



Tourism/Visitor Advisory Committee  
Tuesday, May 18, 2021  
8:15 – 9:30 a.m.

### Agenda

1. Call to Order and Approval of Minutes – Candace Vioxx
2. Tourism Coordinator Report – Karen Tindal
3. Tournament Incentive Discussion/Vote – Sue Stuhl/Karen Tindal
4. Focus Group Discussion – Sue Stuhl/Karen Tindal
5. Other Business

\*Next meeting date: 8:15 AM – July 20, 2021

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## Memo

**To:** Parks & Athletics Council  
Tourist and Visitor Advisory Council

**From:** Sue Stuhl, Parks and Recreation Director  
Karen Tindal, Tourism Coordinator  
Lauren Cox, Parks & Athletics Coordinator

**Re:** Incentive Plan for Farragut Hotel Stays

Farragut Parks and Recreation staff members have been researching incentive plans to entice those groups, clubs or individuals who rent Town of Farragut facilities to use Farragut hotels during their event. Other jurisdictions use various methods, but it is fairly common for cities and counties to offer their facilities at a reduced rate in exchange for a guaranteed number of hotel room nights. The PARD staff presents this proposal for your consideration.

### Farragut Hotel Incentive Plan

- Individual, club, business or organization (herein known as “group”) reserves facility with Town of Farragut staff and pays deposit/facility fee as noted in contract.
- Groups arranges with Farragut hotels to reserve rooms for their event or tournament. Tourism coordinator will assist these groups with hotel contact information, but it is up to the group coordinator to make the arrangements.
- Facilities eligible for the incentive plan include the Town’s athletic fields/courts, Community Center Assembly Hall and gym, and McGill Plaza.
- After event/tournament, group coordinator submits a signed letter to PARD staff within two weeks of the event from Farragut hotel(s) with the specific number of hotel room nights rented/paid. This can include more than one hotel, but all hotels must be located in Farragut and hotels must be in good standing with their hotel/motel tax remittance.
- Staff will issue a rebate of \$2.55 per hotel room night to the organizing group up to, but not more, than the total facility rental charge. Rebate will be included with the return of the security deposit after event.
- The rebate amount of \$2.55 per hotel room is based on the 3% hotel/motel tax on an average daily room rate of \$85, which is approximately what the rate was in early 2020 before the pandemic.
- At the end of each fiscal year, the total amount of rebates issued will be transferred from the tourism fund to the appropriate facility revenue fund for a clear accounting.

Attached is a chart showing the relationship with hotel room nights and the rebates.

## Farragut Hotel Incentive Plan - Facility Rentals Examples

<b>Facility</b>	<b>Rental Cost/Day</b>	<b>Hotel Room Nights-100% Rebate</b>	<b>Hotel Room Nights-50% Rebate</b>	<b>Hotel Room Nights- 25% Rebate</b>
Synthetic Turf Fields	\$300 per field	118	59	29
Regular Turf Fields	\$150 per field	59	29	15
CC-Assembly Hall	\$850* per day	333	167	83
CC-Gym Tournament	\$600* per day	235	118	59
McGill Plaza	\$450* per day	176	88	44

\*After hours social rate

Calculated on \$2.55 rebate per room night