

**GREATER**



**COMMISSION**

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Emily Eldridge (Events Manager)



## Mission

GWSC identifies and attracts new sporting events while enhancing and retaining existing events to generate positive economic impact and enhance quality of life.

## Vision

The Greater Waco area will realize its incredible potential – due to its community spirit, location, climate, rivers and lake, beautiful parks, and premiere facilities – as the preferred venue for amateur sports in Texas.





**Sports ETA**  
SPORTS EVENTS & TOURISM ASSOCIATION  
August 17-19, 2020  
Kansas City, MS

**ConnectSPORTS**  
September 8-10, 2020  
Orlando, FL

*SportsTravel* presents  
**TEAMS<sup>®</sup>i20**  
CONFERENCE + EXPO • OCTOBER 19-22 • HOUSTON

EXCLUSIVE HOME OF  
  
U.S. OLYMPIC & PARALYMPIC  
**SPORTSLINK**

***EsportsTravel***<sup>®</sup>  
**SUMMIT**  
August 11-13, 2020  
Esports Stadium Arlington, Arlington, Texas

MEMORIAL  
HERMANN

October 17, 2020

IRONMAN®

T★E★X★A★S

BICYCLE  
WORLD  
TEXAS

October 18, 2020

IRONMAN®

70.3® WACO 

Total Registrations	3,133
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Total Unique Pickups	2,403
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Total Economic Impact	\$13,505,464
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Direct Spending	\$7,089,483
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Indirect/Induced Impact	\$6,415,982
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Taxes & Fees Generated	\$616,445
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Total Visitors	8,392
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Hotel Room Nights	13,174
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# Texas Events Trust Fund

The Fund can assist Texas communities with paying costs related to preparing for or conducting an event by depositing projected gains in various local and state taxes generated from the event in a dedicated event-specific trust fund to cover allowable expenses.



# Texas Events Trust Fund

## **Am I eligible to apply?**

- 1) The Applicant is a municipality, city, or a local organizing committee. A local organizing committee (LOC) is a nonprofit corporation that has been authorized by one or more endorsing municipalities or counties to bid on and/or host the event.
- 2) A site selection organization selected a site in Texas to host the event through a highly competitive selection process after considering one or more locations outside of Texas. The event can be chosen to be held one time or once a year for a period of years.
- 3) The site selected must be the sole site for the event, or the sole site for the event in a region composed of this state and one or more adjoining states.
- 4) The event will not be held more than one time in any year.



	Full Event Name	Applicant	Endorsing City/County	Final Fund Amount	Final State Share	Final Local Share
393	NCAA Division I Men's & Women's Outdoor Track & Field Championships 2020	Austin Sports Commission	City of Austin	\$447,738.00	\$385,981.00	\$61,757.00
394	The United States Conference of Mayors – 88th Annual Meeting	Austin Convention and Visitors Bureau	City of Austin	\$0.00	\$0.00	\$0.00
395	U.S. Women's Open 2020	Harris County - Houston Sports Authority	Harris County	\$0.00	\$0.00	\$0.00
396	Destry's Free For All	Somervell County	Somervell County	\$45,623.00	\$39,330.00	\$6,293.00
397	HOSA 43rd Annual International Leadership Conference	Houston First Corporation	Harris County	\$0.00	\$0.00	\$0.00
398	CONCACAF Nations League Championship – Semi Finals 2020	Harris County - Houston Sports Authority	Harris County	\$0.00	\$0.00	\$0.00
399	APHA World Championship 2020	City of Fort Worth	Fort Worth	\$376,646.00	\$324,694.00	\$51,952.00
400	CONCACAF Nations League Final Championship	VisitDallas	Dallas County	\$0.00	\$0.00	\$0.00
401	National Junior Shorthorn Show and Youth Conference 2020	City of Abilene	City of Abilene	\$84,447.00	\$72,799.00	\$11,648.00
402	US Youth Soccer Southern Presidents' Cup	VisitDallas	Dallas County	\$0.00	\$0.00	\$0.00
403	USA Boxing National Junior Olympics, Prep Nationals and Youth Open	Visit Lubbock	City of Lubbock	\$0.00	\$0.00	\$0.00
404	Five Tool West U14/U15 Championship 2020	Visit Lubbock	City of Lubbock	\$18,215.00	\$15,702.00	\$2,513.00
405	Super 64	VisitDallas	Dallas County	\$0.00	\$0.00	\$0.00
406	Junior Nationals Badminton Championships	City of Frisco	City of Frisco	\$0.00	\$0.00	\$0.00
407	USA Volleyball Girls Junior National Championship	VisitDallas	Dallas County	\$1,983,078.00	\$1,709,550.00	\$273,528.00
408	American Miniature Horse Association (AMHA) World Championship	City of Fort Worth	City of Fort Worth	\$60,142.00	\$51,846.00	\$8,296.00
409	All Around Ranch Rodeo Challenge	Somervell County	Somervell County	\$7,681.00	\$6,621.00	\$1,060.00
410	USA Taekwondo National Championships	City of San Antonio	Bexar County	\$0.00	\$0.00	\$0.00
411	AAU Diving National Championship	San Antonio Local Organizing Committee	Bexar County	\$189,277.00	\$163,169.00	\$26,108.00
412	Herbalife Nutrition Extravaganza 2020	City of San Antonio	Bexar County	\$1,205,235.00	\$1,038,995.00	\$166,240.00
413	USTRC National Finals 2020	City of Fort Worth	City of Fort Worth	\$249,462.00	\$215,053.00	\$34,409.00
414	Aviation Week MRO Americas Conferences & Exhibition 2020	VisitDallas	Dallas County	\$400,000.00	\$344,827.00	\$55,173.00
415	USA Diving Junior National Championships 2020	San Antonio Local Organizing Committee	Bexar County	\$0.00	\$0.00	\$0.00
416	World Championship Appaloosa Show 2020	City of Fort Worth	City of Fort Worth	\$236,041.00	\$203,483.00	\$32,558.00
417	Premier Baseball Sophomore National Championship 2020	Visit Lubbock	Lubbock County	\$31,355.00	\$27,030.00	\$4,325.00
418	National Society of Black Engineers 46th Annual Convention	City of San Antonio	City of San Antonio	\$1,529,534.00	\$1,318,563.00	\$210,971.00
419	2020 USA CRITS – El Paso	City of El Paso	El Paso	\$89,097.00	\$76,807.00	\$12,290.00
420	Joe Beaver Labor Day Calf Roping	Somervell County	Somervell County	\$11,864.00	\$10,227.00	\$1,637.00
421	AAA Texas NHRA Fall Nationals 2020	1320 Sports Local Organizing Committee	Ellis County	\$391,739.00	\$337,706.00	\$54,033.00
422	McKinney ISD Classic 2020	City of McKinney	City of McKinney	\$42,783.00	\$37,597.00	\$5,186.00
423	USA Water Polo 2020 Welcome to Texas Shootout	San Antonio Local Organizing Committee	City of San Antonio	\$105,421.00	\$90,880.00	\$90,880.00
424	Better Barrel Races Southern Territorial Race	Somervell County	Somervell County	\$51,028.00	\$43,989.00	\$7,039.00
425	National Battle of the Bands 2020	Harris County - Houston Sports Authority	Harris County	\$1,024,269.00	\$882,990.00	\$141,279.00

## Application Materials:

- [Events Trust Fund Application](#) ▶
- [Estimated Attendance Chart for Application](#) ▶
- [Events Affidavit of Endorsing Entity](#) ▶
- [Events Affidavit for Economic Impact](#) ▶
- [Events Attendance Certification Example](#) ▶
- [Local Share Instructions](#) ▶
- [Events Trust Fund Disbursement Request Form](#) ▶
- [Disbursement Worksheet](#) ▶



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, an authorized representative of, 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: on these dates: . 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 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





# REQUEST FOR PROPOSAL

COLLEGIATE CLUB AND HIGH SCHOOL  
NATIONAL CHAMPIONSHIPS

2021-2022



USATRIATHLON.ORG

## **ECONOMIC IMPACT PROJECTIONS**

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**OUT-OF-TOWN PARTICIPANTS: 1,200**

**NUMBER OF DAYS: 3**

**AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: \$250**

**TOTAL: \$900,000**

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**OUT-OF-TOWN SPECTATORS: 1,000**

**NUMBER OF DAYS: 3**

**AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: \$150**

**TOTAL: \$450,000**

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**LOCAL PARTICIPANTS: 200**

**AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: \$75**

**TOTAL: \$15,000**

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**LOCAL SPECTATORS: 500**

**AVERAGE DOLLAR AMOUNT OF SPENDING PER DAY: \$40**

**TOTAL: \$20,000**

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**TOTAL PROJECTED DIRECT ECONOMIC IMPACT: \$1.4 Mil. (\$3.4 Mil. Indirect)**

*The economic impact can be improved if the community can support the event with good pricing for hotel rooms and a weekend of activities that will encourage people to show up early and stay later through the weekend.*

**2022/23**  
**USAT Collegiate Club Nationals**

<u>Day</u>	<u>Date</u>	<u>Schedule</u>	<u>Spectators</u>	<u>Athletes, Coaches</u>	<u>OOS Participants</u>	<u>Staff Officials</u>	<u>Media Sponsors</u>	<u>OOS Spectators</u>
Tuesday	6-Apr	Load In	0	0	0	0	0	0
Wednesday	7-Apr	Load In	250	450	0	0	0	187.5
Thursday	8-Apr	Load In	1500	500	375	0	0	1125
Friday	9-Apr	Competition	1500	1600	1200	0	0	1125
Saturday	10-Apr	Competition	1500	1600	1200	0	0	1125
Sunday	11-Apr	Load Out	800	1000	750	0	0	600
Total			5550	5150	3525	0	0	4162.5

OOS Participants      75%

OOS Fans              75%

**2022/23**  
**USAT Collegiate Club Nationals**

**Hotel Expenditures:**

	<b>Athletes, Coaches</b>	<b>Staff, Board &amp; Officials</b>	<b>Media &amp; Sponsors</b>	<b>OOS Fans</b>
Persons per hotel room	3	1	1	2
% staying in hotel	80%	50%	0%	80%
Room Cost per night	\$139	\$139	\$139	\$139

<b>Day</b>	<b>Date</b>					<b>State Tax</b>	<b>Local Tax</b>
Tuesday	6-Apr	\$0	\$0	\$0	\$0	\$0	\$0
Wednesday	7-Apr	\$16,680	\$0	\$0	\$10,425	\$1,626	\$2,439
Thursday	8-Apr	\$18,533	\$0	\$0	\$62,550	\$4,865	\$7,298
Friday	9-Apr	\$59,307	\$0	\$0	\$62,550	\$7,311	\$10,967
Saturday	10-Apr	\$59,307	\$0	\$0	\$62,550	\$7,311	\$10,967
Sunday	11-Apr	\$37,067	\$0	\$0	\$33,360	\$4,226	\$6,338

Projected Room Nights	1373	0	0	1665	<b>Total State/Local Tax</b>	
Total Room Nights	3,038				\$25,340	\$38,010

<b>City Tax</b>	<b>County Tax</b>
\$28,507	\$9,502

**2022/23**  
**USAT Collegiate Club Nationals**

**Food & Bev. Expenditures**

**Per Person Daily Spending**      \$50

<b>Day</b>	<b>Date</b>	<b>Athletes, Coaches &amp;</b>	<b>Staff, Board &amp;</b>	<b>Media &amp; Sponsors</b>	<b>OOS Fans</b>	<b>State Tax</b>	<b>Local Tax</b>
Tuesday	6-Apr	\$0	\$0	\$0	\$0	\$0.00	\$0.00
Wednesday	7-Apr	\$22,500	\$0	\$0	\$9,375	\$1,992.19	\$637.50
Thursday	8-Apr	\$25,000	\$0	\$0	\$56,250	\$5,078.13	\$1,625.00
Friday	9-Apr	\$80,000	\$0	\$0	\$56,250	\$8,515.63	\$2,725.00
Saturday	10-Apr	\$80,000	\$0	\$0	\$56,250	\$8,515.63	\$2,725.00
Sunday	11-Apr						

**Total State/Local Tax**  
 \$24,102      \$7,713

**City Tax**      **County Tax**  
 \$5,784      \$1,928

**2022/23**  
**USAT Collegiate Club Nationals**  
**Entertainment and Shopping**

**Per Person Daily Spending**      \$30

<b>Day</b>	<b>Date</b>	<b>Athletes, Coaches &amp;</b>	<b>Staff, Board &amp;</b>	<b>Media &amp; Sponsors</b>	<b>OOS Fans</b>	<b>State Tax</b>	<b>Local Tax</b>
Tuesday	6-Apr	\$0	\$0	\$0	\$0	\$0	\$0
Wednesday	7-Apr	\$13,500	\$0	\$0	\$5,625	\$1,195	\$383
Thursday	8-Apr	\$15,000	\$0	\$0	\$33,750	\$3,047	\$975
Friday	9-Apr	\$48,000	\$0	\$0	\$33,750	\$5,109	\$1,635
Saturday	10-Apr	\$48,000	\$0	\$0	\$33,750	\$5,109	\$1,635
Sunday	11-Apr	\$30,000	\$0	\$0	\$18,000	\$3,000	\$960

**Total State/Local Tax**  
\$17,461      \$5,588

**City Tax**      **County Tax**  
\$4,191      \$1,397

**2022/23**  
**USAT Collegiate Club Nationals**

**State Mixed Bev Tax**

	<b>Athletes, Coaches &amp; Team Staff</b>	<b>Staff, Board &amp; Officials</b>	<b>Media &amp; Sponsors</b>	<b>OOS Fans</b>
Per Person Spending:	\$10	\$40	\$20	\$30

		<b>Athletes, Coaches &amp;</b>	<b>Staff, Board &amp;</b>	<b>Media &amp; Sponsors</b>	<b>OOS Fans</b>	<b>State Tax</b>	<b>Local Tax</b>
Tuesday	6-Apr	\$0	\$0	\$0	\$0	\$0	\$0
Wednesday	7-Apr	\$4,500	\$0	\$0	\$5,625	\$1,190	\$0
Thursday	8-Apr	\$5,000	\$0	\$0	\$33,750	\$4,553	\$0
Friday	9-Apr	\$16,000	\$0	\$0	\$33,750	\$5,846	\$0
Saturday	10-Apr	\$16,000	\$0	\$0	\$33,750	\$5,846	\$0
Sunday	11-Apr	\$10,000	\$0	\$0	\$18,000	\$3,290	\$1

**Total State/Local Tax**  
\$20,724      \$1

**2022/23**  
**USAT Collegiate Club Nationals**

**Title 5 ABC State Tax**

Per Person Spending: \$10

<b>Day</b>	<b>Date</b>	<b>Athletes, Coaches &amp;</b>	<b>Staff, Board &amp;</b>	<b>Media &amp; Sponsors</b>	<b>OOS Fans</b>	<b>State Tax</b>	<b>Local Tax</b>
Tuesday	6-Apr	\$0	\$0	\$0	\$0	\$0	\$0
Wednesday	7-Apr	\$4,500	\$0	\$0	\$1,875	\$26	\$0
Thursday	8-Apr	\$5,000	\$0	\$0	\$11,250	\$65	\$0
Friday	9-Apr	\$16,000	\$0	\$0	\$11,250	\$109	\$0
Saturday	10-Apr	\$16,000	\$0	\$0	\$11,250	\$109	\$0
Sunday	11-Apr	\$10,000	\$0	\$0	\$6,000	\$64	\$0

**Total Tax**  
\$373                  \$0

**2022/23**  
**USAT Collegiate Club Nationals**

**Vehicle Rental Tax**

	<b>Athletes, Coaches &amp; Team Staff</b>	<b>Staff, Board &amp; Officials</b>	<b>Media &amp; Sponsors</b>	<b>OOS Fans</b>
Percent Renting	25%	0%	25%	50%
Cost Per Day	\$48	\$48	\$48	\$48

<b>Day</b>	<b>Date</b>					<b>State Tax</b>	<b>Local Tax</b>
Tuesday	6-Apr	\$0	\$0	\$0	\$0	\$0	\$0
Wednesday	7-Apr	\$5,400	\$0	\$0	\$4,500	\$990	\$0
Thursday	8-Apr	\$6,000	\$0	\$0	\$27,000	\$3,300	\$0
Friday	9-Apr	\$19,200	\$0	\$0	\$27,000	\$4,620	\$0
Saturday	10-Apr	\$19,200	\$0	\$0	\$27,000	\$4,620	\$0
Sunday	11-Apr	\$12,000	\$0	\$0	\$14,400	\$2,640	\$0

**Total Tax**  
\$16,170      \$0

	<b>STATE</b>	<b>LOCAL</b>
Total Tax Revenue	\$104,169	\$51,310
Reduction for Event being held in Texas	\$0	
Eligible State Tax Gain	\$104,169	
Required Local Match	\$16,667	
<b>Total Event Trust Fund</b>	<b>\$120,836</b>	
<b>Total Net Profit to City/County</b>		<b>\$34,643</b>

\*Pre-Match City Tax Gain      \$38,482

\*Pre-Match County Tax Gain      \$12,827



ROCK 'N' ROLL MARATHON SERIES®

# BENEFITS OF HOSTING

- **Community Economic Impact:** Existing Rock 'n' Roll host communities\* have measured between \$25,000,000 USD to \$48,000,000 USD of total economic impact on the local economy with Marathon and Half Marathon event weekends and \$12,000,000 USD to \$25,000,000 USD of total economic impact on the local economy with Half Marathon event weekends.
- **Hotel Room Nights:** Existing Rock 'n' Roll host communities see room night counts of 18,000+ for Marathon and Half Marathon event weekends\*, and room night counts of 12,000+ for Half Marathon weekends. Participants stay an average of 1 to 2 nights in market for Rock 'n' Roll events
- Influx of 10,000 to 20,000+ visitors to the host community during the event weekend\*
- A world-class running event: 10,000 to 20,000\* participants completing several distances
- Marketing, media, and promotional platform to more than 1,000,000 registrants for Rock 'n' Roll events in North America
- Reinforcement of the host community as an active endurance sports and tourism destination

\*Excluding Rock 'n' Roll Las Vegas

**GREATER**



**COMMISSION**