

# TEXAS EVENT TRUST FUNDS

## ★ FISCAL YEAR 2024 IMPACT ★

★ **\$15.45/\$1**

Visitor Spending  
ROI

★ **\$2.75/\$1**

State and Local  
Tax ROI

★ **2.8 Million**

Non-Local Participants  
and Spectators

★ **\$1.9 Billion**

Non-Local Participant  
and Spectator Spending

★ **\$3.8 Billion**

Total Economic  
Impact

★ **\$339.2 Million**

State and  
Local taxes

---

The Event Trust Fund (ETF) and Major Event Reimbursement Program (MERP) are managed by Economic Development Finance and return on investment estimates provided by Travel Texas, both divisions in the Texas Economic Development & Tourism Office.

---

### Return on Investment

The Texas Economic Development & Tourism Office (EDT) approved 161 applications for events occurring in Fiscal Year 2024 including 145 Events Trust Fund (ETF) and 16 Major Event Reimbursement Program (MERP) applications. Return on investment for the Texas Events Trust Fund Program is estimated at \$15.45 in visitor spending and \$2.75 in state and local taxes for each dollar used to reimburse allowable expenses through the program.

