



Waco Convention Center Booking Policies

Included:

- **Event Definitions and Categories**
 - **Policies**
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- **The Waco Convention Center is dedicated to providing quality meeting, convention and event space for functions of all types.**

 - **The WCC is a major component in the Waco Convention & Visitors Bureau's programs and is a vital part of Waco's economic and tourism development programs.**

 - **The primary funding sources for the WCC are revenues generated from rentals of the building and resources and from hotel/motel occupancy tax revenues collected by lodging properties in Waco.**

 - **The Waco CVB and WCC is an enterprise fund charged with generating revenues sufficient to support its normal operating expenditures.**



Waco Convention Center Booking Policy Definitions

Purpose: *To establish clear definitions of the types of business or events which utilize the Waco Convention Center. The following is based on a review of events in the Center over the past several years.*

Public Show: An event that is open to the public and generally sells tickets or has some type of admission requirement.

Social Event: A gathering of a specific group or organization, usually not open to the public, no exhibiting, etc.

Religious Event: A gathering of a religious group or organization, may or may not be open to the public.

Association Meeting: A gathering of association members with exhibits and/or meeting — not open to the public.

Corporate Meeting: A gathering of employees from a specific corporation — not open to the public, only to corporate employees.

Political Event: Any event held/sponsored by a political/governmental entity, may or may not be open to the general public, held for political gain.

City Meeting: A gathering of employees of the City or citizens involved with a City Department whose objective is the discussion of and conducting of business for the City of Waco, includes City Council.

Waco Convention Center Classifications and Booking Policies

Purpose: To establish clear definitions of event classifications and recognizes that all of the above event categories will fall into one or the other of the following two classifications.

Class I Events – Convention, Trade Show or Corporate Meetings: A gathering of the members of an organization, a specific trade, or employees of a specific corporation, in which the following criteria must be met. These events consist of meetings/events:

- which are generally held at sites located in Texas, another state in the United States, or another country, on a regularly scheduled basis; and,
- whose site is generally selected by competitive bid; and,
- whose attendees will occupy 75 or more traceable sleeping rooms for 2 or more nights in any one or more hotel, motel or lodging property located within the corporate limits of the City of Waco where the public may obtain sleeping accommodations for a consideration in excess of \$2.00 per day; and,
- the Waco Convention & Visitors Bureau Sales Staff must have assisted with the blocking or booking of rooms for these events. (This will allow CVB Staff to be able to monitor and track room pick-ups and usage and provide appropriate levels of service.)

Class I Events may book space at the Waco Convention Center with no time restraints but will be subject to the following guidelines:

- Event attendees must occupy 75 or more traceable sleeping rooms for a 2-night minimum (150 rooms), in any one or more lodging properties located within the corporate limits of the City of Waco.
- Waco Convention & Visitor Bureau Sales Staff must assist with the blocking and booking of rooms for these events. This will allow CVB Staff to be able to monitor room pick-ups and usage and provide appropriate levels of service.
- For Class I Events which want to become repeat business, booking contracts may be issued for up to two years in advance, with tentative holds allowed for up to 10 years in advance.

Class II Events – Local: An event which is sponsored by any group or individual, either Non-Profit or not, whose audience is identified as the Waco metropolitan area and whose publicity and promotion of the event would not encourage attendance beyond the Waco metropolitan area. These events may generate some overnight rooms in local lodging properties, but will generally use no more than 75 rooms. These events may be annual, regular or one-time only events.

Class II Events may book space at the Waco Convention Center only 12 months in advance of the date of the event. All bookings will be on a first-come, first-served, space-available basis and it is the responsibility of the Event planner to contact the WCC for all booking arrangements.

- *Consideration will be given* by WCC Management to accommodate day and date preferences by existing Class II Events in competition with other Class II Events for similar dates:
 - Class II Events that are annual or regular events and that hold existing dates in the WCC will be given a 15 day Holding Period (10-days before and 5-days after) the beginning of the event in the current year to contact the WCC Booking Staff to re-book for the next year, on a space-available basis.
 - After the specified Holding Period is expired, the date(s) will be available for other events, including Class I Events, to book into that date.

Class II Events that occur on an annual or regular basis in the WCC will be given as much lead-time as possible - at least one-year in advance - before any consideration by Management to book over their regular dates by any other events.

Protection Clause

Consumer public and trade shows, at the discretion of the Management, may be protected from competing or similar shows 45 days before and after the scheduled event. Competing shows are defined as shows that have at least 25% of exhibitor areas similar in nature and scope. The protection parameters may be allowed minimum fluctuation if deemed necessary by Management and agreed to by Event planners or promoters.