
DESTINATION BOOKING AGREEMENT (DBA) CASE STUDY

**Overview of:¹**

Location:

Website:

Number of Staff:

Definition of City-Wide Event (# of Rooms on Peak):

Average Number of Citywides Per Year:

3-Year Average of Number of Canceled Events:

Convention Center Overview

Total Meeting Space Sq. Ft.:

Number of Ballrooms:

Number of Exhibit Halls:

Hotel Package Overview

Total Rooms in Downtown:

Rooms Connected to Center:

TIMELINE**CVB FUNDING MODEL & CVB/CONVENTION CENTER RELATIONSHIP**

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PURPOSE

KEY ELEMENTS FOR CITY'S DBA

APPROVAL PROCESS

PROVEN SUCCESS

GUIDING PRINCIPLES IN DBA

Check any that apply to your Case Study:

Cancellation Clauses/Terms	Deposit Schedule
Timeline for submitting and signing convention center contract	Notation that space variation may result in additional costs
Timeline for submitting and signing convention hotel contract(s)	Notation that space variation must be mutually agreed upon
Room Block Commitment	Hotel Rebates
Performance Clauses for Incentives	Hotel Commissions
Space Outline	Transfer of Event Ownership

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FOR MORE INFORMATION, PLEASE CONTACT:

Name of Organization:

Contact Name:

Contact Position:

Email Address:

LinkedIn: