

**EXHIBIT A**  
**Waco Tourism Public Improvement District (WTPID)**  
**Service & Assessment Plan for 2023-24**

**PROJECTED EXPENDITURES**

The WTPID budget will be allocated on a percentage basis as shown in the table below.

|                            |                       |
|----------------------------|-----------------------|
| Marketing Allocation (45%) | \$655,695.00          |
| Sales (40%)                | \$582,840.00          |
| Tourism Research (8%)      | \$116,568.00          |
| Administration (7%)        | \$101,997.00          |
| <b>Total</b>               | <b>\$1,457,100.00</b> |

**PROJECTED WACO TOURISM PUBLIC IMPROVEMENT DISTRICT SERVICES**

**Increased Marketing (Advertising and Promotion) Initiatives: 45% - \$655,695.00**

Forty-five percent (45%) of the annual budget shall be targeted for increased marketing (advertising and promotion) initiatives to drive more hotel activity to Waco. Up to 10% variance can be allowed in the amount to be allocated under this category. Amounts within this category that are not used by the end of the fiscal year may be rolled over within the same budget category in the following year's budget.

The Marketing (Advertising and Promotion) program will promote hotel activity within the District for increased business travel, leisure, meeting, and event business at District hotels. The program will set out to increase room night sales and may include, but is not limited to, the following activities.

- Increased internet marketing (advertising and promotion) efforts such as email blasts, digital ads, programmatic placements, to grow awareness and drive higher overnight visitation and room sales to assessed hotels within the District;
- Additional print ads in magazines and newspapers targeted at potential visitors to drive increased overnight visitation to assessed hotels within the District;
- Increased television ads targeted at potential visitors to drive greater overnight visitation to assessed hotels within the District;
- Additional radio ads targeted at potential visitors to drive increased overnight visitation and room sales to assessed hotel properties within the District;
- Preparation and production of new collateral and promotional materials such as brochures, flyers and maps to increase room night activity;
- Development and implementation of an enhanced and new public relations and communications strategy, designed to increase overnight visitation at assessed hotels within the District;
- Development and implementation of an enhanced travel writer/social media influencer program designed to increase overnight visitation at assessed hotels within the District;

- Implementation of new economic development partnerships to increase overnight visitation at assessed hotels within the District.
- Marketing (Advertising and Promotion) fees for listings on various websites to drive increased hotel revenue production.

**Increased Sales Initiatives: 40% - \$ 582,840.00**

Forty percent (40%) of the annual budget shall be targeted for increased Sales (Business Recruitment) initiatives. Up to 10% variance can be allowed in the amount to be allocated under this category. Amounts not used within this category by the end of the fiscal year may be rolled over into the same budget category in the following year's budget. The Sales (Business Recruitment) initiatives will be designed to increase room night sales for assessed hotel properties within the District and may include but are not limited to the following activities:

- Provide additional sales (business recruitment) incentives to maintain and attract new meetings, conventions, events and business travel that will have a significant impact on demand for hotel activity for assessed hotels within the District;
  - Requests for incentives from individuals or groups should be presented to the Waco Convention & Visitors Bureau for inclusion in an upcoming Board meeting;
  - Requests for "rebates," defined as a set dollar payment per room night generated, should be presented as an incentive request for a single dollar amount and presented to the Waco Convention & Visitors Bureau for inclusion in an upcoming Board meeting;
- Increased sales and services (business recruitment) staff deployed in key regions to supplement the selling of Waco as a premier destination;
- Increased attendance at professional industry conferences and events to promote increased business for assessed hotels within the District;
- Additional lead generation activities designed to attract increased tourist and group business to assessed hotels within the District;
- Attendance of additional trade shows to promote increased leads for assessed hotels within the District;
- Additional sales (business recruitment) blitzes featuring assessed hotels within the District;
- Additional familiarization tours showcasing assessed hotels within the District.
- Sales (Business Recruitment) initiatives must meet an ROI threshold of 7:1, based on expected room revenues. The ROI for all Sales (Business Recruitment) initiatives will be measured based on increased room revenue production. With input and approval from the WTPID Board, individual exceptions may be made to the 7:1 ROI.
- Sales (Business Recruitment) efforts may include programs such as an individual hotel incentive program, with approval of the WTPID Board and within limits and criteria set by the WTPID Board.

**Tourism Research: 8% - \$ 116,568.00**

Research costs may include, but are not limited to, the following:

- Conduct tourism research using industry tools which may include economic impact calculators, software to gauge the effectiveness of advertising and/or sales (business recruitment) efforts.
- Development of Return on Investment (ROI) analysis on the effectiveness of WTPID expenditures and programs to increase overnight visitation at assessed hotels within the District.
- If dollars are left unspent in the Research/Administration budget at the end of the year, they may be divided among Marketing (Advertising and Promotion) and Sales (Business Recruitment) using the following ratios: 53% to Marketing (Advertising and Promotion), 47% to Sales (Business Recruitment).

**Administration: 7% - \$ 101,997.00**

Administration costs may include, but are not limited to, the following:

- Incremental costs for collection of the assessment via online software.
- Administrative fees such as bank fees, fees charged by the City of Waco for hotel tax collection and administration, bookkeeping, auditing, financial reporting, legal fees, etc.
- If dollars are left unspent in the Administration budget at the end of the year, they may be divided among Marketing (Advertising and Promotion) and Sales (Business Recruitment) using the following ratios: 53% to Marketing (Advertising and Promotion), 47% to Sales (Business Recruitment).


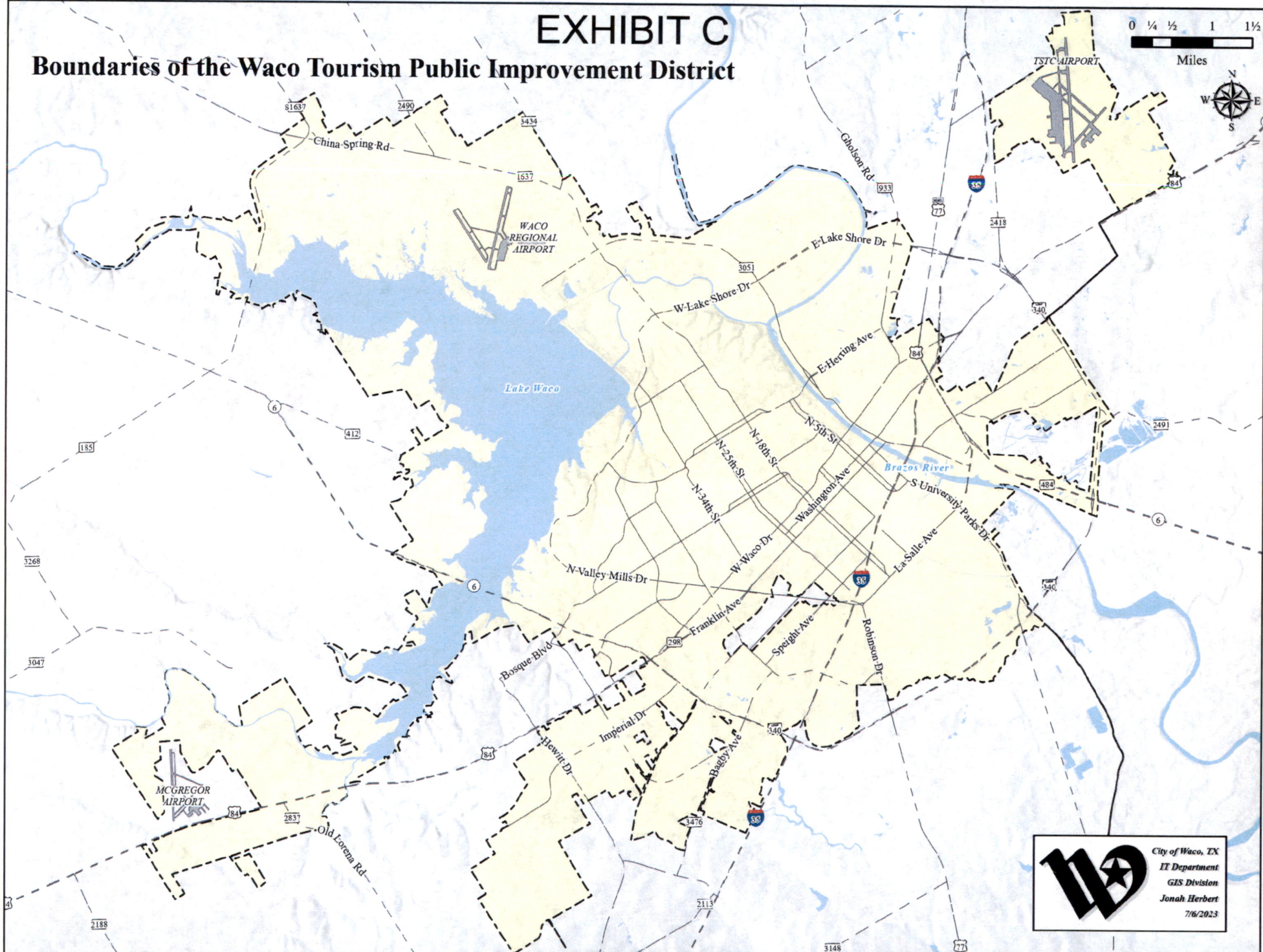
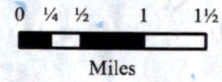
## EXHIBIT B

### WACO TOURISM PUBLIC IMPROVEMENT DISTRICT ASSESSMENT ROLL

| Hotel Name                             | Hotel Address                         | City    | Zip   | No of Rooms |
|--|---------------------------------------|---------|-------|-------------|
| A C HOTEL by MARRIOTT                  | 301 S 06TH ST                         | Waco    | 76701 | 182         |
| ALOFT HOTEL                            | 900 S 11TH ST                         | Waco    | 76706 | 115         |
| CAMBRIA HOTEL                          | 110 S MARTIN LUTHER KINGJR BLVD A & B | Waco    | 76704 | 132         |
| CAMP FIMFO                             | 1000 CHICKADEE LANE                   | Waco    | 76708 | 77          |
| CANDLEWOOD SUITES                      | 2700 S NEW ROAD                       | Waco    | 76706 | 99          |
| COMFORT SUITES                         | 810 N IH 35                           | Waco    | 76705 | 94          |
| ELEMENT HOTEL                          | 2200 ROBINSON DR -2308                | Waco    | 76706 | 105         |
| EMBASSY SUITES (PROPOSED)              | 301 S 02ND ST                         | Waco    | 76701 | 168         |
| EVEN Hotel                             | 110 S MARTIN LUTHER KINGJR BLVD A & B | Waco    | 76704 | 128         |
| HAMPTON INN & SUITES                   | 2501 MARKETPLACE DR                   | Waco    | 76711 | 123         |
| HILTON GARDEN INN                      | 5800 LEGENDLAKE PKWY                  | Waco    | 76712 | 111         |
| HILTON HOTEL                           | 113 S UNIVERSITY PARKS DR             | Waco    | 76701 | 195         |
| HOLIDAY INN EXPRESS & SUITES WACOSOUTH | 5701 LEGENDLAKE PKWY                  | Woodway | 76712 | 120         |
| HOLIDAY INN EXPRESS                    | 101 TAYLOR AVE ST                     | Waco    | 76704 | 101         |
| HOME2 SUITES WACO                      | 2500 BAGBY AVE                        | Waco    | 76711 | 105         |
| HOMEWOOD SUITES WACO                   | 5620 LEGENDLAKE PKWY                  | Woodway | 76712 | 88          |
| HYATT PLACE WACO SOUTH                 | 5400 BAGBY AVE                        | Waco    | 76711 | 125         |
| HYATT PLACE DOWNTOWN                   | 301 S 03RD ST                         | Waco    | 76701 | 110         |
| INDIGO HOTEL                           | 211 CLAY AVE                          | Waco    | 76706 | 111         |
| LA QUINTA INN & SUITES WACODOWNTOWN    | 911 S 10TH ST                         | Waco    | 76706 | 118         |
| MARRIOTT COURTYARD                     | 101 WASHINGTON AVE                    | Waco    | 76701 | 153         |
| MOTEL 6 #1198                          | 3120 JACK KULTGEN EXPWY               | Waco    | 76706 | 110         |
| RESIDENCE INN BY MARRIOTT              | 501 S UNIVERSITY PARKS DR             | Waco    | 76706 | 78          |
| RESIDENCE INN SOUTH                    | 2424 MARKETPLACE DR                   | Waco    | 76711 | 104         |
| SPRINGHILL SUITES BY MARRIOTT WACO     | 115 S JACK KULTGEN EXPWY              | Waco    | 76706 | 125         |
| TOWNEPLACE SUITES MARRIOTT             | 5621 LEGENDLAKE PKWY                  | Woodway | 76712 | 93          |
| TRU BY HILTON                          | 2408 MARKETPLACE DR                   | Waco    | 76711 | 98          |
| WACO SUPER 8                           | 1320 S JACK KULTGENEXPWY              | Waco    | 76706 | 78          |

# EXHIBIT C

## Boundaries of the Waco Tourism Public Improvement District



City of Waco, TX  
IT Department  
GIS Division  
Jonah Herbert  
7/6/2023

Path N:\data\ArcGIS Pro Projects\Jonah\Waco Tourism PID\Waco Tourism PID.aprx

Disclaimer: This map is for informational purposes only and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and only represents the approximate relative location of boundaries and features. This map has no warranty of accuracy, implied or otherwise. No liability is assumed for its use or misuse for any purpose.