

SPECIAL EVENTS

FY27 GRANT PROGRAM GUIDELINES



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**Leon County Division of Tourism/Visit Tallahassee
Special Events Grant Program**

I. INTRODUCTION

The Leon County Tourist Development Council (TDC) was created in 1986 by the Leon County Board of County Commissioners through a Resolution pursuant to the State of Florida Local Option Tourist Development Act and is codified in Chapter 11, Art. XX, Sec. 11-734 of the Leon County Code. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales. i.e. hotels/motels, and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred tourist destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The intent of the Special Event Grant Program is to provide funding assistance for events that attract overnight tourists to Tallahassee/Leon County and create business for the commercial lodging industry that collect TDT, (hotels/motels, condominiums, short-term vacation rentals), as well as restaurants, retail establishments and other tourism related business activities.

Grant funding is based upon the potential to generate room nights. Per section 125.0104 of the Florida Statutes, to be an authorized use of Tourist Development Tax revenue an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists.” By Statute, a tourist is a “person who participates in trade or recreation activities outside of the county of his or her permanent residence or who rents or leases transient accommodations” including “any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment motel, roominghouse, mobile home park, recreational vehicle park, condominium, or timeshare resort for a term of 6 months or less.” By Statute, “Promotion” is defined as “marketing or advertising designed to increase tourist-related business activities”.

In 2026 the Florida Legislature passed Florida Statute Section 125.595 prohibiting the use of County funds for the purpose of Diversity, Equity, and Inclusion (“DEI”) effective on January 1, 2027. As such, all Leon County Tourism Event Grant applications must conform with sections 125.595 and 287.139, Florida Statutes, and applicants must certify that grant awards will not be used to fund or promote DEI programming, treatment, benefits, training and/or activities, as well as certify that applicant does not and will not use county funds in requiring its employees, contractors, volunteers, vendors, or agents to ascribe to, fund, or promote DEI as defined in Section 125.595(1), F.S.. Provisions within Section 125.595 F.S. stipulate certain actions and activities which are expressly permitted under the law including:

- Recognizing or promoting federal holidays and state holidays and special observances;
- Recognizing patriotic observances identified in federal regulations, or events and individuals forming the basis for such observances; and
- Recognizing or honoring individuals and groups honored by state monuments, memorials and museums under state law, or operation federal monuments located in Florida.

Grantees must ensure that all County funds received are expended in compliance with Sections 125.595 and 287.139, Florida Statutes, and all other applicable provisions of Florida law.

The Leon County Board of County Commissioners annually allocates funds to grant programs for- groups and organizations that coordinate local events with a demonstrated history of or significant potential to draw tourists to the area. Potential grantees apply for grants through the Leon County Division of Tourism. The Special Events Grant applications are reviewed by the TDC Grant Review Committee and recommendations are approved by TDC vote.

A Special Event is defined as: a new or existing organized concert, exhibition, festival, fair, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Tallahassee/Leon County residents and to those living outside Tallahassee/Leon County who would visit the destination and stay overnight to observe or participate.

The Leon County Division of Tourism (Toursim) grants programs are funded by the Tourist Development Tax (TDT) to support hosting events that have tourist appeal. Some grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

No applicant may apply to both Tourism and COCA for grant funding related to the same event or activity. Applicants found to have submitted applications to both the Tourism and COCA Grant Programs for the same event must withdraw the application from either the Tourism or COCA Grant program to continue to be considered for the current cycle of grant funding. Applicants receiving grant funds from COCA may not receive grant funding for the same event through Tourism, and those that receive grant funds from Tourism may not receive grant funding from COCA for the same event. Applicants may make requests for grant funds to the TDC and COCA, but these must be for a different event or activity.

Each application will be evaluated against established criteria and historic precedent. The amount of grant funds awarded will depend upon the availability of designated funds and specific allocations. Ideally, the TDT funds allocated by Leon County, and administered through the Division of Tourism, will eventually be returned to the County as a whole through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales. Events are significant motivators for travel that increase destination visibility regionally and tourist spending in the community.

II. DEFINITIONS

- A. **Board-affiliated vendor:** A board-affiliated vendor is defined as a vendor partially or fully owned by, employing, or partially or fully controlled by a member of the applicant's governing board or board of trustees, including such member's spouse or child.
- B. **Vendor:** A vendor is defined as any entity, corporation, partnership, limited partnership, company, limited liability company, proprietorship, firm, enterprise, franchise, association, self-employed individual, or trust, that provides to a grantee for compensation any of the following: food, goods, commodities, or services (artistic, professional, contractual, or otherwise).
- C. **Out-of-market:** Outside of a 30-mile radius from Leon County. This term is used to help describe the parameters of some of the marketing and promotion required by grantees pursuant to these guidelines.
- D. **Diversity, Equity and Inclusion (DEI):** Is as defined in s. 125.595, F.S., and means any effort to: Promote or provide preferential treatment or special benefits to a person or group based on that person's or group's race, color, sex, ethnicity, gender identity, or sexual orientation; or Promote or adopt any training, programming, or activities designed or implemented with reference to race, color, sex, ethnicity, gender identity, or sexual orientation. The term does not include the use of equal opportunity or equal employment opportunity materials designed to inform a person about the prohibition against discrimination based on protected status under state or federal law. Additionally, provisions within Section 125.595 F.S. stipulate certain actions and activities which are expressly permitted under the law including:

- Recognizing or promoting federal holidays and state holidays and special observances;
- Recognizing patriotic observances identified in federal regulations, or events and individuals forming the basis for such observances; and
- Recognizing or honoring individuals and groups honored by state monuments, memorials and museums under state law, or operation federal monuments located in Florida.

III. GRANT EVENT ELIGIBILITY REQUIREMENTS

- A. The event must be compliant with 125.0104, F.S., as stated on page 3 in Section I. Introduction.
- B. The event must be compliant with 125.595, F.S., as stated on page 5 in Section II.D. Definitions – Diversity, Equity, and Inclusion (DEI).
- C. Event must take place between October 1 and September 30 of the upcoming fiscal year.
- D. The event must have the potential to bring out-of-town tourists that use commercial lodging establishments which are located within Leon County.
- E. The event is neither a private nor political event.

IV. GRANT POLICIES AND REQUIREMENTS

- A. Grant applications will only be received during the advertised cycle. Only one application will be accepted per event, per fiscal year
- B. Events will not be considered for funding if the event occurs during the following peak visitor periods defined for County Fiscal Year 2026-2027:

October 2-3, 2026	FSU Football Game vs. Virginia
October 23-24, 2026	FAMU Football Game (FAMU Homecoming)
October 30-31, 2026	FSU Football Game vs. Clemson
November 20-21, 2026	FSU Football Game vs. NC State (Homecoming)
November 27-28, 2026	FSU Football Game vs. Florida
March 2- May 6, 2027	Florida Legislative Session (Monday – Thursday)
April 29 – May 1, 2027	FSU/FAMU/TSC Graduation
September, 2027	FSU Football Weekends, dates TBD in Feb 2027

- C. Grant funds are intended to supplement, not fully fund, the organization's budget for the event referenced in the application.
- D. Application must provide a statement of need for grant funding.
- E. Grantees are required to spend a minimum of 20% of awarded grant funding on paid out-of-market marketing/advertising for all events (i.e. festivals, concerts, celebrations) with the exception of certain sporting tournaments or events marketed to organizational members as determined by County staff. The remaining 80% of awarded grant funding is available to use on allowable operational expenses as long as such use is consistent with these guidelines and s. 125.0104, Florida Statute. Failure to spend 20% of the awarded grant funding on paid out-of-market marketing/advertising will be considered a breach of the requirements of the grant award.
 - a. If an applicant believes their event qualifies for the exemption from the 20% out-of-market advertising, they are to notify the Tourism Grants Manager with an explanation for why their tournament or event should be exempt prior to the submission of their grant application.
 - b. The Tourism staff will review the exemption request and determine if the exemption is granted based on the criteria listed above in Subsection IV.E of these Guidelines.
 - c. The applicant will be provided a response to their exemption request within 10 business days of their request.
- F. Grant Funding shall not be utilized to support administrative costs. Grantee shall be responsible for all expenses associated with the performance and delivery of Services by this Agreement.
- G. **Board-Affiliated Vendor Restrictions:** Grant funds derived from Tourist Development Tax revenues shall not be used to compensate any board-affiliated vendor except when:
 - a. The goods or services were obtained through a competitive solicitation, and the board member disclosed the conflict consistent with the Grantee's Board By Laws, and abstained from related decisions; or
 - b. The vendor is documented as a sole source for which the purchase of a commodity, service, equipment, or construction item(s) from only one available practical source of supply because of an inability to obtain competition, proprietary technology, copyright, or a supplier's unique capability.

- c. All exceptions require written documentation submitted to the County with Post Event Grant reporting. Details of sole source exemption should include; goods or service required; Board Member affiliated with vendor and explanation of the specialized nature of the goods or service. Details of competitive solicitation award should include; Bid process followed; number of bids received; bid scoring and reason for selecting affiliated vendor. This section applies to all TDT-funded grant programs administered by or on behalf of Leon County.
- H. If the requested grant amount is \$10,000 or more, the applicant's budget must reflect at least a 25% dollar-for-dollar match (in-kind services will not be allowed). Applicants shall identify the amount of matching funds in the event budget submitted. If the grant funding award is \$10,000 or more, the 25% dollar-for-dollar match must be verified and documented in the Post-Event Report. Failure to meet the 25% match requirement will be considered a breach of the requirements of the grant award.
- I. Leon County Division of Tourism/Visit Tallahassee staff will direct the County's marketing research firm of record to conduct an economic impact study at least every other year of events receiving \$10,000 or more in grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order for the marketing research firm to conduct their study and to be eligible for payment of grant funding.
- J. Application must provide a statement of sustainability and growth for the event (i.e. How do you define success for the event and what is your long-term plan to sustain and grow the event over the next five years?).
- K. Estimates for lodging, attendee and tourist counts must be based on the anticipation of the number of tourists drawn to the event specified in the grant application.
- L. Grantees are not eligible to request funding above the projected room nights as outlined in the table on page 14. The Grant Review Committee has the authority to adjust anticipated room nights and funding levels based on the previous record of an applicant and/or event.
- M. The combined Leon County/Visit Tallahassee Logo must be included on all printed and online advertisements and promotional materials for the event.
 - a. Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, social media posts, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, a draft or design proof **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of

Tourism/Visit Tallahassee to assure that the combined Leon County/Visit Tallahassee Logo appears properly.

- b. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for the correct logo use. The correct logos are shown below and can be located and accessed at <https://visittallahassee.com/visit-tallahassee-logos/> :



- N. Private and/or political events are not eligible for grant funding. An event with ticketed or paid admission that is otherwise open and advertised to the general public is not a Private Event. Allowable Funding uses (described in further detail on page 10) include marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- O. Each application will be evaluated against established criteria, past performance and historic precedent. The applicant's performance on past events will also be included as part of the review to award grant funding.
- P. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year and follow the grant guidelines to be eligible for reimbursement. The new date must be provided to Visit Tallahassee to verify continued eligibility for the grant award.
- Q. If an event must be cancelled for any reason other than Force Majeure, as further described herein, event organizers are required to make that determination at least 60 days prior to the event's originally scheduled date. Leon County Tourism will only reimburse for allowable expenses incurred before 60 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.

- R. Funding shall be provided as reimbursement for the approved actual expenditures upon completion of the event. Proof of expenditures must be scans, copies, or pictures of the original receipts and invoices provided by a service provider/vendor. Proof of payment must be provided and may be submitted in the form of a vendor receipt and front and back copy of cleared check, credit card receipt, bank or credit card statement, ACH transfer or digital wallet receipts. Cash receipts are allowed for reimbursement; however, a check or credit card is preferred. If only a copy of the front of the cleared check is provided for an expenditure, a written confirmation from that vendor that the expenditure has been paid in full is also required.
- S. To be eligible for payment, a completed Post-Event Report must be submitted. The Report should be submitted within 60 days after the event has taken place but in no case shall it be submitted any later than September 30 unless the event has occurred on or after September 20th; in which case the report must be submitted by October 10th. The Report must include tracking statistics regarding out-of-town tourists and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report in a timely manner may result in disqualification for support. All Post-Event Reports, including requests for reimbursement, must be received no later than September 30 and must include all receipts of expenditures and proof(s) of payment. Post event report submissions found to be intentionally misrepresented will disqualify grantees from grant reimbursement and future applications.
- T. Allowable expenses include:
- 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 (venue rentals, insurance).
 - Contract help such as performers, judges, and parking attendants.
 - Rights fees, sanction fees, non-monetary awards, and travel expenses for guest speakers, performers, judges, event officials, or referees including lodging.

Note: The applicants are required to describe how the grant funds will be used. Any substantial changes to the items submitted in the application MUST be submitted in writing and approved by the Leon County Division of Tourism/Visit Tallahassee office PRIOR to the purchase and the event. Purchases made without PRIOR written approval from staff may not be allowed.

- U. Unallowable expenses include:

- General and administrative expenses.
 - Building, renovating and/or remodeling expenses.
 - Permanent equipment purchases.
 - Debts incurred prior to the fiscal year of the grant period/in which the approved event takes place.
 - Diversity, Equity, and Inclusion (DEI) programming, promotion, and material.
 - Food or beverage.
 - Paid advertising that primarily reaches and targets Tallahassee/Leon County and its residents.
 - Lodging or travel expenses for attendees.
 - In-kind services.
 - Monetary awards.
 - Raffle prizes.
 - Expenses paid to board-affiliated vendors that do not follow the conditions as stated herein, Section IV. Grant Policies And Requirements, Paragraph G on page 7.
 - Political events and activities.
- V. Government entities, including public schools, colleges, and universities, must provide the name, title, email, and phone number of the person who is authorized to sign the grant agreement on behalf of the organization in the application. Additionally, documentation from the organization showing the person has designated signing authority is required. This documentation could come in various forms, including through adopted policies or a specific written delegation.
- W. Non-government organizations must be registered with the Florida Department of State, Division of Corporations, through their Sunbiz.org platform, or be able to provide proof of an exemption under law from such registration prior to submitting their application. Additionally, each applicant shall use their organization's legal name, exactly as registered in Sunbiz.org, in their application.
- a. The name, title, email, and phone number of one of the organization's officers, listed in the Officer/Director Detail section of the organization's current annual report, is responsible for signing the grant agreement for an awarded grant.

- X. Non-Governmental entities must agree that they do not use coercion for labor or services as defined in 787.06 (14), Florida Statutes 2025, and under penalty of perjury, will attest to such statement through the execution and submittal of a notarized affidavit prior to signing the grant agreement. Failure to provide the notarized affidavit will result in a forfeit of the grant award.
- Y. Any funds granted will be subject to audit by Leon County, Florida or their designee.
- Z. Indemnity: By submitting a Grant Application each applicant agrees that upon final approval of a Grant the applicant/grantee shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County") to the extent provided in their grant agreement which will contain language substantially similar to the following:
 - a. The applicant agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or omissions of the Grantee, its delegates, employees, subcontractors, volunteers and agents, arising out of or under this Agreement, including a reasonable attorney's fees. Should the County, as a result of the performance or lack thereof by or on behalf of the Grantee, be required to reimburse any sums to any organization, or reimburse funds to any Federal, State or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the Grantee, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County. The County may, at its sole option, defend itself or require the Grantee to provide the defense. The Grantee acknowledges that ten dollars (\$10.00) of the amount paid to the Grantee is sufficient consideration of the Grantee's indemnification of the County.
 - b. If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28. Florida Statutes and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits provided therein.
 - c. Grantee shall maintain Insurance with limits no less than the following: **General Liability:** \$1,000,000 combined single limit per occurrence for bodily injury, personal injury, and property damage with a \$2,000,000 annual aggregate.
- AA. Force Majeure: By submitting a Grant Application each applicant agrees that upon final approval of a Grant that a Party shall be excused from performance of an

obligation under the Grant Agreement to the extent, and only to the extent, that such performance is affected by a “Force Majeure Event” which term shall mean any cause beyond the reasonable control of the Party affected, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, which materially and adversely affects the performance by such Party of its obligation under the Grant Agreement. Such events shall include, but not be limited to, an act of God, disturbance, hostility, war, or revolution; strike or lockout; epidemic; pandemic; fire; hurricane; flood; or other unusually severe weather or natural disaster; or any requirements of law.

V. RATING CRITERIA AND SCORING PROCESS

Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure that the project is eligible to receive grant funding by comporting with 125.0104 statutory requirements and other applicable law and that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications along with the history of applicant’s and event’s past performances will be provided to the TDC’s Grant Review Committee for evaluation and scoring. The Grant Review Committee will score each application on a 100-point scale based on the rating criteria outlined in the following Grant Rating Criteria.

Grant Rating Criteria

	Rating Criteria	Possible Points
Room Night Generation	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating Tallahassee/Leon County overnight lodging during periods of low occupancy. The process used for estimating room nights and an achievable plan for documenting overnight hotel stays is provided in the application. Past performance of applicant and/or event will be reviewed. Event does not occur during peak visitor periods as defined in the grant policies.	30
Destination Enhancement and Community Impact	Description of how the event will elevate and differentiate the destination and increase overall economic and community impact.	25
Description, Event Sustainability	Event description includes event goals, a plan for measurement of success, and a statement of event sustainability and growth.	10
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event.	10
	For Events marketed to public attendance, the application contains a well-defined, thorough, and realistic marketing plan which includes strategies for attracting out-of-county tourists with that at least 20% of the budget appropriated for out-of-market advertising. OR	

Marketing Plan	For events marketed only to organizational members, the applicant provides a well-defined, thorough and realistic outreach plan to their event participants. ALL plans include the planned usage of the combined Visit Tallahassee/Leon County logo or audible mention (for radio advertising) of Visit Tallahassee/Leon County funding support for the event.	25
Total possible points:		100

VI. GUIDELINES FOR GRANT REQUEST FUNDING LEVELS

The following table reflects guidelines for the funding level possible based on the event's estimated number of hotel room nights. **The estimated number of hotel rooms does not guarantee the level of funding at which an event may be approved. The final funding recommendation will be based on the Grant Review Committee's discretion and the funding available. As an example, if the Grant Review Committee believes the event has overstated the potential room nights, the Committee has the authority to place the application in a lower funding category and adjust the requested funding amount.**

Room Nights	Recommended Tourism Special Event Funding Levels
Less than 100	\$0 - \$2,999
100 – 199	\$3,000 - \$7,999
200 – 499	\$8,000 - \$12,999
500 – 1,000	\$13,000 - \$19,999
1,001 – 1,499	\$20,000 - \$29,999

The following formula will be used to determine the final grant amounts:

- A. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined in the grant rating criteria on page 13.
- B. Applications scoring at the minimum threshold of 70% or above will be considered for grant funding based on the formula outlined below.
- C. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90, the percentage for Application #1 would be 90%.
- D. The grant requested/adjusted amount will then be multiplied by the percentage to determine the initial award based on the TDC Grant Review Committee's combined scores. As an example, if Application #1 scored 90% and requested/adjusted \$5,000, the initial award would be \$4,500.

- E. The same process will be followed for each application and the total of potential initial awards will be calculated.
- F. If the total amount of potential grant allocations exceeds the total budgeted for all grants, staff will adjust all of the proposed allocations by the same percentage to keep the totals awarded equal to or less than the total available grant funds.
- G. After the preceding steps are complete, to ensure funding for the highest scoring application, the TDC Grant Review Committee reserves the right to adjust recommended grant awards.

VII. SPECIAL EVENT ANNUAL GRANT TIMELINE

July 8, 2026	Grant Application Cycle Opens (30-day cycle)
July/August, 2026	Mandatory Grant Application Workshops
August 6, 2026	Grant Application Cycle Closes
September 26, 2026	Public Meeting of TDC Grant Review Committee
September 10, 2026	TDC consideration of Grant Funding Recommendations
September 11, 2026	Grantees notified of Grant Awards
October 1 – December 31, 2026	Grant Agreements sent to Grantees

Applicants are required to attend the Grant Application Orientation Workshop either in person or online or they will not be eligible for a grant award.

It is strongly encouraged that applicants be in attendance or send a representative to the TDC Grant Review Committee meeting in case there are questions or clarifications.

VIII. VISITOR/TOURIST TRACKING

- A. To assess the impact of each event on the Tallahassee/Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight tourists attending the event.
 - a. Room block reports from hotels are the preferred method of reporting room data. The information will be used to help track the number of tourists attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.
 - b. If your event uses an advanced registration procedure, utilize the **Visitor/Tourist Tracking Form** located on the Visit Tallahassee Grants website to gather the requested information. Each participant/group should sign his or her name, list the hotel in which they are residing, the number of rooms secured, number of days, and the number of guests staying in each room.

- c. Include a question in the event registration form asking if participant will stay overnight in a Leon County lodging, along with number of rooms and nights booked.
 - d. Conduct a brief survey at check-in, or on-site to confirm if participant is staying in Leon County lodging, including the number of rooms and nights booked.
- B. The County reserves the right to conduct a post-audit of information presented on the **Post-Event Report**. All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSLEY AFFECT FUTURE GRANT AWARDS.**

IX. POST-EVENT REPORT

Funding shall only be provided as reimbursement for approved expenditures upon completion of the event. Reimbursement will not be issued until all necessary post-event information is provided. Such Information is the responsibility of the grantee to provide and includes:

- A. An invoice from the awarded organization to the Leon County Division of Tourism/Visit Tallahassee for payment of the awarded grant amount. This invoice must be dated and include an invoice number.
- B. Valid invoices for allowable expenses.
 - a. Events marketed for general public attendance must include invoices for paid out-of-market advertising (equaling at least 20% of the grant funding unless specifically exempt).
 - b. If an expense is from a board-affiliated vendor, it must be noted and explained in the post event report and noted on the invoice on the invoice. Proof that a competitive procurement process was used following the conditions stated in Section IV. Grant Policies and Requirements, Paragraph G on page 7, must be included with the invoice.
 - i. If the board-affiliated vendor is a “sole source” vendor, (Paragraph G on page 7) proof that the expense is from a practical source of supply because of an inability to obtain competition, proprietary technology, copyright, or a supplier’s unique capability must be included with the invoice.
- C. Copy of proof of payments such as cleared checks, or detailed credit card receipts. For all out-of-market media buys equaling 20% of the grant funding, provide tear

sheets, copies of advertisements, schedules, and signed station affidavits. Proof of payment must match invoices submitted.

D. Visitor/Tourist and Room Nights documentation as listed in Section VIII.

E. Copies of marketing or advertising materials, and social media showing Leon County Tourism/Visit Tallahassee logo usage.

X. CONCLUSION

The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process. Applicants shall not contact members of the TDC Grant Review Committee.

For questions or additional information, please contact:

Visitor Services: Vivian (Wei-An) Chen | 850-606-2305 | Wei-An.Chen@VisitTallahassee.com

Grant Agreements: Julie Trezek | 850-815-0989 | Julie.Trezek@VisitTallahassee.com

Marketing: Genesis Leggett | 850-606-2324 | Genesis.Leggett@VisitTallahassee.com

Hotels/Event Spaces: Janet Roach | 850-606-2320 | Janet.Roach@VisitTallahassee.com