

Major Events Reimbursement Program

Report on the 2016-2017 National Cutting Horse Association Triple Crown

Dates of Event: November 15-December 10, 2016; March 23-April 15, 2017; July 15-August 5, 2017

Report Publish Date: November 20, 2018

BACKGROUND

The Major Events Reimbursement Program permits local governments and local organizing committees to apply to the State for the establishment of a Major Events Reimbursement Fund to help pay for certain eligible costs associated with conducting specifically-named major events if all statutory and administrative requirements are met pursuant to Article 5190.14, Section 5A, Vernon's Texas Civil Statutes. The fund established for each event consists of amounts deposited by the State and local government of the estimated incremental increase in tax receipts, as determined by the State, that are directly attributable to the preparation for and presentation of the event for a one-year period. The period begins two months before the date of the event and continues for ten months thereafter. In accordance with statute, the estimated increase in tax receipts is limited to amounts collected within a designated market area, and only to amounts collected from five specific tax types.

The Legislature transferred the administration of the program from the Texas Comptroller of Public Accounts ("Comptroller's Office") to the Economic Development and Tourism Office within the Office of the Governor ("OOG") during the 84th Legislative Session, with an effective date of September 1, 2015. As part of these duties, Article 5190.14, Section 5A(w) requires the Office of the Governor to use existing resources to complete a post-event study in the market area of eligible major events.

This post-event economic impact study provides the best available information regarding the direct tax effects of the 2016-2017 National Cutting Horse Association Triple Crown.

SUMMARY OF EVENT

The 2016-2017 National Cutting Horse Association Triple Crown (the "event") is comprised of the 2016 World Championship Futurity & World Finals (November 15-December 10, 2016), the 2017 Super Stakes & Super Stakes Classic (March 23-April 15, 2017) and the 2017 Summer Spectacular & Derby (July 15-August 5, 2017). All three events were held at the Will Rogers Memorial Center in Fort Worth. The National Cutting Horse Association was the Site Selection Organization for the event. A Site Selection Letter was submitted to the OOG as a part of the application to the program. See Appendix A for the application, including the Site Selection Letter.

According to the attendance reports provided to the OOG by the City of Fort Worth, the Applicant for the event, the total attendance for the 2016 World Championship Futurity & World Finals was 12,005 attendees with an estimated 55 percent of the total attendees, or 6,576, were from out-of-state. The total attendance for the 2017 Super Stakes & Super Stakes Classic was 5,825 attendees with an estimated 41 percent of the total attendees, or 2,395, were from out-of-state. The total attendance for the 2017 Summer Spectacular & Derby was 5,537 attendees with an estimated 47 percent of the total attendees, or 2,579, were from out-of-state. This OOG report makes no assumptions about the accuracy of this reported estimate.

METHODOLOGY

The methodology established to determine the direct tax effects of the event by the OOG began with collecting tax data for the five applicable taxes for the most precise period available. Collection of

information requires interagency cooperation. Some tax data is available for a monthly period and by city or county. However, some taxes are collected statewide and are only reported quarterly or annually. Since daily tax collection data is unavailable, specific taxes collected for only the days during which the event occurred cannot be determined. After collecting the available data, the OOG compared the tax information for the month of the event in the market area to the same month of years prior to the event. Comparing data from the event to the same time period of the following year cannot be done since the report is due prior to the following year's data being available. The OOG assessed other factors that could also affect the tax data. Some of the factors include: population growth, crowding out effects, other events being held in the market area during December 2015, April 2016, and August 2016 (the year prior to the event being held), or different events held in the market area during December 2016, April 2017, and August 2017 (the month the event was held). Crowding out can include locals leaving town or staying home to avoid frequented businesses due to the influx of visitors. The OOG does not have information available regarding events that do not apply to any of the Events Trust Fund programs to factor into the comparison. These reasons prevent the OOG from determining the actual amount of incremental tax increases of the 2016-2017 National Cutting Horse Association Triple Crown utilizing existing resources.

APPLICABLE STATE TAXES

In accordance with the Major Events Reimbursement Program statute, the estimated increase in tax receipts attributed to major events are limited to amounts collected within a designated market area, and only to amounts collected from five specific tax types. The five state taxes are: 1) state sales and use taxes; 2) hotel occupancy taxes; 3) mixed beverage taxes; 4) motor vehicle rental taxes; and 5) wholesale alcoholic beverage taxes. Information on each of these tax types are summarized as follows:

Sales & Use Tax

The sales and use tax rate of 6.25 percent is assessed on all tangible personal property and certain services. The sales and use tax is collected by the Comptroller's Office either monthly, quarterly, or annually based on certain qualifications. Since the period of collection varies by business, determining the taxes directly attributable to the event is not attainable. This report reflects that data for the quarter. This tax is also likely to be affected by crowding out.

Hotel Occupancy Tax

The state hotel tax rate is 6.0 percent and is collected on either a monthly or quarterly basis. The Comptroller's Office collects only the state tax portion of the hotel tax, while cities and counties are primarily responsible for collecting their own local hotel taxes. Similar to sales and use tax, the variation of periods that the tax is collected from businesses results in an indeterminable incremental tax increase as a result of the event. Most hotels report monthly, therefore, this report reflects the monthly data.

Motor Vehicle Rental Tax

The motor vehicle gross rental receipts tax is imposed on motor vehicle rentals. The tax rate is based on the length of the rental contract listed below:

- 10% for contracts of 1-30 days
- 6.25% for contracts exceeding 30 days but no longer than 180 days.

Not all cities collect a local tax for car rental, and taxes are collected from the rental company for all rentals across the state, not by city or county. Additionally, a car might be rented from several locations for the event. For these reasons, the motor vehicle rental taxes leveraged in a period cannot be isolated and directly attributed to the event.

Mixed Beverage Tax

The gross receipts tax of 6.70 percent is charged with the sale of mixed beverages on the amount received from the sale, preparation, or service from the sale of an alcoholic beverage that is consumed on the premises of the mixed beverage permittee. The mixed beverage sales tax of 8.25 percent is imposed on the person or organization holding the mixed beverage permit and not the customer. This tax is collected monthly, but since the mixed beverage sales tax is imposed on the mixed beverage permit holder, it may not be added to the selling price as a separate charge and may not be "backed out" from the amount received. This can result in an inaccurate reporting of spending on mixed beverages by event attendees.

Title 5 ABC Tax

Tax rates vary depending on beverage type and alcohol content. The Texas Alcoholic Beverage Commission (TABC) Tax Division receives and processes monthly excise tax reports. Manufacturers of alcoholic beverages may only sell to wholesalers/distributors and the wholesalers/distributors may, in turn, sell only to the retailers. Alcoholic beverages become taxable when the beverages are sold at the retail level, and data for tax collection is only available at a state level. Additionally, the Title 5 ABC tax and the mixed beverage tax are likely to be affected by crowding out, resulting in an unmeasurable effect of the event on these taxes.

TOTAL INCREMENTAL INCREASE IN STATE TAX RECEIPTS

The Major Events Reimbursement Program statute requires the OOG to provide an estimate for the incremental increases in tax receipts expected to be generated by the event based on the five specified tax-types. For this event, the estimate was comprised of both Primary Direct Spending and Secondary Direct Spending (including indirect and induced). The total estimated incremental increase to the state for the 2016 World Championship Futurity & World Finals was \$1,225,768. Based on this amount, the Applicant was required to submit a local share of \$196,124 according to the state-to-local share ratio of 6.25:1, resulting in a total trust fund of \$1,421,892 (See Appendix B). The total estimated incremental increase to the state for the 2017 Super Stakes & Super Stakes Classic was \$625,560. Based on this amount, the Applicant was required to submit a local share of \$100,090 according to the state-to-local share ratio of 6.25:1, resulting in a total trust fund of \$725,650 (See Appendix B). The total estimated incremental increase to the state for the 2017 Summer Spectacular & Derby was \$457,155. Based on this amount, the Applicant was required to submit a local share of \$73,145 according to the state-to-local share ratio of 6.25:1, resulting in a total trust fund of \$530,300 (See Appendix B). Based on all three events, the total estimated incremental increase to the state for the 2016-2017 National Cutting Horse Association Triple Crown was \$2,308,483 and the Applicant was required to submit a total local share amount of \$369,359, resulting in a total trust fund of \$2,677,842.

The breakdown of the estimated incremental increase of state taxes from the Primary and Secondary Direct Spending are shown below:

| 2016 World Championship Futurity & World Finals - Type of | Pri | mary - Direct | | |
|--|-----|---------------|-----|-----------|
| Expenditure | Spe | ending | Tax | es |
| Hotel & Motels | \$ | 4,706,400 | \$ | 282,384 |
| Eating & Drinking Establishments | \$ | 5,920,000 | \$ | 370,000 |
| Alcoholic Beverages (Mixed & Title 5 ABC) | \$ | 1,776,000 | \$ | 107,892 |
| Shopping & Entertainment (Aggregated) | \$ | 7,696,000 | \$ | 481,000 |
| TOTAL | \$ | 20,098,400 | \$ | 1,241,276 |
| *NOTE: There was an estimated \$648,599 in post event state tax revenue. | | | | |

| 2017 Super Stakes & Super Stakes Classic - Type of Expenditure | Prir | mary - Direct | | |
|--|------|---------------|-------|---------|
| | Spe | nding | Taxes | S |
| Hotel & Motels | \$ | 2,372,325 | \$ | 142,340 |
| Eating & Drinking Establishments | \$ | 3,365,000 | \$ | 210,313 |
| Alcoholic Beverages (Mixed & Title 5 ABC) | \$ | 1,009,500 | \$ | 61,327 |
| Shopping & Entertainment (Aggregated) | \$ | 4,374,500 | \$ | 273,406 |
| TOTAL | \$ | 11,121,325 | \$ | 687,385 |
| *NOTE: There was an estimated \$368,671 in post event state tax revenue. | | | | |

| 2017 Summer Spectacular & Derby - Type of Expenditure | Priı | mary - Direct | | |
|--|------|---------------|------|---------|
| | Spe | ending | Taxe | ·s |
| Hotel & Motels | \$ | 2,148,900 | \$ | 128,934 |
| Eating & Drinking Establishments | \$ | 3,770,000 | \$ | 235,625 |
| Alcoholic Beverages (Mixed & Title 5 ABC) | \$ | 1,131,000 | \$ | 68,708 |
| Shopping & Entertainment (Aggregated) | \$ | 4,901,000 | \$ | 306,313 |
| TOTAL | \$ | 11,950,900 | \$ | 739,580 |
| *NOTE: There was an estimated \$413,043 in post event state tax revenue. | | | | |

Primary Spending was estimated by the OOG based on projected attendance and projected event spending. Estimated attendee spending was broken down by five (5) expenditure categories: Food and Beverage (Sales & Use Tax); Entertainment and Shopping (Sales & Use Tax); Lodging (Hotel Occupancy Tax); Rental Car (Car Rental Tax); and Alcohol (Mixed Beverage and Title 5 ABC taxes). The estimated incremental increases in state and local taxes were then calculated for each spending category. The OOG defined the market area for the event as Fort Worth.

Secondary Spending estimates were derived by the OOG by using an economic model to determine tourism industry employment and statutorily eligible tax impacts associated with the event.

STATE TAX RECEIPT IMPACTS FROM DIRECT SPENDING

The following tables are based on the best information the OOG was able to gather on tax receipts for the five tax-types specified in the Events Reimbursement Fund statute. The chart shows amounts for January

2017, May 2017, and September 2017 since the events occurred in December 2016, April 2017, and August 2017 and taxes are collected in the month following the event. Four of the five tax types in the market area saw an increase in receipts when comparing tax receipts around the time period when the events were held with the same time period the year before. However, changes in tax receipts cannot reliably be attributed to any particular event.

2016 World Championship Futurity & World Finals

| Sales Tax | | | |
|--|---------------|---------------|--------------|
| | 2016 Q1 | 2017 Q1 | Difference |
| Tarrant County | \$408,303,190 | \$418,658,412 | \$10,355,222 |
| Hotel Occupancy | | | |
| | January 2016 | January 2017 | Difference |
| Tarrant County | \$3,498,539 | \$3,841,420 | \$342,880 |
| Car Rental | | | |
| | January 2016 | January 2017 | Difference |
| State of Texas | \$15,840,575 | \$16,180,059 | \$339,485 |
| Mixed Beverage - 1. Gross Receipts and 2. Mixed Beverage Sales Tax | | | |
| | January 2016 | January 2017 | Difference |
| Tarrant County | \$7,361,445 | \$7,317,090 | \$(44,355) |
| Title 5 ABC | | | |
| | January 2016 | January 2017 | Difference |
| State of Texas | \$22,790,448 | \$22,003,078 | \$(787,370) |

2017 Super Stakes & Super Stakes Classic

| Sales Tax | | | | |
|--|---------------|---------------|--------------|--|
| | 2016 Q2 | 2017 Q2 | Difference | |
| Tarrant County | \$433,189,883 | \$452,725,924 | \$19,536,041 | |
| Hotel Occupancy | | | | |
| | May 2016 | May 2017 | Difference | |
| Tarrant County | \$3,980,082 | \$4,104,019 | \$123,938 | |
| Car Rental | Car Rental | | | |
| | May 2016 | May 2017 | Difference | |
| State of Texas | \$20,296,145 | \$19,754,010 | \$(542,135) | |
| Mixed Beverage - 1. Gross Receipts and 2. Mixed Beverage Sales Tax | | | | |
| | May 2016 | May 2017 | Difference | |
| Tarrant County | \$7,665,719 | \$7,919,290 | \$253,571 | |
| Title 5 ABC | | | | |
| | May 2016 | May 2017 | Difference | |
| State of Texas | \$18,599,317 | \$18,505,430 | \$(93,887) | |

2017 Summer Spectacular & Derby

| Sales Tax | | | | |
|---------------------------|--|----------------|--------------|--|
| | 2016 Q3 | 2017 Q3 | Difference | |
| Tarrant County | \$433,709,128 | \$448,469,625 | \$14,760,498 | |
| Hotel Occupancy | | | | |
| | September 2016 | September 2017 | Difference | |
| Tarrant County | \$4,066,246 | \$4,102,102 | \$35,856 | |
| Car Rental | Car Rental | | | |
| | September 2016 | September 2017 | Difference | |
| State of Texas | \$29,505,463 | \$30,881,348 | \$1,375,884 | |
| Mixed Beverage - 1. Gross | Mixed Beverage - 1. Gross Receipts and 2. Mixed Beverage Sales Tax | | | |
| | September 2016 | September 2017 | Difference | |
| Tarrant County | \$8,590,790 | \$8,547,044 | \$(43,746) | |
| Title 5 ABC | | | | |
| | September 2016 | September 2017 | Difference | |
| State of Texas | \$18,705,015 | \$18,754,728 | \$49,714 | |

EVENT DEADLINES RELATED TO PROGRAM

The following program deadlines were verified to have been completed as follows (see Appendix C for documentation):

- Application Received (including Site Selection letter): 07/22/16
 - O Deadline: 10/01/16, or no later than 45 days prior to the event
- Event Support Contract Received: 08/30/16
 - O Deadline: 11/15/16, or prior to the event
- Attendance Certification Received: 01/13/17; 05/09/17; 09/05/17
 - o Deadline: 01/24/17; 05/30/17; 09/19/17, or no later than 45 days after the event
- Local Share Received: 02/14/17; 05/31/17; 10/05/17
 - o Deadline: 03/10/17; 07/14/17; 11/03/17, or no later than 90 days after the event
- Disbursement Request Received: 03/13/17; 07/05/17; 11/07/17

Deadline: 06/08/17; 10/12/17; 02/01/18, or no later than 180 days after the event

CONCLUSION

Given the available data and constrained to the use of existing resources, it is unlikely that the economic impact directly attributable to the preparation and presentation of the event is measurable with any reasonable degree of accuracy. Using available resources, the data is inconclusive in determining the actual economic impact of the event. Neither a positive nor negative impact is determinable since the tax information provided showed both increases and decreases in taxes collected. The available and reported tax data cannot reliably be attributed to any particular event, while some data cannot even be attributed

to any particular market area. The economic variables and limited detail of tax and participant data make it impossible to isolate the incremental tax generated by one particular event to the Texas economy. The development of a reasonably accurate economic impact study requires data state government cannot feasibly capture, such as the actual number of out-of-state-visitors attributable to the event, the actual per-day spending by each event attendee for each of the five allowable tax types, and the length of stay of each attendee. The OOG will continue to examine the collection and reporting of information relating to these major events in an effort to identify options for improvement in data collection to ensure that the purposes of the statutory post-event reporting requirement can be achieved.

APPENDIX A

EVENTS TRUST FUND

Application

Office of the Governor Economic Development and Tourism (EDT)

APPLICANT NAME: City of Fort Worth

APPLICANT MAILING ADDRESS: 3401 W. Lancaster, Fort Worth, Texas 76107

EVENT NAME: National Cutting Horse Association Triple Crown of Cutting

DATE(S) OF EVENT: World Championship Futurity (11/15/16-12/10/16), Super Stakes (3/23/17-4/15/17), Summer Spectacular (7/15/17-8/5/17)

EVENT LOCATION: Will Rogers Memorial Center, Fort Worth, Texas

DATE APPLICATION SUBMITTED: July 15, 2016

Events Trust Fund Application

Event Trust Fund (ETF), Major Events Reimbursement Program (MERP) or Motor Sports Racing Trust Fund (MSRTF)

Please review the Events Fund Process document and statute before submitting this application. Links can be found at https://texaswideopenforbusiness.com/services/event-trust-funds.

An application will not be complete until all documents are submitted, with the exception of the Event Support Contract.

See checklist at the end of the application for required documents. Deadlines for submission are as follows:

MERP: 45 days prior to the event, but no more than 1 year before the event.

ETF & MSRTF: at least 120 days prior to the event.

Please submit all documents to eventsfund@gov.texas.gov.

| Section 1: Endorsing Municipality or C | COUNTY |
|--|--|
| Name of Endorsing Municipality or County: | City of Fort Worth |
| Municipality or County Contact Name: | Brandy Archuleta |
| Contact Title: | Management Analyst |
| Contact Email: | Brandy.Archuleta@fortworthtexas.gov |
| Contact Phone Number: | 817-392-2521 |
| as listed in Vernon's Texas Civil Statutes (VTC Yes No 🗌 | iewed the event and found that it meets all eligibility requirements S) Section 5190.14? termined that it will contribute local funding ("local match") to the |
| Section 2: Local Organizing Committee | |
| | nonprofit Local Organizing Committee (LOC) to enter into an on to host the event on behalf of the municipality or county? |
| 2. If Question 1 is selected as "No," the mu Agreement with the site selection organization | unicipality or county must directly enter into an Event Hosting on. |
| If "Yes," provide the following information fo | r the LOC: |
| Complete Business Name of LOC: | |
| LOC Contact Name | |

| | LOC Contact Title: |
|------------------------------|---|
| | Contact Email: |
| | Contact Phone Number: |
| | LOC Tax Payer ID#: |
| nitted with the application? | LOC Tax Payer ID#: OC designated in the official request letter subn No |

SECTION 3: SITE SELECTION ORGANIZATION

| Full Name of Site Selection Organization: | National Cutting Horse Association |
|---|------------------------------------|
| Site Selection Contact Name: | Jim Bret Campbell |
| Site Selection Contact Title: | Executive Director |
| Site Selection Contact Email: | jbcampbell@nchacutting.com |
| Contact Phone Number: | 817-244-6188 |

^{*}EDT reserves the right to contact the Site Selection Organization or any other organization directly related to this event.

SECTION 4: FUND REQUEST AMOUNT

| Total Fund Amount Requested: | \$2,677,841 (please see exhibit A for breakdown) |
|------------------------------|--|
| State Share: | \$2,308,484 |
| Local Share: | \$369,357 |

^{*}In accordance with statute, the state share must be no more than 6.25x the local share. To calculate the Local Share, divide the State Share by 6.25.

For MERP Applications only:

| Estimated Direct Impact Total: | \$1,733,532 (please see exhibit A for breakdown) |
|--|--|
| Estimated Indirect & Induced Impact Total: | \$574,952 |

^{*}The Direct Impact and the Indirect & induced impact will equal the Total Fund Amount Request. These amounts include the state and local estimates.

SECTION 5: EVENT INFORMATION

| Official Event Name: | National Cutting Horse Association Triple Crown of Cuttin |
|---|---|
| Event Fund/Program being applied for: (ETF, MERP, MSRTF) | 1 Maion Evento Deimburgement Dueguens |
| Venue(s) of Event: | Will Rogers Memorial Center, Fort Worth, Texas |
| Event Website: | www.nchacutting.com |

| Date(s) of the Primary Event: | World Championship Futurity (11/15/16-12/10/16), Super Stakes (3/23/17-4/15/17), Summer Spectacular (7/15/17-8/5/17 |
|--|---|
| Day set-up/load-in for the event will begin: | 3 days prior to each of the three shows |
| Day strike/load-out of the event will end: | 3 days after each of the three shows |
| Location of Event for the Previous 5 Years: (List most recent year first) | Fort Worth, Texas |
| Source of Information for Previous Events: | National Cutting Horse Association |
| Other locations outside of Texas considered to host the event: | Tulsa, Oklahoma City, Las Vegas & Scottsdale |
| Was the site selected as a part of a multi-year agreement? If yes, what years (past and future)? | Yes, 2016-2018 Continuous 3 Year Agreement |
| Anticipated Total Attendance at Primary Event: | Please see Exhibit A |
| Anticipated Out of State Attendance at Primary Event: | Please see Exhibit A |
| Desired Market Area: | City of Fort Worth, Tarrant County, Parker County |
| Additional Information: | |

Upon conclusion of the event, <u>verifiable</u> attendance figures must be provided to EDT. The following methods will be accepted: ticket sales count, turnstile count, ticket scan count, convention attendee count, or participant totals (must be accompanied by ticket or turnstile count for MERP & MSRTF). Other methods may be accepted upon approval by EDT. Please explain which of these methods or another method, subject to approval, that will be used: Intercept interviews will be conducted at the event. A list of registered show participants will also be provide for each event.

SECTION 6: CHECKLIST

EDT must receive the following documents (except the Event Support Contract) before it can issue an estimate of incremental taxes.

Per statute, EDT is required to make a determination within 30 days after receiving a complete application. If an application is incomplete, the requestor will be asked to withdraw the application until a complete application can be submitted.

| U | Events | Trust Fund | Application | completed | and signed. |
|---|--------|------------|-------------|-----------|-------------|
| | | | | | |

Selection Letter <u>clearly</u> indicating a highly competitive selection process, and that the selection was based on an application by the endorsing municipality, county, or LOC. This selection letter must clearly indicate the selected LOC, the selected municipality, and the event date. The event date indicated in the letter must match the requested event date. The selection letter must be signed by the site selection organization.

| Request Letter <u>clearly</u> indicating the municipality or county's endorsement of the event and states the LOC (if applicable) along with the municipality or county's contact. The information in the letter should coincide with the Selection Letter. |
|--|
| Economic Impact Analysis or data sufficient for EDT to determine the incremental increase in tax revenue associated with hosting the event. The data must include an estimate of the number of attendees from out-of-state, details on the direct expenditures and direct impact data for the endorsing municipality or county hosting the event for the requested market area, and the source of the information included. For MERP's only, indirect and induced, or secondary impacts, should be included, and stated separately from the direct impact. |
| Event Support Contract executed between a LOC, an endorsing municipality, or an endorsing county and a site selection organization that outlines the responsibilities of each party, and signed by each party. Due no later than the date of the event; early submission will provide EDT with the opportunity to review the contract and address any issues prior to the event. |
| Affidavit of Endorsing Entity signed by each endorsing municipality, county and/or LOC. |
| Affidavit for Economic Impact signed by party(ies) providing economic impact analysis to support the request. |
| Note: Disclosure of Information under the Public Information Act. All documents submitted to the Office of the Governor (OOG) are subject to disclosure under the Texas Public Information Act, Chapter 552 of the Texas Government Code ("the Act"), including, but not limited to, the application, event support contract, economic impact analysis, and all disbursement documentation submitted after the event, whether created or produced by the applicant or by any third-party. If it is necessary to include proprietary or otherwise confidential information in the documents submitted, that particular information should be clearly identified as such. Merely making a blanket claim that the all documents are protected from disclosure because they may contain some proprietary or confidential information is not acceptable, and will not render the information confidential. Any information that is not clearly identified as proprietary or confidential will be released in accordance with the Act. I, the authorized representative of the applicant, certify that the representations made, the facts stated in this application and all supplemental documents are true and correct, and that no relevant facts have been intentionally omitted, as evidenced by my signature below. I hereby agree, on behalf of the applicant, to comply with the reporting requirements and will provide other documentation as requested. |
| Signature Signature Hangement Analyt |
| 93/16 Date / |

Exhibit A 2016-2017 Triple Crown of Cutting Event Dates and Fund Request Breakdown

2016 World Championship Futurity & World Finals

November 15 – December 10, 2016

For more information please visit: www.nchacutting.com

Anticipated Total Attendance = approximately 12,000

Anticipated Eligible Attendance = approximately 9,500 (833 show participants)

Direct: \$927,493/Indirect: \$298,276

State Share: \$1,225,769/Local Share: \$196,123

2017 Super Stakes & Super Stakes Classic

March 23 – April 15, 2017

For more information please visit: www.nchacutting.com

Anticipated Total Attendance = approximately 5,800

Anticipated Eligible Attendance = approximately 5,225 (697 show participants)

Direct: \$465,179/Indirect: \$160,381

State Share: \$625,560/Local Share: \$100,090

2017 Summer Spectacular & Derby

July 15 – August 5, 2017

For more information please visit: www.nchacutting.com

Anticipated Total Attendance = approximately 5,800

Anticipated Eligible Attendance = approximately 5,000 (725 show participants)

Direct: \$340,860/Indirect: \$116,295

State Share: \$457,155/Local Share: \$73,145



GREG ABBOTT GOVERNOR

for Economic Impact Documentation

Affidavit to be completed, including signed and notarized, by any and all party(ies) providing economic data to support a request for an Event Trust Fund, Major Events

Reimbursement Program or Motor Sports Racing Trust Fund.

| I, | Gerald L. Grotta | , am providing information to be used by a City, County or Local |
|----------|----------------------------------|---|
| Orgar | nizing Committee for the purp | ose of receiving funding through the Event Trust Fund, Major Events Reimbursement Program, or |
| Motor | Sports Racing Trust Fund ("ti | ne Act"), and hereby swear and affirm that, to the best of my knowledge, any data provided is true |
| and a | ccurate, and any projections n | nade are based on reasonable assumptions documented in the information provided. I further swear |
| and a | ffirm that I have reviewed the | information being submitted, and that all of the statements made and information provided herein, |
| includ | ing statements made and info | rmation provided in any attachments are true, complete, and correct, to the best of my knowledge. |
| | | not limited to an economic impact study or other data sufficient for the Economic Development and |
| Touris | om Office to make the determin | nation of the incremental increase in tax revenue associated with hosting the event in Texas, including |
| a listir | ng of any data for any related a | activities: |

I understand that the City, County or Local Organizing Committee is receiving funding under the Act for the purposes of facilitating this event: NCHA Triple Crown of Cutting: World Championship Futurity; Super Stakes & Super Stakes Classic: and Summer Spectacular and Derby on these dates: November 15-December 10, 2016; March 23-April 15, 2017; and July 15-August 5, 2017 and that the information will be provided by the City, County or Local Organizing Committee as a government document.

I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a false entry in, or false alteration of, a governmental record, or to make, present, or use a governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud another.

I understand that the offense of perjury, under Section 37.02, Texas Penal Code, is committed when a person, with intent to deceive and with knowledge of the statement's meaning, makes a false statement under oath or swears to the truth of a false statement previously made and the statement is required or authorized by law to be made under oath.

I understand my obligation to provide information about event expectations, performance, and expenses that are true and accurate to the best of my knowledge and ability. I also understand my obligation to immediately report any known or suspected waste, fraud, and abuse of funds received under the Act to the Texas State Auditor's Office at 1-800-892-8348. I hereby swear and affirm that I have read the entire affidavit, and I understand its contents.





GREG ABBOTT GOVERNOR

| 1107/11 | Gerald L. Grotta |
|--|---|
| Affiant Signature | Printed Name |
| President/CEO, Grotta Marketing Research, LLC | July 13, 2016 |
| Title and Name of Organization | Date |
| | |
| The State of Texas County of OMOSO | |
| Before me, a Notary Public, on this day personally appea | ared Setald L. Gotta, known to me to be the ment and acknowledged to me that he/she executed the same for the purpose and |
| Given under my hand | and seal of office this 3 day of , 20 |
| STRUM LEE TO ARY AUGUSTON | Notary Public, State of Texas |
| × S | (PERSONALIZED SEAL) |
| THE THE PROPERTY OF THE POST O | My commission expires the day of |
| | |



Office of the Governor Economic Development & Tourism

GREG ABBOTT GOVERNOR

AFFIDAVIT

for Economic Impact Documentation

Affidavit to be completed, including signed and notarized, by any and all party(ies) providing economic data to support a request for an Event Trust Fund, Major Events Reimbursement Program or Motor Sports Racing Trust Fund.

I, Jim Bret Campbell, am providing information to be used by a City, County or Local Organizing Committee for the purpose of receiving funding through the Event Trust Fund, Major Events Reimbursement Program, or Motor Sports Racing Trust Fund ("the Act"), and hereby swear and affirm that, to the best of my knowledge, any data provided is true and accurate, and any projections made are based on reasonable assumptions documented in the information provided. I further swear and affirm that I have reviewed the information being submitted, and that all of the statements made and information provided herein, including statements made and information provided in any attachments are true, complete, and correct, to the best of my knowledge. Information provided includes but is not limited to an economic impact study or other data sufficient for the Economic Development and Tourism Office to make the determination of the incremental increase in tax revenue associated with hosting the event in Texas, including a listing of any data for any related activities.

I understand that the City, County or Local Organizing Committee is receiving funding under the Act for the purposes of facilitating this event: National Cutting Horse Association Triple Crown of Cutting on these dates: Futurity(November 15 - December 10, 2016) Super Stakes(March 23-April 15, 2017) Summer Spectacular(July 15 - August 5, 2017) and that the information will be provided by the City, County or Local Organizing Committee as a government document.

I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a false entry in, or false alteration of, a governmental record, or to make, present, or use a governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud another.

I understand that the offense of perjury, under Section 37.02, Texas Penal Code, is committed when a person, with intent to deceive and with knowledge of the statement's meaning, makes a false statement under oath or swears to the truth of a false statement previously made and the statement is required or authorized by law to be made under oath.

I understand my obligation to provide information about event expectations, performance, and expenses that are true and accurate to the best of my knowledge and ability. I also understand my obligation to immediately report any known or suspected waste, fraud, and abuse of funds received under the Act to the Texas State Auditor's Office at 1-800-892-8348. I hereby swear and affirm that I have read the entire affidavit, and I understand its contents.





Office of the Governor Economic Development & Tourism

GREG ABBOTT GOVERNOR

| Sin Beet Canabell Sin Bret Campbell | |
|---|-----------|
| Affiant Signature Printed Name | |
| NCHA Executive Director 7/15/16 | |
| Title and Name of Organization Date | Printers. |
| The State of Toyer | |
| The State of Texas | |
| County of Tarran+ | |
| Before me, a Notary Public, on this day personally appeared, known to me to be the person whose name is subscribed to the forgoing instrument and acknowledged to me that he/she executed the same for the purpose and consideration therein expressed. | |
| Given under my hand and seal of office this 15 day of 304, 20 to | |
| | |
| | |
| Notary Public, State of Te | xas |
| SHANA VEALE Notary Public, State of Texas My Commission Expire (PERSONALIZED SEAL) April 29, 2019 | |
| Shana Veale | |
| (Print name of Notary Public he | re) |
| My commission expires the 29 day of 1901 2016 | |
| | |
| | |
| | |



Office of the Governor Economic Development & Tourism

GREG ABBOTT GOVERNOR

AFFIDAVIT

of Endorsing Entity

Affidavit to be completed, including signed and notarized, by any and all Municipalities, Counties, and/or LOCs endorsing an Event Trust Fund, Major Events Reimbursement Program or Motor Sports Racing Trust Fund.

I, <u>Susan Alanis</u>, an authorized representative of: the City of Fort Worth, a Local Organizing Committee (nonprofit corporation), endorsing municipality or endorsing county] (circle one) ("Requestor") that is receiving funding through the Event Trust Fund, Major Events Reimbursement Program or Motor Sports Racing Trust Fund ("the Act"), hereby swear and affirm that, to the best of my knowledge, the Requestor has designed and implemented internal controls, processes and procedures to help the Requestor ensure that the Requestor and its use of these funds complies with all applicable laws, rules, and written guidance from the Economic Development and Tourism Office. I further swear and affirm that I, or my duly authorized employee, representative, or agent, have reviewed the information, and that all of the statements made and information provided therein, including statements made and information provided in any attachments are true, complete, and correct to the best of my knowledge. All other information submitted as part of this request for participation is being represented by me as true and correct, and I am unaware of any information contained therein that is false, misleading, or fraudulent. Information provided includes but is not limited to:

- (1) A letter from the municipality or county requesting participation in the Events Trust Fund program and signed by a person authorized to bind the municipality or county;
- (2) A letter from the site selection organization on organization letterhead selecting the site in Texas;
- (3) An economic impact study or other data sufficient for the Economic Development and Tourism Office to make the determination of the incremental increase in tax revenue associated with hosting the event in Texas, including a listing of any data for any related activities;
- (4) An application for an Events Trust Fund program and any attachments; and
- (5) An Event Support Contract

I understand that I am receiving funding under the Act for the purposes of facilitating this event: NCHA Triple Crown of Cutting World Championship Futurity & World Finals 11/15/16 to 12/10/16; Super Stakes & Classic – 3/23/17 to 4/15/17 and Summer Spectacular & Derby 7/15/17 to 8/5/17.

I understand that non-compliance with reporting requirements could be treated as a violation of the statute and/or program rules resulting in the possible withholding of disbursement funding.

I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a false entry in, or false alteration of, a governmental record, or to make, present, or use a governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud another.





Office of the Governor Economic Development & Tourism

GREG ABBOTT GOVERNOR

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I understand my obligation to provide information about event expectations, performance, and expenses that are true and accurate to the best of my knowledge and ability. I also understand my obligation to immediately report any known or suspected waste, fraud, and abuse of funds received under the Act to the Texas State Auditor's Office at 1-800-892-8348. I hereby swear and affirm that I have read the entire affidavit, and I understand its contents.

| Affiant Signature | —— — Prir | San Ited Name | Alanis | <u> </u> |
|--|----------------|------------------|---------------------|--|
| Abst City Manager Title and Name of Organization | <u></u> Dat | 8 5 20 | 16 | |
| The State of Texas | | | | |
| County of Tarrant | | | | |
| Before me, a Notary Public, on this day personally appeared the forgoing instrument and acknowledged to me that he/she | | | - | |
| Given under my hand and seal of o | ffice this5 | day of_ | August | , 20 [|
| LINDA M. HIRRLINGER Notary Public, State of Texas | | | Lerda M | Hurlinger Notary Public, State of Texas |
| Comm. Expires 02-02-2018 Notary ID 12414474-6 | (PERSONAL) | ZED SEAL) | Lunda (Print nam | M. Herr Linger ne of Notary Public here) |
| | | My com | mission expires | the 2 nd day of February, 2016 |



July 19, 2016

Terry Zrubek Director, Economic Development Bank State of Texas P.O. Box 12428 Austin, TX 78711

Dear Mr. Zrubek:

RE: 2016-2017 National Cutting Horse Association Triple Crown of Cutting

Pursuant to article 5190.14, Section 5A, Vernon's Texas Civil Statutes, the City of Fort Worth respectfully requests that your office prepare an estimate of the economic impact of the National Cutting Horse Association World Championship Futurity & World Finals, Super Stakes & Super Stakes Classic, and Summer Spectacular & Derby, which together comprise the NCHA Triple Crown of Cutting, for purposes of establishing a Major Events Trust Fund to be funded by local and state tax revenue under the provisions of the Statute.

The City of Fort Worth understands that the NCHA selected Fort Worth as its host city through a highly competitive selection process, and continuously fields solicitations from outside the State of Texas.

Included within this application are direct economic spending projections for each of the three events that comprise the Triple Crown of Cutting. We have projected, and request that your office certify, that the three events comprising the Triple Crown will generate the following eligible State taxes from direct, indirect and induced expenditures:

World Championship Futurity & World Finals: \$1,225,644

November 15 – December 10, 2016

Super Stakes & Super Stakes Classic: \$625,560

March 23 – April 15, 2017

Summer Spectacular & Derby: \$457,155

July 15 - August 5, 2017

Each of the three events serve as tremendous economic generators for the local economy, and the City of Fort Worth is pleased that the Association has selected this community and the State of Texas as its home for the 2016 – 2017 Triple Crown.

We appreciate our relationship with the Governors' Office and look forward to your response regarding this special application. Please contact me if you should have any questions or require further information.

Sincerely,

Susan Alanis

Assistant City Manager City of Fort Worth



260 Bailey Avenue Fort Worth, Texas 76107 817/244-6188 • Fax 817/244-2015 Web: www.nchacutting.com

July 14, 2016

Ms. Susan Alanis Assistant City Manager City of Fort Worth 1000 Throckmorton Fort Worth, Texas 76102

Dear Ms. Alanis:

RE: 2016-2017 National Cutting Horse Association Triple Crown of Cutting

This letter is sent to you in support of the City of Fort Worth's request to establish a Major Events Trust Fund under Article 5190.14, Section 5A, Vernon's Texas Civil Statute in relation to hosting the National Cutting Horse Association's (NCHA) Triple Crown of Cutting for the 2016-2017 event year (the "Triple Crown"). After a highly competitive selection process, the NCHA and the City entered into a multi-year contract memorializing the agreement between the City and the NCHA, naming the City as host of the Triple Crown for 2016-2017, as well as future Triple Crown shows contingent upon the City successfully establishing a trust fund under applicable legislation for each year. We are grateful for our relationship with the City, and believe that the agreement reached through that relationship continues to benefit the NCHA, the City and the State of Texas.

The Triple Crown is composed of three events: The World Championship Futurity & World Finals, Super Stakes & Super Stakes Classic, and the Summer Spectacular and Derby. Each significant in their own right, the shows comprise the three legs of the Triple Crown of Cutting, an internationally recognized competition.

As a result of NCHA's selection of the City of Fort Worth, the three legs of the Event will be in the City of Fort Worth, representing 72 show days and more than 26.9 million in direct taxable expenditures.

Historically, funding has led to consistently significant numbers of entries, visitors, visitor days, taxable expenditures and taxes collected directly attributable to the Event.

Despite the dramatic cycles in national and worldwide economic conditions in the past several years, the NCHA has continued to host more than 72 days of events each year and enjoyed a consistently significant number of entries.

Over the years of the Event being held in Fort Worth, participants have traveled from across the United States and the world to the City of Cowboys and Culture to attend the NCHA Triple Crown of Cutting. Because of the national and international draw, NCHA is continuously entertaining solicitations from other venues including Tulsa, Oklahoma City, Las Vegas and Scottsdale.

Major equine events are integral to the City of Fort Worth's culture and tourism. The NCHA Triple Crown of Cutting showcases some of the world's finest horses, trainers and riders, attracting participants and patrons to the State of Texas and the City of Fort Worth from across the United States and around the world, including show staff, officials, competitors, trainers, owners, judges, exhibitors, sponsors, news media, and fans of the Event. The Event, and the pageantry that surrounds it, contribute to the image of the City of Fort Worth and the State of Texas as an international center of western lifestyle and heritage. Winning the rights to host major equine events such as the NCHA Triple Crown of Cutting goes beyond merely enhancing the City of Fort Worth's image – it directly contributes millions of dollars to the economy of the City of Fort Worth and surrounding communities, as well as to the State of Texas. Having the ability to host the three legs of the Triple Crown of Cutting contributes to the purchase of goods and services across numerous sectors in the City of Fort Worth and its surrounding counties. Put simply, the Triple Crown of Cutting brings tourists from around the nation and the globe to the State of Texas to spend their tourism dollars, thereby strengthening the economic condition of the State of Texas and the City of Fort Worth.

We enjoy our home here in Fort Worth and I hope you will let me know if there is any further way we can assist the City in its efforts under the Statute.

Sincerely,

Jim Bret Campbell Executive Director,

National Cutting Horse Association

Sim Bret Campbell

APPENDIX B



GREG ABBOTT GOVERNOR

August 11, 2016

Ms. Brandy Archuleta Management Analyst II Will Rogers Memorial Center 3401 W. Lancaster Ave. Fort Worth, Texas 76107

Dear Ms. Archuleta:

The Office of the Governor has completed its review of the application and economic information submitted by the City of Fort Worth for the establishment of a Major Events Reimbursement Program fund under Section 5A relating to the 2016-2017 NCHA Triple Crown of Cutting (the "event"). Based on the representations and the information submitted and certified in the application, the event meets the eligibility requirements set by the Texas Legislature in article 5190.14 of the Texas Revised Civil Statutes. Establishment of an Event Trust Fund is therefore required by law, and upon receipt of the local share, a fund will be established as follows:

Event:

2016-2017 NCHA Triple Crown of Cutting

Project Code:

171004

Location:

Fort Worth, TX

Market Area:

Fort Worth, TX

Venue:

Will Rogers Memorial Center

Date(s):

2016 World Championship Futurity & World Finals: November 15 -December 10, 2016; 2017 Super Stakes & Super Stakes Classic: March 23

- April 15, 2017; 2017 Summer Spectacular & Derby July 15 - August 5,

2017

The estimated incremental increase in tax revenue to the State of Texas is \$2,308,483.00 or 6.25 times the amount of local revenue retained or remitted to the Texas Comptroller of Public Accounts as local funds from eligible endorsing municipalities.

Local funds required:

\$369,359.00

Total contribution to the Event Trust Fund established for this event: \$2,677,842.00



Page Two Brandy Archuleta August 11, 2016

2016 World Championship Futurity & World Finals

Local share \$196,124.00 State share \$1,225,768.00 Total fund \$1,421,892.00

Attendance metric used to estimate the incremental increase in tax revenue: 6,800 total OOS attendees at event

2017 Super Stakes & Super Stakes Classic

Local share \$100,090.00 State share \$625,560.00 Total fund \$725,650.00

Attendance metric used to estimate the incremental increase in tax revenue: 3,535 total OOS attendees at event

2017 Summer Spectacular & Derby

Local share \$73,145.00 State share \$457,155.00 Total fund \$530,300.00

Attendance metric used to estimate the incremental increase in tax revenue: 3,800 total OOS attendees at event

Following each event, you will need to complete and submit the Attendance Certification Form, which is enclosed for your convenience. The Attendance Certification Form and supporting documentation must be submitted no later than 45 calendar days after the conclusion of each event.

The local funds must be submitted no later than 90 calendar days after the conclusion of each event. If the funds for the local share amount are not submitted by the 90-day deadline, the Event Trust Fund will not be available for disbursement. The deposit instructions for the local funds are enclosed.

To initiate a disbursement from an Event Trust Fund, a Disbursement Request Form, Disbursement Request Worksheet and all supporting documentation must be submitted no later than 180 calendar days after the conclusion of each event. The establishment of an Event Trust Fund does not entitle or guarantee that disbursements from the fund will be available for the reimbursement of any particular expenditure relating to each event. All disbursements will be subject to the requirements of article 5190.14 of the Texas Revised Civil Statutes, the Event Fund Program Administrative Rules under Title 10, Chapter 184 of the Texas Administrative Code, and the policies and guidelines of the Economic Development and Tourism Office within the Office of the Governor, including timely submittal of the Event Support Contract,

Page Three Brandy Archuleta August 11, 2016

Attendance Certification Form, local funds, Disbursement Request Form, and other documentation as required.

If you have further questions, please contact the Office of the Governor, Economic Development & Tourism Office at eventsfund@gov.texas.gov or (512) 936-0100.

Sincerely,

Bryan Daniel

Executive Director

Economic Development & Tourism Office

Office of the Governor

BD: gc

Attachments

APPENDIX C



Office of the Governor Economic Development & Tourism

GREG ABBOTT GOVERNOR

ATTENDANCE CERTIFICATION

(Must be submitted no later than 45 days after conclusion of the event):

| Event application submittal date: | July 22, 2016 |
|--|------------------------------------|
| Economic Development and Tourism (EDT) event application approval date: | August 11, 2016 |
| Attendance Certification to be submitted to EDT no later than forty-five (45) days after the event date: | January 24, 2017 |
| The attendance metric* identified by EDT to evaluate the estimated number of event attendees as part of the calculations for the incremental tax impact: | 6,800 total OOS attendees at event |

^{*} If Applicant has questions or concerns about how this metric was developed, please contact us within 10 days of fund approval letter

To be completed by the Applicant:

Event Name: 2016 NCHA World Championship Futurity

The TOTAL attendance at the PRIMARY EVENT was: 12,005

The estimated attendees NOT residents of Texas for the PRIMARY EVENT was: 6,576

Source(s) and methodology used to obtain attendance totals. The following methods will be accepted: ticket sales count, turnstile count, ticket scan count, convention attendee count, or participant totals (must be accompanied by ticket or turnstile count for MERP & MSRTF). If you are submitting another method, it should have previously been approved by EDT. Registered list of contestants, horse sale buyers and sellers provided by association coupled with surveys conducted at the event.

- I understand that non-compliance with reporting requirements could be treated as a violation of the statute and/or program rules resulting in the possible withholding of disbursement funding.
- I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a
 false entry in, or false alteration of, a governmental record, or to make, present, or use a
 governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud
 another.
- I understand my obligation to provide information about event expectations and performance that are true and accurate to the best of my knowledge and ability. I also understand my obligation to immediately report any known or suspected waste, fraud, and abuse of funds received under the Act to the Texas State Auditor's Office at 1-800-892-8348.





GREG ABBOTT GOVERNOR

| Authorized Official (must be signed by event application | on signatory or successor): |
|--|-----------------------------|
| Sura Qa | Susan Alanis |
| Signature | Printed Name |
| Asst. City Manager/City of Fort Worth Title and Name of Organization | $\frac{1/11/2017}{Date}$ |

Submit the signed Attendance Certification to the Office of the Governor, Economic Development and Tourism at eventsfund@gov.texas.gov



GREG ABBOTT GOVERNOR

ATTENDANCE CERTIFICATION

(Must be submitted no later than 45 days after conclusion of the event):

| Event application submittal date: | July 22, 2016 |
|--|------------------------------------|
| Economic Development and Tourism (EDT) event application approval date: | August 11, 2016 |
| Attendance Certification to be submitted to EDT no later than forty-five (45) days after the event date: | May 30, 2017 |
| The attendance metric* identified by EDT to evaluate the estimated number of event attendees as part of the calculations for the incremental tax impact: | 3,535 total OOS attendees at event |

^{*} If Applicant has questions or concerns about how this metric was developed, please contact us within 10 days of fund approval letter

To be completed by the Applicant:

Event Name: 2017 NCHA Super Stakes

The TOTAL attendance at the PRIMARY EVENT was: 5,558

The estimated attendees NOT residents of Texas for the PRIMARY EVENT was: 2,395

Source(s) and methodology used to obtain attendance totals. The following methods will be accepted: ticket sales count, turnstile count, ticket scan count, convention attendee count, or participant totals (must be accompanied by ticket or turnstile count for MERP & MSRTF). If you are submitting another method, it should have previously been approved by EDT. Registered contestant list and horse sale participant list provided by the association. Surveys were conducted at the event to determine the average number of people per group.

- I understand that non-compliance with reporting requirements could be treated as a violation of the statute and/or program rules resulting in the possible withholding of disbursement funding.
- I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a
 false entry in, or false alteration of, a governmental record, or to make, present, or use a
 governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud
 another.
- I understand my obligation to provide information about event expectations and performance that
 are true and accurate to the best of my knowledge and ability. I also understand my obligation to





GREG ABBOTT GOVERNOR

immediately report any known or suspected waste, fraud, and abuse of funds received under the Act to the Texas State Auditor's Office at 1-800-892-8348.

Authorized Official (must be signed by event application signatory or successor):

gnature Printed Name

Hest. City Manager Port Worth 5/9/2017

Submit the signed Attendance Certification to the Office of the Governor, Economic Development and Tourism at eventsfund@gov.texas.gov



GREG ABBOTT GOVERNOR

ATTENDANCE CERTIFICATION

(Must be submitted no later than 45 days after conclusion of the event):

| Event application submittal date: | July 22, 2016 |
|--|------------------------------------|
| Economic Development and Tourism (EDT) event application approval date: | August 11, 2016 |
| Attendance Certification to be submitted to EDT no later than forty-five (45) days after the event date: | August 29, 2017 |
| The attendance metric* identified by EDT to evaluate the estimated number of event attendees as part of the calculations for the incremental tax impact: | 3,800 total OOS attendees at event |

^{*} If Applicant has questions or concerns about how this metric was developed, please contact us within 10 days of fund approval letter

To be completed by the Applicant:

Event Name: 2017 NCHA Summer Spectacular

The TOTAL attendance at the PRIMARY EVENT was: 5,537

The estimated attendees NOT residents of Texas for the PRIMARY EVENT was: 2,579

Source(s) and methodology used to obtain attendance totals. The following methods will be accepted: ticket sales count, turnstile count, ticket scan count, convention attendee count, or participant totals (must be accompanied by ticket or turnstile count for MERP & MSRTF). If you are submitting another method, it should have previously been approved by EDT. Intercept interviews determined the number of average people per group coupled with registered participants.

- I understand that non-compliance with reporting requirements could be treated as a violation of the statute and/or program rules resulting in the possible withholding of disbursement funding.
- I understand that it is a felony offense under Section 37.10, Texas Penal Code, to knowingly make a
 false entry in, or false alteration of, a governmental record, or to make, present, or use a
 governmental record with knowledge of its falsity, when the actor has the intent to harm or defraud
 another.
- I understand my obligation to provide information about event expectations and performance that
 are true and accurate to the best of my knowledge and ability. I also understand my obligation to
 immediately report any known or suspected waste, fraud, and abuse of funds received under the
 Act to the Texas State Auditor's Office at 1-800-892-8348.





GREG ABBOTT GOVERNOR

| Authorized Official (must be signed by event application signatory or successor | Authorized Official | (must be signed by | vevent application : | signatory o | or successor |
|---|---------------------|--------------------|----------------------|-------------|--------------|
|---|---------------------|--------------------|----------------------|-------------|--------------|

| Sman ale | Susan Alanis |
|--------------------------------|--------------|
| Signature | Printed Name |
| Asst. City Manager | 9/1/2017 |
| Title and Name of Organization | Date |

Submit the signed Attendance Certification to the Office of the Governor, Economic Development and Tourism at eventsfund@gov.texas.gov