



## PERC-UP Program

### Hotel Partner SOP – 2023-2024 Fiscal Year

The PERC-UP Program offered by Visit Rancho Cordova incentivizes hoteliers to keep the Visit Rancho Cordova Sales Department in the loop with groups and events in the market. This program aims to grow communication between the bureau and hotels and offer bonuses or PERC Points for working with us.

#### How to earn PERC Points:

Task	PERC Points
Respond to leads in PERC	1
Submit event pick-up in PERC	2
Copy Visit Rancho Cordova on leads in CVENT	2
Complete a PERC Learning class with the Visit Rancho Cordova Sales Team	5
Refer a client to Visit Rancho Cordova	10
Attend a Quarterly Quorum event	10
Attend a Visit Rancho Cordova Board Meeting	10
Attend a FAM Trip event	15
Attend Destination Analysis	20
Actualize an Event in the Meeting Spot program	25

#### Redeem PERC Points:

Item	PERC Points
\$10.00 Rancho Cordova Restaurant/Barrel District Gift Card	25
1 Visit Rancho Cordova Swag Bag (items vary)	35
2 Rancho Cordova Activity Passes (Aquatic Center, Heartcraft Studio, etc.)	35
1 Hotel Staff Treat (pizza party, donut party, etc.)	35
Welcome Amenity Subsidy (10 items)	40
\$50.00 Event Registration Subsidy	50

\*\*\* You must spend PERC Points in the same fiscal year you earned them. PERC Points are offered on a per-property basis. PERC Points are not transferrable nor treated as actual currency. Visit Rancho Cordova reserves the right to impose incentive caps per month. \*\*\*