



Meeting Incentive Program Terms & Conditions

About Us

The Greater Wilmington Convention and Visitors Bureau stimulates economic growth for New Castle County, Delaware and elevates Greater Wilmington as a tourism destination by attracting visitors for leisure travel, events, and conferences.

Purpose of the Program

The Bureau created the program to attract new meetings and convention business to New Castle County, while incentivizing current business to stay in the area. The incentives provided through the program are intended to help offset the cost of these events.

PROGRAM OVERVIEW

Incentive awards are determined by the total number of hotel room nights an event generates. Picked-up rooms are credited only if booked from the contracted room blocks. Rooms picked up using discount channels or online travel agencies, booked at non-designated hotels or booked using any other method beyond the room block do not count toward the incentive.

The tiered incentive schedule ranges from \$500 for fifty (50) to one hundred (100) room nights to \$7,500 for seven hundred and fifty-plus (750+) room nights. There is a 25% bonus added to each tier for group stays of four or more room nights. The incentive is paid directly to the organizing entity after the event occurs, after the number of rooms picked up are verified by contracted hotels, and after all financial obligations related to the event have been met.

A qualified event must be a group block with ten (10) rooms on peak and a minimum of fifty (50) contracted, utilized, and paid room nights.

The Bureau has the ability to utilize discretion in determining the allotted funds, including adjustments to the estimated pre-event award amount based on data provided by the event organizer.

Incentive funds will be available on a first-come, first-served basis until the funds are exhausted. The Bureau's fiscal year is used as the calendar for this program (July 1 – June 30). Applications will be reviewed in the order they are received. The Bureau will use its reasonable best efforts to complete the review of each application within thirty (30) days from when the application was submitted.

PRE-EVENT REQUIREMENTS

- The Bureau must be included during the RFP process, prior to the signing of hotel contracts. Incentive funds will not be paid toward events that have already signed contracts before contacting the Bureau.

- The incentive will be paid toward hotel rooms in New Castle County, Delaware only. Hotel rooms in other counties or states are not eligible for the program.
- Event planners must contract with Bureau members for the event venue and lodging to qualify. Room nights at hotels that are not Bureau members will not count toward the final pay out.
- Planners of sports-related events are required to apply for the Delaware Tourism Office's sports-specific Tournaments, Events & Athletic Meets Sponsorship (TEAMS) program first. If your sports-related event does not qualify for funding through the TEAMS program, it may be eligible for funding through the GWCVB Meetings and Conventions Incentive Program. The Bureau will not grant incentive funds to any sports-related event that is also receiving funds from the TEAMS program.
- A complete, signed application submission must be received at least 30 days prior to the beginning of the event. Special arrangements for short-term bookings may be offered at the discretion of the Bureau.
- A hotel or event venue may submit on behalf of an event planner, but incentive funds will not be paid out directly to event venues and hotels. Incentive funds are paid directly to the event organizers or host organization.
- Any financial agreement will be terminated if the event is cancelled or if less than 50 rooms are paid and actualized from the original event dates.
- Event organizers must reapply every year for the incentive, and related events held on non-consecutive room nights will be treated as separate events for the purpose of awarding incentive funding.
- Incentive eligibility is decided on a contract-by-contract basis. A contract for a defined set of dates represents one contract, and the final number of room nights used after the event has taken place determines eligibility and what incentive category an event falls into from a tier perspective.
- Contracted events are eligible for one incentive grant per calendar year. An application for each individual event in a series of events is to be submitted, and only the event with the highest number of room nights in the calendar year will be awarded incentive funds.
- The Bureau will be recognized in some way in return for the incentive amount, to be determined and agreed upon between the Bureau and the event organizer. This includes but is not limited to (1) including the Bureau's approved logo in conference/meeting materials, (2) providing Bureau recognition in press materials, (3) providing the Bureau with an information table at the event, (4) an opportunity for a Bureau representative to deliver opening remarks, or (5) recognizing the Bureau as a sponsor on the event owner's website.
- The Bureau may change or discontinue the program at any time without prior notice. Should the program be discontinued or the specifications change, signed applications received prior to the change will be fulfilled per the reward schedule conveyed, in writing, at the time the application was approved by the Bureau.

POST EVENT

- Incentive funds will only be awarded after the number of rooms picked up are verified by contracted hotels.
- Estimated incentive awards are based on the number of contracted room nights. Incentive awards are paid using consumed room nights as the final determining factor. If the minimum requirement of fifty (50) room nights and/or ten (10) peak rooms is not achieved, the event will no longer be eligible for funding.
- Complimentary room nights are not eligible, and do not apply toward the final count.
- Incentive funds will not be awarded until all balances due to event facilities and vendors are paid in full, less the amount of the incentive award.