



Visit
Tallahassee
Pretty. Unexpected.

Leon County Division of Tourism 2025 Tourism Event Grant Implementation Workshop

Congratulations for being awarded a Leon County Tourism Event Grant! We know you may need a refresher or if this is your first grant you may have some questions about the next steps of this process. I am Wendy Halleck, Visitors Services Manager and Special Events Grants Coordinator and I'm here today with the Visit Tallahassee team:

- Julie Trezek, Grants and Contracts Manager
- Scott Lindemann, Marketing Communications Director
- Janet Roach, Meetings and Conventions Director
- Renee Jones Public Relations and Marketing Specialist
- Bryan Smith, Digital Content Manager
- Taylor Walker, Sports Director
- Taylor Wheaton, Senior Sports Director
- Bailey Geason, Sports Sales Manager

So, lets get started!

Tourism Grant Basics

- Tourism Grants are awarded to generate room nights in Leon County.
- Tourism Grants are reimbursement grants.
- Reimbursement is dependent on completed post event reports.

You have been awarded a Tourism Grant and we're here to provide you with the information you need to successfully fulfill the grant requirements in order to receive your grant reimbursement.

Reminders

- Visit Tallahassee must be notified if the date of the event changes from date provided on grant application. Black-out dates still apply.
- If the grant award is \$10,000 or more, the applicant's post-event report must reflect spending of at least 25% above the granted amount.
- For Special Events that are leisure/consumer focused (i.e. festivals, concerts and celebrations) 20% of your grant must be spent on Out-of-Market advertising.

Just a few reminders, if your event is moved to another date, we must verify that it will still occur before September 30, 2025, and that it has not been moved to a black-out date. You may lose grant funding if these conditions are not met.

For those grants that are \$10,000 or more, you will need to provide invoices and receipts reflecting not only the granted amount, but at least 25% in additional spending.

One more little reminder, as reviewed in the Marketing presentation, 20% of your grant must be spend on out-of-market advertising, unless you are a Sports event, or a Special event with closed attendance. Special events that are exempt from the 20% marketing requirement were already been notified during the grant application process.

Grant Information is Located at VisitTallahassee.com/Grants



Support materials available for download:

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

Just about everything you need to know about the Tourism Grant process can be found at VisitTallahassee.com/Grants.

All policy, guidelines, and helpful forms can be found here. These forms are essential as you prepare for your event. They will help you provide the required information in your post event report.

Tourism Grant Timeline

Process	Timeline
Substitute W-9 and Voided Check	In Process
Grant Funding Agreements Sent to Grantees	In Process
Preventing Human Trafficking Attestation	Before Post Event Report
Submit Post Event Report	Within 60 days of event
Funds Disbursed to Grantee	After approval of complete Post Event Report

Here's the general timeline for Tourism Grants.

If you are a new grantee or applied using a different organization, you will be asked to complete a Substitute W-9 form. As the county's preferred payment method is direct deposit, we also request a voided check.

Grant agreements will be initiated in order by event end-date. The expectation is for the first grant agreements to start in DocuSign the week of October 14.

New this grant cycle! We are required to receive additional information. A representative of your organization must agree that it does not use coercion for labor or services, as defined in 787.06 Florida Statutes. A notarized affidavit must be submitted before funds can be disbursed to you. A copy of the form will be emailed to you prior to your event.

Once your event has occurred, please submit the post-event report for the event as soon as possible and within 60 days of your event. If your event occurs in August or September, the timeline is shorter as September 30, 2025 is the last date we can accept post event reports. All post event reports must be submitted via the link for 2024-25 post event reports on VisitTallahassee.com/grants. Post event reports will not be accepted via email.

Upon receipt and approval of your post event report, the request for payment of the grant award to your organization will be submitted. It normally takes up to two weeks for payment to be disbursed.

Substitute W-9/Direct Deposit

SUBSTITUTE FORM W-9
 REQUEST FOR TAXPAYER IDENTIFICATION NUMBER AND CERTIFICATION

MAIL COMPLETED FORM AND DOCUMENTS TO:
 CLERK OF CIRCUIT COURT & COMPTROLLER LEON COUNTY 301 S. Monroe Street #100 Tallahassee, FL 32301

PLEASE REFER TO FORM W-9 INSTRUCTIONS FOR MORE INFORMATION

PART I VENDOR INFORMATION

What business type best describes your business? (If you use a "DBA" name, please list below)

Entity Type (Check only one):

Individual / Sole Proprietor or single-member LLC
 Partnership
 Trust
 Corporation
 Government (Local, State, Federal)
 Tax-Exempt organization under IRC Section 501(c) _____
 Limited liability company, limited liability partnership, LLC, corporation, Partnership

1099 Reporting: Services provided to the Board of County Commissioners' Loan Counts by vendor, if not applicable skip:
 Health care or medical services
 Legal or advisory services
 Rental of Real Property
 Real estate
 Other _____

PART II TAXPAYER IDENTIFICATION NUMBER (TIN) & TAXPAYER IDENTIFICATION TYPE

Enter your TIN from your 1041-SSS form:
 Taxpayer Identification Type (check appropriate box):
 Employer (SSN, EIN) Social Security No. (SSN) N/A (Non-Resident Alien) Business Entity

PART III ADDRESS

Address:
 Address Line #1: _____
 Address Line #2: _____
 Address Line #3: _____
 City: _____ State: _____ Zip + 4 Code: _____

Alternative address, if different:
 Address Line #1: _____
 Address Line #2: _____
 Address Line #3: _____
 City: _____ State: _____ Zip + 4 Code: _____

PART IV CERTIFICATION

I hereby certify that:
 1. The number shown on this form is my correct tax payer identification number (or I am waiting for a number to be issued to me), AND
 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, AND
 3. I am a U.S. Citizen or other U.S. person.

The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding.

Printed Name: _____ Telephone Number: _____
 Signature: _____ Title: _____ (Date mm/dd/yyyy)

PART V DIRECT DEPOSIT (ACH) This is the County's preferred payment method

Warning: The Board of County Commissioners, Leon County and their respective elected representatives do not consent to any form from the County that may result in an ACH transfer from National Automated Clearing House Association (NACHA) operating rules or if you are not sure if the rules apply to you, DO NOT fill out this section of the form. Please provide a copy of a voided check or other NACHA-compliant authorization and/or other documentation.

Include a voided check or letter from financial institution if requesting ACH payment. Type of Account: Checking Savings

I acknowledge you are naming and authorizing the Board of "COMPTROLLER" "Clerk of Court" "Director of Finance" Agents of Leon to the account and financial institution indicated, and to receive funds deposited in error if necessary in compliance with NACHA regulations.

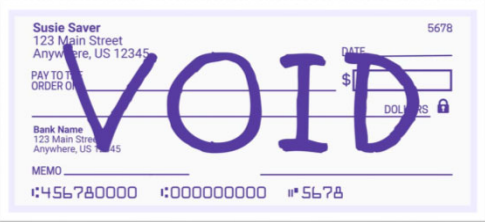
Printed Name: _____

PART VI OFFICE USE ONLY

ISSUED TO: DATE mm/dd/yyyy PHONE NO. _____
 REC. Print number: _____ REC. Initials: _____



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



Submit Substitute W9 and
 voided check to
Julie.Trezek@VisitTallahassee.com

You will receive an email from me if your organization needs to be established as a vendor with Leon County. The request will be to email the Leon County Substitute W-9 and voided check to me at Julie.Trezek@VisitTallahassee.com.

If your organization does not use printed checks, a document on your bank's letterhead showing your organization's name, routing number, and account number will also be accepted. Print-outs from online bank account access will NOT be accepted.

Grant Funding Agreement



- All grantees are required to sign a Grant Agreement prior to receiving their grant award.
- The Grant Agreements are sent via DocuSign to authorized signer.
- A copy of the completed Grant Agreement will be sent to the organization's contact.

The grant agreement is a binding contract between Leon County and your organization. We check your Sunbiz annual report and verify that an officer has been designated for signature. We may need to contact you for email and phone number for the designated officer.

Both the applicant and the designated officer will be notified when the DocuSign process is complete.

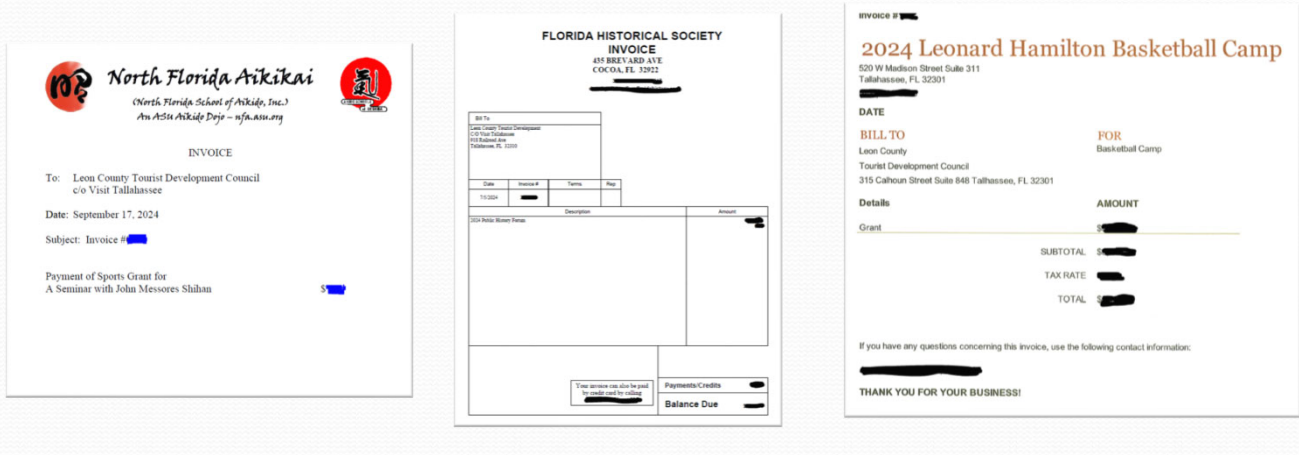
Post Event Report Requirements

- **Invoice to Leon County**
 - **Invoice Expenses**
 - **Proof of Payments**
 - **Tourist Documentation**
- **Room Nights Documentation**
 - **Marketing Materials**

This is an overview of the post event report requirements. We'll dig deeper into each one of these.

Invoice to Leon County

This is an invoice from the organization to Leon County Tourist Development Council c/o Visit Tallahassee for payment of awarded grant amount.



Invoice to County – The invoice from your organization is to request payment from us, addressed to Leon County Tourist Development Council.

The invoice is for the awarded amount of your grant. If the invoice expenses and proofs of payment are less than the grant award, the invoice can only equal that total.

The invoice must include your organizations name and contact information. It must also include an invoice date and invoice number. If you include the county address on your invoice, please ensure to use our current address at 315 S. Calhoun St, Suite 848. As you can see from the examples, the format of the invoice is at your discretion. The important thing is having all the required information present.

Invoices for Expenses

These are invoices to your organization for allowable goods or services provided for your event.

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 for guest speakers, officials, and performers.

The image displays two sample invoices. The left invoice is titled 'INVOICE/STATEMENT' and includes a table with columns for 'DESCRIPTION', 'UNIT PRICE', and 'AMOUNT'. The right invoice is from 'Target Performance' and includes a table with columns for 'ITEM', 'QUANTITY', 'UNIT PRICE', 'TOTAL PRICE', 'TAX', and 'TOTAL'. Below the invoices, there is a form with the following fields: 'From: SUPPLIER', '770 Magnolia Ave', 'Panama City, FL 32401', 'Date: August 5, 2024', 'To: GRANTEE', 'GRANTEE ADDRESS', 'Services', 'Fee', 'Instructor Fee for <label>', '2,000', 'Travel', '\$150', 'Total', '\$2,150', and 'Make check payable to SUPPLIER'.

Only submit Invoices for allowable expenses. To be fully reimbursed, the invoices you submit must meet or exceed your grant award.

The invoice is a document one of your suppliers used to bill you for expenses pertaining to your event. It is from the supplier of the goods or services and it is addressed to your organization.

Recap of Allowable 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.
- Travel expenses including lodging for officials, guest speakers and performers.
- Non-monetary awards.

Unallowable Expenses:

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

This list can be found on the website under Grant Program Guidelines which can be found under the Forms and Resources tab at VisitTallahassee.com/Grants. Please be aware that lodging expenses are only allowable for guest speakers, officials and referees but not for attendees or participants of your event.

One of our most commonly asked questions is if food and beverages are allowable expenses. **They are not.**

Non-monetary awards such as trophies, etc. are an allowable expense; however, cash awards will not be reimbursed.

Invoice Expenses, if Grant is \$10,000 or more

- If the grant award is \$10,000 or more, the applicant's post-event report must reflect spending of at least 25% above the granted amount.
- The 25% match can include other expenses incurred by your event.

For most grants, we only need invoices to cover awarded grant amount. If the grant award is \$10,000 or more, the invoices must include the additional 25% match.

While your invoices up to \$10,000 must meet the standard for allowable expenses, the 25% match may include other expenses such as food, hospitality services, and other overhead expenses.

Proof of Payments

A proof of payment must be submitted for each invoice. Examples of proof of payments are:

- Store receipts
- Cleared check image
- Credit card or bank statements with account information redacted
- Paypal/Venmo receipts showing date, supplier name and amount
- Invoice marked 'paid' from the supplier, including payment date and payment method

When submitting your post-event report, you will be required to provide proof of payments for all invoices.

Proof of Payment Examples

		Receipt DATE: 05/02/2024 Policy #: MJ747014	
www.TheEventHelper.com PO Box 1549, Grass Valley, CA 95945 (530) 477-6523	Policy Limits Each Occurrence \$1,000,000 Includes Bodily Injury and Property Damage Damage to Rented \$100,000 Premises \$1,000,000 Personal & Advertising Injury \$2,000,000 Products / Completed Operations Aggregate \$2,000,000 Medical Payments \$5,000 Liquor Liability Not Included Waiver of Subrogation Not Included Primary & Non-Contributory Not Included Additional Insured(s) Not Included Hired & Non-Owned Auto Not Included Deductible \$500	Event Details Festival & Fair - No Rides Attendance: 3000 people Event Length: 1 day(s)	Cost Breakdown: Premium: \$ 559.33 Stamping Fee: \$ 0.44 Tax: \$ 27.64 Policy Fee: \$ 167.39 EPF Fee: \$ 0.00
Event Holder / Insured GRANTEE Payment From GRANTEE Card Number: **** * Card Type: MasterCard	Refund Policy If I choose to cancel my general liability policy, I will be subject to a refund fee of \$167.39, the full Administration Charge on my policy. In the very unlikely case www.TheEventHelper.com's coverage terms do not meet my venue's insurance requirements and cannot be amended to do so, I am eligible for a full refund of my policy price. No refunds will be issued after the commencement of the policy period.	AMOUNT PAID	\$ 755.00

Expenses

Our expenses for EVENT included event organization and services of the professionals who worked the event. A detailed breakdown is as follows:

- Tournament Director Services, \$400 per day – TALENT
- Tournament Director Services, \$400 per day – TALENT
- Athletic Trainer Services, \$480 (\$30 per hour) – TALENT
- Athletic Trainer Services, \$210 (\$30 per hour) – TALENT
- Athletic Trainer Services, \$210 (\$30 per hour) – TALENT
- Athletic Trainer Services, \$270 (\$30 per hour) – TALENT

Total: \$1970

Activity	Search	Download	Share
INST XFER PAYPAL [REDACTED] INTERNET PAYMENT			
04/15/2024			
INST XFER PAYPAL [REDACTED] INTERNET PAYMENT			
04/15/2024			
PAYMENT VENMO [REDACTED] INTERNET PAYMENT			
04/15/2024			
PAYMENT VENMO [REDACTED] INTERNET PAYMENT			
04/15/2024			
PAYMENT VENMO [REDACTED] INTERNET PAYMENT			
04/15/2024			
[REDACTED] PAYMENT ID BBT228350904 ZELLE BUSINESS PAYMENT TO			
04/15/2024			



Here are some examples of what can be used for a proof of payment. Your receipts are the required evidence that show the invoice from the supplier to your organization was paid. Some receipts for supplies, such as this one from Walmart will serve as both your invoice and your receipt.

Attendee and Tourist Tracking

Visit Tallahassee
Leon County Division of Tourism / Visit Tallahassee
Visitor Tracking Survey

EVENT NAME: _____

Hi, my name is _____ and we are taking a short survey about (EVENT NAME). I would like to ask you 4-5 questions that only take a minute.

QUESTION 1: Where do you live?
 City: _____ State: _____ Zipcode: _____

QUESTION 2: Including yourself, how many people are in your travel party?
 # of People: _____

QUESTION 3: Are you (or your party) staying in a local hotel or homeshare property (ie. Airbnb, VRBO), if so which one?
 Hotel Name: _____

QUESTION 4: How many rooms did you have in your travel party?
 # of Rooms: _____

QUESTION 5: How many nights did you spend in hotels?
 # of Nights: _____ For interviewer only: # of Room Nights: _____ Calculate total room nights by multiplying the number of rooms by the number of nights.

OPTIONAL: Would you like to receive more information about events and activities in Tallahassee? If so, print your email address below:
 Email Address: _____

Visit Tallahassee
Leon County Division of Tourism / Visit Tallahassee
Visitor Tracking Form

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

VisitTallahassee.com/Grants

- Sample Visitor survey and tracking forms

Circling back to the all-important tracking of visitors and room nights, you will find these forms on the website. Having a plan to track visitors and room nights well in advance of your event is essential to your success. Remember that Attendees are anyone that enjoyed your event. Tourists are those attendees who traveled into town to attend your event. You will want to track both attendees and tourists. If you have struggled with this in the past or this is your first year, we are happy to sit down and help you with your plan. The earlier you reach out to Taylor or me the better!

If your grant award is \$10,000 or above, you will receive a Downs & St Germaine economic impact report. You will still be responsible for providing room nights and visitor tracking information, but the Downs and St. Germaine Report will provide additional evidence of the economic impact of your event.

If you are a sports or a closed attendance special event, the rosters or registration records will serve as your tracking forms. You will still need to identify local attendees from tourists. Please be sure to provide your total number of attendees and tourists.

Please do not wait until your event is upon you to plan for your tourist tracking. It is an essential part of your post event report.

with your plan. The earlier you reach out to Visit Tallahassee team.

Marketing

Using Paid Advertising to Promote Your Event

Maximize Reach

+

Engagement

=

Successful Events



Advertising an event is crucial if you want more people to attend because it makes sure people actually know about your event. Think about it: even if you have the best event planned, people won't come if they don't know it exists. Advertising spreads the word and grabs people's attention.

By promoting your event on social media, in emails, or through posters, radio, newspaper, tv, billboards, etc., you're showing people why they should attend. Effective ads target the right audience—people who are interested in what you're offering. For example, if you're hosting a music concert, you can advertise to music lovers in your area. The more people you reach, the chances of having a lot of people at your event go up. Good ads create excitement and encourage people to Visit Tallahassee (see what I did there?!) ... and hopefully stay overnight, or better yet, several nights... and spend more money. The more nights people spend, the more grant funding we'll have, meaning more money is available to all of you! It's that simple.

The Visit Tallahassee/Leon County logo and/or mentioned by name, is required on your prominent marketing materials. This includes banners, social media posts, t-shirts, etc. It does not have to appear on every single marketing item. So... for example, you do not have to include the Visit Tallahassee/ Leon County logos on your T-shirts (unless you want to), but you will be required to provide documentation of proper logo use on at least one of your prominent out-of-market marketing materials for your post event report.

Marketing



CHOOSE

Audience

**Target Market –
Outside of Leon County**

Media & Budget

Promote Your Event

- **Target the Right Audience:** so, who do you want to see your ad? You can target people based on age, location, and interests.
- **Target the Right Location:** Since you'll target out-of-market, choose cities or regions where visitors typically come from.
 - Recommended locations: Orlando, Tampa-St. Petersburg, Jacksonville, Panama City / Destin / Pensacola, South Georgia, Atlanta
 - Remember to **EXCLUDE Tallahassee/Leon County** – ads run in Tallahassee are not eligible for reimbursement.
- **Choose Your Media & Set a Budget:** Once you decide who you want to reach & where they are, next you must choose HOW to reach them. There are many many many different options for advertising from tv & radio commercials, to billboards, newspapers, websites and our preferred option of paid social media like Facebook and Instagram. These are usually the best AND easiest to use. To be clear, organic posts on your personal or event social media does not count as "paid" unless you spend money to boost a post to markets outside of Leon County.
- Decide how much you want to spend. This can be based on your grant award level, you're required to spend at least 25% of the grant award amount on out-of-market paid advertising.
 - Simple correlation, the more you spend, the more people will see your event.

Promote Your Event

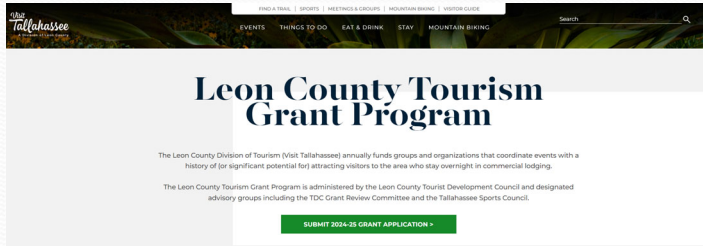
- **Choose Eye-Catching Ads:** This is where you get to have some fun and generate some excitement for your event. Tell a good story, show beautiful images -- the more interesting and the higher the quality, the better!
- **Promote Events Early:** Advertise your event beforehand so people can plan to attend and make accommodations. We recommend at least two weeks in advance, but 3-4 weeks out is even better if you can afford it.

- **Use Clear Calls to Action (CTAs):** Make sure your ads include clear instructions, like “Learn More,” “Buy Tickets,” or “Plan Your Trip.” A strong call to action helps guide people to what to do next, making it easier for them to take action—whether it’s visiting your website, signing up, or attending your event. Clear calls to action ensure that your ads convert viewers into event attendees!

Overall, advertising and marketing are the essential part of our event grant program. Everyone here has a vested interest in promoting Tallahassee as a destination to get more people to visit. Drawing in tourists from other areas is the best way to grow your event so you can make it bigger and better for years to come. Does anyone have any quick questions regarding using paid advertising to promote your event?

Please note that your prominent digital and print marketing materials must include the combined Leon County/Visit Tallahassee Logos. These logos are available on our website. You must get approval for your marketing materials so that we can check for proper use of the logos. Your post event report requires evidence that you have used the Leon County/Visit Tallahassee logos. This can be provided in the form of photographs or screen shots uploaded to your post event report.

Submitting The Post Event Report



VisitTallahassee.com/Grants

- Submit 2024-25 Post Event Report
- The same email that was used for grant application must be used
- Have documentation ready to upload

The post event report must be submitted via WizeHive via the link on the Visit Tallahassee.com/Grants site. We cannot accept post event reports via email.

If the email that was used to create the application is no longer available, we can reset the application to a new email. Please contact me if the email for your event needs to be reset.

The post event report can be saved as a draft if it cannot be completed in one session. Click the 'certify' button once all the information has been provided.

New for FY2025 - Post Event Reports

The amounts entered in this section must equal the values provided in the uploaded documents in the section below.

Total Amount of Invoices for Expenses Submitted *

Total Amount of Proof of Payments Submitted *

Total Number of Attendees (Local and Out-of-Town Tourists) *

Number of Tourists (Visitors from outside of Leon County) *

Number of room nights tracked with backup documentation *

i.e. Hotel Reports, hotel letters, surveys, etc.

- Totals for each of the uploaded files must be provided
- Backup documentation (uploaded files) will be verified against these amounts

The post event report form in WizeHive has a few more required fields this year.

Shown here is the new section which will require you to provide total counts for the information you will provide in uploaded files for invoice expenses, payments, attendees, tourists, and room nights.

For the grant award to be disbursed, it is required that we have accurate accounting and documentation.

Need Assistance? We are here to help!

For Special Event questions

Wendy Halleck - Wendy.Halleck@VisitTallahassee.com
(850) 508-6764

For Sports Event questions

Taylor Walker - Taylor.Walker@VisitTallahassee.com
(850) 606-2317

Contracts, post event reports, and payment of awards

Julie Trezek - Julie.Trezek@VisitTallahassee.com
(850) 815-0989

Contact Information

Questions?
THANK YOU!



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Tallahassee
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