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## *Texas Event Trust Fund & Major Event Reimbursement Fund Proposal*

Date: November 13, 2023

Highland Market Research, LLC (HMR) proposes assistance with the process for the development of the necessary deliverables required to apply for event funding consideration under the Texas Major Event Reimbursement Program (MERP) and/or the Texas Event Trust Fund Program (ETF).

HMR understands that the City of Grand Prairie is currently contemplating applications for several events in 2024 including, but not limited to, the Major League Cricket (MLC) National Championship, Fairbreak Invitational, and a series of matches within the ICC Men's T-20 World Cup.

It is anticipated that HMR will assist the City of Grand Prairie with the development and/or consultation of the following deliverables for either or both events currently being considered.

### ➤ **Event Application**

1. Economic Impact Study (including incremental projections for MERP)
2. Affidavits from Requesting City
3. Event Application
4. Site Selection Letter
5. Endorsement Letter
6. Event Support Contract
7. Anti-Trafficking Plan (MERP only)

Event applications are due four (4) months prior to the first day of the event for Event Trust Fund (ETF) applications and forty-five (45) days prior to the first day of the event for the Major Event Reimbursement Program (MERP). HMR will work directly with the event producers to build the

economic impact studies that will be used as the basis for the pieces of each event application. HMR will also draft all the documents required in the event application for the review and approval of the event producers and the City of Grand Prairie. Upon final acceptance of all application materials, HMR will prepare the final electronic application document and deliver it to the City of Grand Prairie for official submission to the State of Texas.

➤ **Post-Event Attendance Report**

1. Attendance Verification Certification
2. Required Supporting Documentation
3. Submission of Local Share

Post-event attendance reports are due within forty-five (45) days after the conclusion of each event regardless of ETF or MERP status. HMR will work directly with the event producers to collect the necessary data (ticket sale reports, participant totals, etc....). Additionally, HMR will analyze the data and prepare the attendance reports to be delivered to the City of Grand Prairie for submission to the State of Texas. Upon approval of the post-event attendance report, the City of Grand Prairie will be required to submit the local share to the State of Texas. Wiring instructions will be included for the City within the approval documents of the post-event attendance report.

➤ **Disbursement Request**

1. Review of Event Support Contract Requirements
2. Development of Required Documentation
3. Disbursement Request Worksheet
4. Disbursement Request Certification Form

Disbursement requests are due within six (6) months of the conclusion of the event regardless of ETF or MERP status. HMR will work directly with the event producers to secure the required documents required as part of the disbursement request process. Once completed, HMR will provide the City of Grand Prairie with the final disbursement request packet for official submission to the State of Texas.

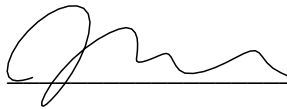
*Proposed Budget*

At the conclusion of each month, Highland Market Research will submit a detailed invoice for the number of hours worked related to each specific event. The hourly rate will be billed at \$500 per hour.

This proposal is valid through September 30, 2024, at which time the City of Grand Prairie and HMR can re-evaluate terms and/or extension.

Total professional fees through 10/30/2024 .....not to exceed \$45,000

As the ETF and MERP programs are dynamic and subject to legislative and procedural changes, Highland Market Research reserves the right to amend this proposal in the event of programmatic changes during the process of the event lifecycles. HMR does not guarantee funding under the ETF or MERP programs as final consideration and approval is subject to the State of Texas.



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Angie Highland, President & CEO