**EVENTS TRUST FUND**

**Application**

Office of the Governor

Economic Development and Tourism (EDT)

**Applicant Name:**

**Applicant Mailing Address:**

**Event Name:**

**Date(s) of Event:**

**Event Location (City):**

**Date Application Submitted:**

**Events Trust Fund Application**

**Event Trust Fund (ETF), Major Events Reimbursement Program (MERP)**

**or Motor Sports Racing Trust Fund (MSRTF)**

Please review the Events Trust Fund Guidelines document and applicable statutes and rules before submitting this application. Links can be found at <https://gov.texas.gov/business/page/event-trust-funds-program>.

An application is not complete until all required documents are submitted, with the exception of the Event Support Contract and the MERP required Human Trafficking Prevention Plan. See checklist in Section 7 of the application for required documents.

Deadlines for submission are as follows:

ETF & MSRTF: No later than 120 days prior to the first day of the event.

MERP: No later than 45 days prior to the first day of the event, but not earlier than 1 year before the event.

Not later than the 30th day before the first day of the event, a site selection organization must submit a plan to prevent the trafficking of persons in connection with the event to the Office of the Attorney General and the Chief of the Texas Division of Emergency Management (see Guidelines document for trafficking plan submittal details).

### *Please submit all documents to* [*eventsfund@gov.texas.gov*](mailto:eventsfund@gov.texas.gov)*.*

Section 1: Endorsing Municipality or County

|  |  |
| --- | --- |
| Name of Endorsing Municipality or County: |  |
| Municipality or County Contact Name: |  |
| Contact Title: |  |
| Contact Email: |  |
| Contact Phone Number: |  |

1. Has the endorsing municipality or county reviewed the event and found that it meets all eligibility requirements as listed in Texas Government Code Chapter 478. Major Events Reimbursement Program, Chapter 479. Motor Sports Racing Trust Fund, or Chapter 480. Events Trust Fund?

**Yes**  **No**

1. Has the endorsing municipality or county determined that it will contribute local funding (“local match”) to the Event Trust Fund, if established?

**Yes  No**

# Section 2: Local Organizing Committee

1. Has the municipality or county authorized a *nonprofit* Local Organizing Committee (LOC) to enter into an agreement with the Site Selection Organization to host the event on behalf of the municipality or county?

**Yes  No**

1. If Question 1 is selected as “No,” the municipality or county must directly enter into the Event Support Contract with the Site Selection Organization.

If “Yes,” provide the following information for the LOC:

|  |  |
| --- | --- |
| Complete Business Name of LOC: |  |
| LOC Contact Name: |  |
| LOC Contact Title: |  |
| Contact Email: |  |
| Contact Phone Number: |  |

Is the LOC designated in the official request letter submitted with the application? **Yes  No**

Section 3: Site Selection Organization

|  |  |
| --- | --- |
| Full Name of Site Selection Organization: |  |
| Site Selection Contact Name: |  |
| Site Selection Contact Title: |  |
| Site Selection Contact Email: |  |
| Contact Phone Number: |  |

\*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: |  |
| State Share: |  |
| Local Share: |  |

\*In accordance with statute, the State Share must be no more than 6.25 times the Local Share. To calculate the Local Share, divide the State Share by 6.25. Total Fund = State Share + Local Share.

**For MERP Applications only:**

|  |  |
| --- | --- |
| Estimated Direct Impact Total: |  |
| Estimated Secondary Impact Total: |  |

\*Direct Impact + Secondary Impact = State Share. Calculate the Total Fund, and then determine the Local Share and State Share.

Section 5: Event Information

|  |  |
| --- | --- |
| Official Event Name: |  |
| Event Fund/Program being applied for:  (ETF, MERP, MSRTF) |  |
| Venue(s) of Event: |  |
| Event Website: |  |
| Date(s) of the Primary Event: |  |
| Day set-up/load-in for the event will begin: |  |
| Day take-down/load-out of the event will end: |  |
| Location of Event for the previous 5 years:  (List most recent year first) |  |
| Source of information for previous Events: |  |
| Other locations outside of Texas considered to host the event: |  |
| Was the site selected as a part of a multi-year agreement? If yes, what years (past and future)? |  |
| Will there be a fee charged by the Site Selection Organization, which must be paid as a condition to holding the event, including host fees, sanction fees, participation fees, or bid fees for the event?\* |  |
| If yes, what is the **total** amount of the above referenced fee(s)?\* |  |
| Additional information: |  |

\*Reimbursement will not be made for such a fee in excess of the amount listed. See TAC Rule § 184.45(18).

# Section 6: Economic Impact Information

Please provide the following information. The information provided should align with the information provided in the Economic Impact Statement.

**Estimated Attendance Chart:** Complete the chart in the supplemental excel document and include with the submission of the application. Instructions for completing the chart and an example are in the worksheet.

**Estimated Attendance Data:** The information provided below should align with the information provided in the Estimated Attendance Chart.

|  |  |
| --- | --- |
| Desired Market Area (area that will be affected by the economic impact of the event. This is usually the county in which the event is held and may sometimes include adjacent counties): |  |
| Primary event day(s) on which attendance counts will be collected and used for reporting attendance after the event: |  |
| Anticipated Daily Average Attendance  at Primary Event (average of the total estimated attendance from the day(s) listed above): |  |
| Anticipated Out-of-State Attendance  at Primary Event: |  |
| Anticipated percentage of all attendees that will be from Out-of-State: |  |
| Anticipated percentage of total attendance from Texas, but who are visiting from outside of the market area: |  |

**Spending Rates and Percentages:** Provide the estimated daily average spending in the following categories for all attendees below. Include only taxable expense(s) (e.g. most food purchased at a grocery store is not taxed and would not be included, but food purchased at a restaurant is taxed and may be included.)

|  |  |
| --- | --- |
| Spending Rate for Food & Non-Alcoholic Beverages: |  |
| Spending Rate for Shopping & Entertainment: |  |
| Spending Rate for Alcoholic Beverages: |  |
| What percentage of all attendees will consume alcoholic beverages? |  |
| Spending Rate for Hotel: |  |
| What percentage of all attendees will stay in hotels? |  |
| On average, how many people per hotel room? |  |
| Spending Rate for Car Rental: |  |
| What percentage of all attendees will rent cars? |  |
| On average, how many people per rental car? |  |

Section 7: Attendance Requirement

In accordance with TAC Rule § 184.13(d), 184.23(d) and 184.30, no later than 45 days after the event, the *total actual attendance* and the estimated number of attendees that are not residents of Texas at the event must be provided to EDT. Supporting documentation must be submitted for verification. The following methods will be accepted: ticket sales count, turnstile count, ticket scan count, convention registration check-in count, or participant totals (must be accompanied by ticket or turnstile count for MERP & MSRTF). Other methods may be approved by the OOG in its sole discretion prior to the first day of the event.

|  |  |
| --- | --- |
| Please explain which of these methods or another method, subject to approval, that will be used: |  |

Section 8: Checklist

***EDT must receive the following documents (except the Event Support Contract and Human Trafficking Prevention Plan) by the application deadline before it can issue an estimate of incremental taxes.***

EDT is statutorily required to make a determination within 30 days after receiving a complete application. If an application is incomplete, it will not be processed until all required information is submitted. Early submission is encouraged.

* **Events Trust Fund Application** completed and signed by someone the applying entity has determined is eligible to bind the applying entity.
* **Estimated Attendance Chart** completed with information that aligns with the Economic Impact Study. Submitted in pdf format.
* **Endorsement Documentation** from the endorsing municipality or endorsing county requesting participation in the trust fund program and signed by a person authorized to bind the municipality or county. The documentation should clearly indicate the municipality or county’s endorsement of the event and the name of the LOC, if applicable. The information in the document should coincide with the Selection Letter.
* **Selection Letter** A signed letter from the Site Selection Organization selecting the site in Texas that clearly indicates and describes a highly competitive selection process by which site selection occurred, 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 or county, and the event date. The event date indicated in the letter must match the requested event date.
* **Economic Impact Study** or other data sufficient for EDT to make the determination of the estimated incremental increase in tax revenue directly attributable to the preparation or presentation of the event, including data for any related activities. The Study should contain detailed information on the direct expenditures for the event in the requested market area relating to the economic activity of attendees and other persons associated with the event. The study may also include information on event expenditures, if available. For MERP’s only, secondary impacts must be included, and stated separately from the direct impact in order for these impacts to be considered in development of the EDT estimate.
* **Affidavit for Economic Impact** signed by the person(s) who prepared the Study for the application.
* **Affidavit of Endorsing Entity** signed by each endorsing municipality, county and/or LOC.
* **Human Trafficking Prevention Plan (MERP Only)** No later than the 30th day before the first day of the event, the Site Selection Organization must submit a plan to the trafficking of persons in connection with the event to the office of the attorney general and the chief of the Texas Division of Emergency Management. Plans shall be submitted to the following contacts:

Captain James T. (Tim) Ferguson – Office of the Attorney General [james.ferguson@oag.texas.gov](mailto:james.ferguson@oag.texas.gov)

Seth Christensen, Blair Walsh – Texas Division of Emergency Management [seth.christensen@tdem.texas.gov](mailto:seth.christensen@tdem.texas.gov), [blair.walsh@tdem.texas.gov](mailto:blair.walsh@tdem.texas.gov)

* **Event Support Contract** is a contract by and between a Site Selection Organization and a local organizing committee, an endorsing municipality, or an endorsing county setting out the representations and assurances of the parties with respect to the selection of a site in this state for the location of an event, and the requirements and costs necessary for the preparation or presentation of an event. Due before the first day of the event, early submission will provide EDT with the opportunity to review the contract and address any issues prior to the event.

**Note:** **Disclosure of Information under the Public Information Act**. All documents submitted to the Office of the Governor (OOG) may be 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

Name (Printed)

Title

Date