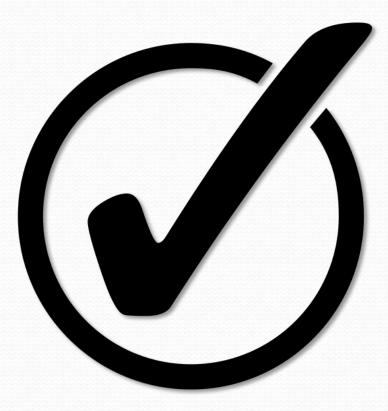


Leon County Division of Tourism 2024 Special Bicentennial Tourism Event Grant Implementation Workshop

Tourism Grant Timeline

Date		
In Process		
Approximately 2 weeks after event		
Following approval of completion of Post Event Report		

Grant Funding Agreement



- The Grant Funding Agreements are being sent via DocuSign.
- The Grant Funding Agreement must be signed by the authorized signatory as listed in in Sunbiz in order to receive funding.

Grant Information is Located at VisitTallahassee.com/Grants



Support materials available for download:

- Event/Marketing Promotional Tool-Kit
- Visitor Tracking Form
- Visitor Tracking Survey
- Visit Tallahassee Logos

Post Event Report Checklist

- Invoice An invoice from the organization to Leon County Tourist Development Council c/o Visit Tallahassee for payment of awarded grant amount.
- Invoice Expenses Valid invoice(s) for allowable expenses.
- Proof of Payment Copy of proof of payments.
- Visitor Documentation Number of visitors calculated with backup documentation
- Room Nights Documentation Number of room nights tracked with backup documentation
- Marketing Materials Copies of marketing or advertising materials, websites, emails, newsletters, or on-site event marketing showing the Leon County/Visit Tallahassee combined logo and Bicentennial logo

Expenses

Allowable Expenses:

- Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation.
- Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.

Unallowable Expenses:

- General and administrative expenses,
- Building, renovating and/or remodeling expenses,
- Permanent equipment purchases,
- Debts incurred prior to grant requests,
- Hospitality or social functions,
- Advertising that primarily reaches only Tallahassee/Leon County and its residents.
- Sleeping room expenses for attendees

Event Budget Form



Leon County Division of Tourism / Visit Tallahassee Sample Event Budget

(Event Name Here)		(Event Dates Here)			
EXPENSE ITEMS	COST	REVENUE ITEMS	REVENUE		
Advertising (Social media and radio)	\$3,500.00	Visit Tallahassee Grant	\$1,500.00		
Porta-pottles	\$500.00	Other Sponsorships	\$15,500.00		
Lights and public address speaker rental	\$650.00	VIP Ticket Sales	\$8,000.00		
TOTAL EXPENSES:	\$4,650.00	TOTAL REVENUE:	\$25,000.		

VisitTallahassee.com/Grants

Sample event budget form

Visitor & Room Night Tracking

LEON Tal	Leon County Division of Tourism / Visit Tallahassee Visitor Tracking Survey					
EVENT NAME:						
			re taking a shor questions that			
QUESTION 1:	Where do you	live?				
City:		State:			Zipcode:	
QUESTION 2:	Including your	rself, how	many people ar	re in yo	our travel pa	irty?
# of People:						
QUESTION 3:	Are you (or yo (ie, AirBnB, VF		staying in a loca which one?	l hotel	or homesh	are property
Hotel Name:						
QUESTION 4:	How many roo	oms did ye	ou have in your	travel	party?	
# of Rooms:						
QUESTION 5:	How many nig	thts did yo	ou spend in hote	els?		
# of Nights:		Foi	# of Room Nights:		multiplying	ntal room nights by the number of ne number of nights.
OPTIONAL:			ve more informa nt your email ac			and activities
Email Address	:					

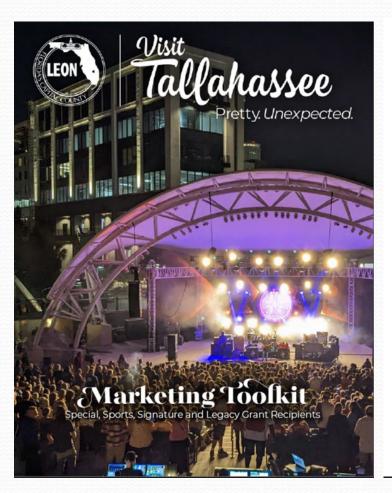
EVENT			# OF	# OF	# GUESTS
PARTICIPANT/GROUP	HOTEL		ROOMS	NIGHTS	PER ROOM
				# GUESTS PER ROOM	

VisitTallahassee.com/Grants

Sample Visitor survey and tracking forms

Marketing Planning

Leon County Division of Tourism / Visit Tallahassee



EVENT NAME				April 1-3, 2021			
MEDIA TYPE DESCRIPT		DESCRIPTION			RUN DATES	COST (NET)	
Billboard		10' x 30' billboard in Pensaco	ola on I-10		March 15 – 30	\$ 3,500.00	
Social Media		Boosted event posting on Facebook to Orlando area families.		Feb. 1 – April 1	\$ 750.00		
Radio		100 commercials on WXYZ (1 Jacksonville	01.1 FM) in		Feb. 1 – April 1	\$ 2,750.00	

Visit Tollahattaa

VisitTallahassee.com/Grants

Sample Event Marketing Budget

Approved Logo Use







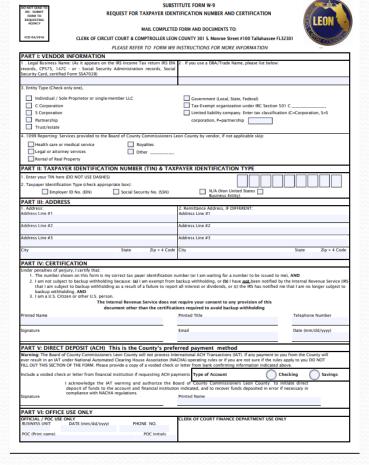
The Leon County/Visit Tallahassee logo must be included on all printed and online advertisements and promotional materials for the event. A draft or design proof **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism / Visit Tallahassee.

Bicentennial Logo Use



This year, the Bicentennial logo should be included on all printed and online advertisements and promotional materials for the event. A draft or design proof **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism / Visit Tallahassee.

Substitute for W-9 / Direct Deposit



ROARD OF COUNTY COMMISSIONERS LEON COUNTY

VisitTallahassee.com/Grants
Forms & Resources
Substitute W-9 Form

Send completed forms to
Wendy.Halleck@VisitTallahassee.com

Questions? THANK YOU!

