



HOST VENUE AGREEMENT

The Woodlands Township Board Meeting
Wednesday, October 28, 2020



BACKGROUND

In February 2019, The Woodlands Township Board voted unanimously to ask Visit The Woodlands to assume responsibility for funding Township supported events and festivals.

The Host Venue Sponsorship Agreement includes:



Various In-kind Services



Park or Venue Usage



Sponsorships

In May 2019, Visit The Woodlands Board agreed to take responsibility and will review all applications and work with Township to determine availability.

AGREEMENT IN ACTION



Visit The Woodlands staff have developed an online application and the process is outlined below:

- Review application. Approval criteria based on:
 - Texas State Law use of HOT tax
 - Generation of hotel and sales tax
 - Overall economic impact
 - Alignment of Mission and Vision of both organizations
- Visit The Woodlands will work with Township Parks & Recreation staff on availability of venues
- Both entities need to approve

Funding requirements will be addressed in the overall Service Agreement between The Woodlands Township and Visit The Woodlands.



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Questions?