-Approval:</b>							
<b>SATPID Funds Requested:</b>							
<b>Budget/Use of SATPID Funding:</b>							
Category	Master Acct. Credit	Food & Beverage	Audio Visual/IT	Marketing/PR	Promotion	All Other	TOTAL
Event Total							
SATPID \$							

When submitting this Individual Hotel Incentive Application, signatories acknowledge the information contained herein as accurate and agree to review of all related event materials and final support documentation prior to SATPID payment.

	<b>Signature:</b>	<b>Email:</b>	<b>Date:</b>
<b>Applicant:</b>			
<b>GM:</b>			

Please submit Application via E-mail to: [satpid@visitsanantonio.com](mailto:satpid@visitsanantonio.com)  
Any additional questions or concerns, please reach out to Maggie Menozzi  
Phone: (210) 244-2138 or E-mail: [maggie.menozzi@visitsanantonio.com](mailto:maggie.menozzi@visitsanantonio.com)

Effective 10/1/23

## SATPID Post-Event Application and Budget Form

*Submitted within 60 days after Event Ends*

**Disclaimer: If we do not receive your Final Report within 60 days after event ends, Applicant is at risk of forfeiting reimbursement and any previously committed funds will be released for other Applicant submissions.**

Hotel Name:	
Street Address:	
Hotel Applicant Contact:	
Hotel Applicant Title:	
Hotel Applicant Phone No.	
Hotel Applicant E-mail:	

Event Name:			
Event Start Date:		Event End Date:	
SATPID Approval Date:			

### **Actual Funding and Return on Investment: (attach pick-up report)**

- Your number of **Hotel Room Nights** as determined by pick-up report
- Multiplied by **Contracted Hotel Rate** to get **Total Revenue**
- Divide **Total Revenue** by 7 to get the 7:1 room revenue required ROI = **Maximum Eligible SATPID Amount**

\_\_\_\_\_ Hotel Room Nights x \_\_\_\_\_ Room Rate = \_\_\_\_\_ Total Revenue ÷ 7 (for ROI) = \_\_\_\_\_  
Maximum Eligible SATPID Amount

<b>SATPID Pre-Approved Funds:</b>							
<b>Actual Expenses Eligible for SATPID Reimbursement</b>							
<b>Actual Expenses/Use of SATPID Funding:</b>							
Category	Master Acct. Credit	Food & Beverage	Audio Visual/IT	Marketing/PR	Promotion	All Other	TOTAL
Event Total							
SATPID \$							

When submitting this Individual Hotel Incentive Application, signatories acknowledge the information contained herein as accurate and agree to review of all related event materials and final support documentation prior to SATPID payment.

	<b>Signature:</b>	<b>Email:</b>	<b>Date:</b>
<b>Applicant:</b>			
<b>GM:</b>			

Please submit Final Report via E-mail to: [satpid@visitsanantonio.com](mailto:satpid@visitsanantonio.com)

Any additional questions or concerns, please reach out to Maggie Menozzi

(Phone: (210) 244-2138 or E-mail: [maggie.menozzi@visitsanantonio.com](mailto:maggie.menozzi@visitsanantonio.com))

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