

## Convention Incentive Program

The Visalia Convention and Visitors Bureau received City of Visalia Contributions in 2020 when group travel was halted due to the Covid 19 pandemic and through 2021-2023 staffing shortages. The staffing shortages produced unprecedented and unpredictable savings in labor expenses.

The Visit Visalia Convention Committee is recommending the Visit Visalia Board leverage nearly \$100,000 to attract new groups to Visalia through the execution of an incentive program.

The Visit Visalia Executive Committee is recommending a 6-month pilot program to distribute up to \$50,000 in incentives for groups selecting Visalia as the host community.

### Incentive Eligibility:

- Must be NEW booked business: meeting, convention, expo or sporting event.
- Proposals must originate with Visit Visalia or Visalia Convention Center or a member of the Visalia Tourism Marketing District (VTMD) Owners Association.
- If the proposal originates with a VTMD lodging property the property must validate, this is new business in Visalia.

Groups not eligible for the incentive program include:

- Social events (weddings, memorials, fraternal, reunions, etc.) group tours, multi-level marketing organizations.
- Repeat business within the past 3 years.

**Incentive Structure: The incentive is calculated based on the actual room pick up. Incentive will not be used to discount or subsidize the room rate.**

Room nights	\$ Amount	\$ Per Room
251	7500	29.88
126-250	2700-7400	25.51
76-125	1500-2600	20.27
25-75	400-1400	17.33
<b>Example:</b>	<b>Tier</b>	
<b>55 rooms x \$20.27 =</b>	<b>\$1,114</b>	
<b>175 rooms x \$25.51 =</b>	<b>\$4,464</b>	

New business contracting for 2 or more years may be eligible for 50% of the incentive the second year when both contracts are executed on the origination date. For example:

Year One Incentive: 251 rooms nights= \$7500

Year Two Incentive: 251 rooms: \$3,750

All incentives are paid to the venue house account. No incentives will be paid to meeting planners.

The Visit Visalia Incentive Program may only be used to earn/close the business and will be considered when:

- The meeting planner has a history of receiving complimentary meeting space for the proposed group.
- "Airport City" is an important decision factor and all other criteria (space and concessions) are achievable.
- Creates new demand with community economic impact in addition to TOT and TMD Benefit.