

Visit Plano's Group Assistance Program (GAP) Fund

Visit Plano's Group Assistance Program (GAP) Fund is a cooperative marketing program designed to assist Plano hotels in securing new group business for Plano. A maximum of \$5,000 is available to each group/event. Please review the Program Guidelines and fill out the application to apply for the Visit Plano GAP Fund.

PROGRAM GUIDELINES

- GAP Applications will only be considered by those individuals that have received GAP training by Visit Plano. If an individual moves on to another property, they do not have to retake training.
- Request for funds (GAP Application) must be submitted prior to the bid/proposal being submitted to the client. GAP applications made after the client has contracted will be rejected. Please note if a group/event has received Visit Plano sponsorship funding, Visit Plano reserves the right to decrease GAP funding amounts. If Visit Plano is not offering any other sponsorships, funds will be determined by the follow factors listed below:
 1. Room Tax Revenue. Room tax revenue is used to calculate the amount allowed. The hotel will be eligible to receive 75% of the 7% local room tax generated by a group/event up to a maximum of \$5,000. (Comp rooms are not eligible for reimbursement). Example: If the hotel is trying to book business that will generate 125 room nights at a rate of \$119.00 per night the host hotel would receive \$780.94 based upon the calculations below: $125 \text{ RN} \times \$119.00 = \$14,875.00 \times 7\% = \$1,041.25 \times 75\% = \780.94 .
 2. Services/Amenities Offered by host hotel. The host hotel must provide what concessions (services/amenities) they have made to the client to attract this group/event to Plano. These concessions are in-kind contributions, which must total no less than 25% of the room tax generated by the group. Using the example above in #1 this would be \$260.31. Keep in mind, these concessions should assist potential client in offsetting costs of their meeting.
- These funds may be used to entice business that is new to Plano, but has not met in the City of Plano for the past two calendar (2) years.
- Applications may be submitted for groups/events that take place in the current fiscal year (October 1st thru September 30th). If the event is scheduled to occur beyond the current fiscal year, funds can be utilized through the budgeting process by contacting Melanie Copeland at Visit Plano.

- Proposed group business shall book a minimum of 10 peak room nights.
- A maximum of \$5,000 is available to each group/event.
- Visit Plano pays the host hotel; however the hotel may choose to pass these funds on to the client as an incentive or keep these funds to help offset the services provided by the hotel to get this business to contract. If the funds are passed on to the client this is between the hotel and the client and the hotel will be responsible for this transaction.
- These funds may not be used for social (one-time) events such as birthdays, office parties, holiday parties, showers, weddings, bar mitzvahs, Quinceanera's, etc. Visit Plano will make the final decision on if the event is a social event or not.
- If anything should change on the original GAP application such as event date, room rate, etc. a new GAP application must be resubmitted for approval.

COMPLETING THE FORM

The application must be completed in its entirety to be considered.

Hotel Information: Name of Host Hotel, Date Application Completed, Hotel Sales Manager, Sales Manager EMAIL Address, Phone Number and Fax Number.

Group Information: Group Name, Event Name, Contact Name, Address, Phone Number, Decision Date and Program Dates.

Estimated Room Night Impact on Plano: 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.

Services/Amenities Offered by Hotel: Provide estimate of services/amenities in the corresponding field that the host hotel will provide to the group/event as a concession.

Group History: Provide a two-year history or indicate this is a first time group/event.

The following is an example of services/amenities that can 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 the Visit Plano Director.

- **Meeting Room (MR):** Meeting space.
- **Food and Beverage (F/B):** Breakfast, lunch, dinner, cocktail receptions, breaks, etc.
- **Transportation (T):** Overflow transportation between the host hotel and other Plano hotels or meeting facilities, transportation from airports to the host hotel, transportation to an entertainment venue within the Plano area. Transportation to restaurants outside of the Plano area will not be eligible for funds. Transportation to an amusement or business

destination outside of the Plano area such as Six Flags, the Ballpark in Arlington, Texas Stadium, etc. will be evaluated on an individual basis.

- **Audio/Visual (A/V):** Audiovisual equipment, rentals, etc.
- **Other:** Other incidental costs that a group/event might use such as program ads, welcome banners, participant bags, VIP gifts, etc.

Approval Signatures & Dates: By typing your name in the appropriate area and dating it, the host hotel acknowledges having read Visit Plano's GAP guidelines and agrees to abide by said conditions. The Visit Plano Director will review the application (within 10 business days of receipt) and either approve or reject it. The Hotel Sales Manager will receive notification of approval or rejection by email from Melanie Copeland. The host hotel shall provide Visit Plano (Melanie Copeland) with a copy of the contract within ten days of it being signed by the client. Funds will not be dispersed if the contract is not received at least ten working days prior to the client's event date. Should you have any questions, please contact:

Visit Plano
Melanie Copeland
melaniec@plano.gov
Phone: 972.941.5843

INSTRUCTIONS FOR DISBURSEMENT OF FUNDS

At the end of the event, the host hotel shall submit the following to Melanie Copeland within 90 days of the event's ending date:

- 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 \$5,000 limit.

The City of Plano Accounting Department will issue a check each Friday; however Melanie Copeland must receive the pick-up report by the previous Friday at 8:00am for signature approval of Visit Plano Director. Visit Plano 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 after the last day of the event, a pick-up report is not provided to Visit Plano, the GAP application will be null and void and funds will not be disbursed to the applying hotel.

Any misrepresentation or fraudulent claims by a hotel will disqualify them from receiving any GAP funds that were applied for in the past or future, including the property being removed from receiving future leads from Visit Plano.