

# **VCB Attractions & Event Marketing Program**

## **Reimbursement Request Checklist**

All requests for reimbursement for eligible expenses must include the items below for Lee County Finance to process them. Please present as a bundled pdf and send electronically to: [Nmacphee@leegov.com](mailto:Nmacphee@leegov.com) [VCB-invoices@leegov.com](mailto:VCB-invoices@leegov.com)

- *If bundled pdf is too large to email, send documents via Dropbox or Wettransfer link in the email*

☐ Dated cover letter on organization letterhead.

- *The letterhead must include the organization's current payee and address. (redacted example attached).*

☐ Include an Expense Recap Sheet showing vendor names, dates and exact expenditure amounts totaling the reimbursement request.

- *Use a-b-c to reference each expenditure as shown in example.*

☐ Provide supporting documentation in the same sequential order as the Expense Recap and include:

- *Vendor invoices*
- *Proof of payment to vendor (check voucher, front of check or bank statement, credit card receipt, or credit card statement)*
- *Examples of marketing tactics for each expense (tear sheets, screen shots, social content calendar, graphic design).*
- *Per guidelines, TDC logo as shown above must be included on pieces funded by TDC*

☐ Final report with completed appendix B

*REMINDER: all reporting documents can be accessed from the respective program page here:  
<https://www.leevcb.com/funding-programs>*

Vendor Info

Invoice 3774

LOGO

**BILL TO**

Nancy MacPhee  
Lee County Visitor &  
Convention Bureau  
2201 Second Street  
Suite 600  
Fort Myers, Florida 33901  
USA

DATE  
09/10/2021

PLEASE PAY  
\$8,000.00

DUE DATE  
10/10/2021

**P.O. NUMBER**

21332442

**ACTIVITY**

**QTY**

**RATE**

**AMOUNT**

Grants:TDC Marketing Grant reimbursement  
reimbursement for grant funds expended

8,000.00

8,000.00

**SAMPLE**

TOTAL DUE

\$8,000.00

THANK YOU.

Approved for Payment  
*[Signature]*

September 10, 2021

Nancy MacPhee  
Lee County VCB  
2201 Second Street, Suite 600  
Fort Myers, Florida 33901

RE: Reimbursement of 2020-2021 TDC Arts and Attractions Marketing Grant

Please pay the attached invoice at your earliest convenience.

The xyz attraction paid funds to the following four vendors as part of the 2020-2021 TDC Arts and Attractions Marketing Grant:

Date Paid	Amount	Vendor	Reason	Check #
1/15/2021	\$288	Celsius Marketing	Creation of new business card	1896
3/1/2021	\$805	Atlantic Communication Group, Inc.	Cap Coral Chamber of Commerce Official Street Map	1908
3/23/2021	\$499	Instant360	10-point google street view photoshoot	1912
8/10/2021	\$6500	Spiro and Associates	Creation of new website	1940
<b>TOTAL PD</b>	<b>\$8092</b>			

The following pages show the original invoice, check stub, cleared check and example of artwork for each of the listed items.

**DUE: \$8000 to the xyz attraction as reimbursement for expended grant funds.**

Please let me know if you have any questions.

Sincerely,

**Celsius Marketing | Interactive**

"a different degree of thinking"

**INVOICE**INVOICE #CCMH-2021-C01  
DATE 01/15/2021

TO:

FOR:  
Creative Services – January 2021

Description	Rate	Discount	Amount
• Rack card update with new logo, look and information	\$600.00	\$312.00	\$288.00
<b>Total Due</b>	\$600.00	\$312.00	<b>\$288.00</b>

Please make all checks payable to: Celsius Marketing | Interactive,  
8308 Old Town Dr Tampa, FL 33647

# SAMPLE

Thank you for your business!

**CELSIUS MARKETING INTERACTIVE, INC.**  
Operating AccountDate  
01/15/2021Type  
BillReference  
2021-C01Original Amount  
288.00Balance Due  
288.00

Check Amount

Payment  
288.00  
288.00

288.00

A

FOR SECURITY PURPOSES THE FACE OF THIS DOCUMENT CONTAINS A COLORED BACKGROUND AND MICROPRINTING IN THE BORDER.

1896

02/01/2021

PAY TO THE ORDER OF CELSIUS MARKETING INTERACTIVE INC. \$288.00

Two hundred eighty eight and 00/100 DOLLARS

INTERACTIVE MARKETING INC.

MEMO

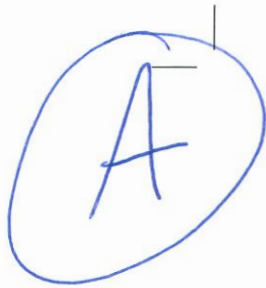
0001896

#

2/8/21



\$288.00



## CAPE CORAL MUSEUM OF HISTORY



### WHO WE ARE

Since 1987, the Cape Coral Museum of History has been welcoming all generations to share the unique history of Cape Coral and Southwest Florida through our collections, exhibitions, education initiatives, programs and research.



### THINGS TO DO

Guided Tours • Group Tours • Rose & Butterfly Gardens  
Exhibits • Community Events • Guest Speakers  
Children's Programs • Museum Store

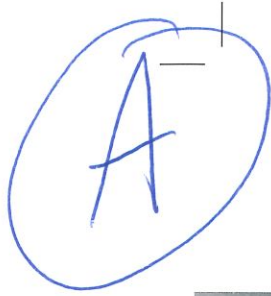
#### **For more information & hours:**

[capecoralhistoricalmuseum.org](http://capecoralhistoricalmuseum.org)

(239) 772-7037

544 Cultural Park Blvd • Cape Coral, FL 33990





CAPE CORAL  
**MUSEUM OF HISTORY**



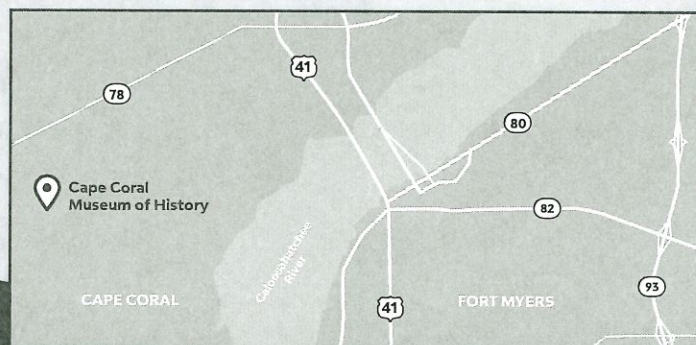
TO BOOK A TOUR AND VIEW  
OUR CALENDAR OF EVENTS VISIT  
**[capecoralhistoricalmuseum.org](http://capecoralhistoricalmuseum.org)**

MEMBERSHIPS

**SAMPLE**

Help to preserve the history of Cape Coral for future generations! A variety of membership levels are available including individual, family, supporter, and business. Visit our website to learn more!

Cape Coral Historical Society, Inc. is a 501(c)3 non-profit organization.



544 Cultural Park Blvd • Cape Coral, FL 33990  
**(239) 772-7037**



Florida-Friendly  
Landscaping PROGRAM



American  
Alliance of  
Museums



(B)

Advertising

# INVOICE

Payment due within 30 days of invoice date

INVOICE #

ORIGINAL INV. DATE

TERMS

Payment due within 30 days of invoice date

double vertical color DISPLAY AD \$895.00

Insertion ordered by advertiser on: 02/01/2021

Salesperson:

Ad placement: Feature Side 56-57

Ad completed and approved by advertiser

PINPOINT(S)

Less \$90. Non-Profit Discount — \$90.00

NET \$805.00

Less Payment(s) received

TOTAL \$805.00

AMOUNT DUE NOW \$805.00 ✓

Payment due within 30 days of invoice date

QUESTIONS?

CALL: 800-832-3747 ext. 110

EMAIL: Billing@atlantic4us.com

Atlantic Communications Group Inc.

C/Operating Account

Date

03/01/2021

Type

Bill

Reference

102-5813

Original Amount

805.00

Balance Due

805.00

Payment

805.00

Check Amount

✓

805.00



B

		1908
		03/09/2021
PAY TO THE ORDER OF	Atlantic Communications Group Inc	**805.00
Eight hundred and five and 00/100		DOLLARS
MEMO		

# 3/12/21 ✓ \$805.00



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## CAPE CORAL MUSEUM OF HISTORY



**SAMPLE**  
TO BOOK A TOUR AND VIEW  
OUR CALENDAR OF EVENTS VISIT  
**[capecoralhistoricalmuseum.org](http://capecoralhistoricalmuseum.org)**

GUIDED TOURS  
EXHIBITS & SPECIAL EVENTS  
GUEST SPEAKERS  
CHILDREN'S PROGRAMS  
BUTTERFLY & ROSE GARDENS  
AND MORE!

**[capecoralhistoricalmuseum.org](http://capecoralhistoricalmuseum.org)**

239-772-7037

544 Cultural Park Blvd, Cape Coral



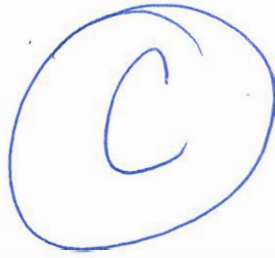
**LEE COUNTY**  
— VISITOR & —  
**CONVENTION BUREAU**



**Florida-Friendly**  
Landscaping™ PROGRAM 

**Instant360**

1265 Delsea Drive  
Woodbine, NJ 08270  
888-266-5360

**INVOICE****Bill To****Invoice #** 203239**Invoice Date** 03/18/2021**Due Date** 03/24/2021

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
1	10 tour point Google Street View photoshoot	599.00	599.00
1	Discount	-100.00	-100.00
<b>TOTAL</b>			<b>\$499.00</b>

**SAMPLE****Account**

03/23/2021

**Instant360**WWW.COMPUDEDIG.COM 888-266-5360**Date**

03/23/2021

**Type**

Bill

**Reference**

203239

**Original Amount**

499.00

**Balance Due**

499.00

Check Amount

**Payment**

499.00



499.00

①

Merchant  
1512 Old Ferry Road S  
Cape Girardeau, MO 63603

03/23/2021

AMOUNT \$499.00

For Payment Only

19011ARS

#1912

3/25/21

✓ \$499.00



C



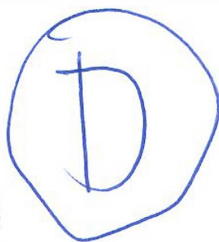
CAPE CORAL  
MUSEUM OF HISTORY

# GET A 360° VIEW SAMPLE OF THE MUSEUM





**SPIRO ASSOCIATES**  
MARKETING | ADVERTISING | PUBLIC RELATIONS | BRAND ARCHITECTURE



# INVOICE

ciates Marketing, Advertising,  
d A chitecture

Publ  
2286 W. First Street  
901

TEL. 239.481.5511  
FAX. 239.481.5852

INVOICE #: 40491-0

- re-opening plan. This can be removed once COVID-19 is no longer a concern.
- The "Visit" page will be the place for customers to buy tickets, schedule tours and access a site map. These would all be separate drop-down information for easier access to buying tickets.
  - The "Events and Programming" page would combine your current "What to See", "Special Events" and "Programming" pages to achieve the streamlined look previously mentioned. This page will contain detailed information and monthly calendar of events, exhibitions, guest speakers, etc.
  - The "Learn" page will be the place for a "History of Cape Coral" section as well as other enrichment initiatives offered by the museum.
  - The "Join Us" page will combine the information from your current "Join Us" page with the "Our Supporters" page to help reduce the number of tabs in the top bar. It will also include drop down bars for donations, both monetary and artifacts.
  - The "About" page will contain information regarding the company, the museum's rich history as detailed in your current "History" page. It will also combine three pages of the top section on your website, the "About Us", "Meet Our Team", and "Contact Us" tabs.
  - The "News" page will contain links to pertinent articles and information keyword posts to improve SEO and more. This section could also include a blog as per your wish-list.
  - The "Shop" page will be where we develop an e-commerce element to your new website.

Integration and linking to all social media platforms will be added to the site accordingly.

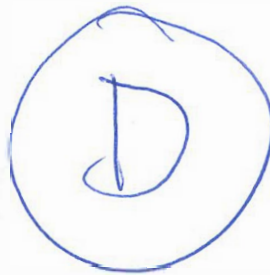
Integration of an online events calendar will be added to the site with the ability to book tours and purchase tickets.

Integration of an e-commerce shop will be added to the site for the sale of gift shop items.

Scope Of Work	Cost
	\$6,500.00
Terms:	
NET 30	Total Due <input checked="" type="checkbox"/> \$6,500.00

The terms and conditions contained within this invoice are incorporated into the invoice by reference. Your acceptance of the goods or services described in this invoice constitutes

**SPIRO ASSOCIATES**  
MARKETING | ADVERTISING | PUBLIC RELATIONS | BRAND ARCHITECTURE



## INVOICE

TEL. 239.481.5511  
FAX. 239.481.5852

**INVOICE #: 40491-0**

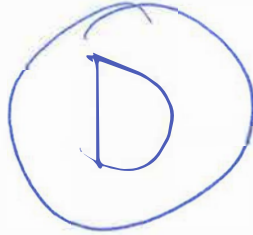
date: Aug 06 2021  
Title: Website Redesign

Description:

Job #: 40491

# SAMPLE

**SPIRO ASSOCIATES**  
MARKETING | ADVERTISING | PUBLIC RELATIONS | BRAND ARCHITECTURE



## INVOICE

TEL. 239.481.5511  
FAX. 239.481.5852

INVOICE #: 40491-0

Scope Of Work

Cost

# SAMPLE

Cape Coral Historical Society Inc / Operating Account  
08/10/2021 Spiro & Associates

WWW.COMPUCHECK.COM 888.358.5531

Date  
08/06/2021

Type  
Bill

Reference  
40491-0

Original Amount  
6,500.00

Balance Due  
6,500.00

Check Amount

Payment  
6,500.00  
6,500.00



6,500.00

D

		1940
		8/19/2021
PAY TO THE ORDER OF	Spice & Associates	\$ 6,500.00
Six thousand five hundred and 00/100		DOLLARS
MEMO		

SAMPLE

#1940

8/12/21

✓ \$6500.00



Detailing  
W&Sons

SE 7th

Cuts

**located at:**

tural Park Boulevard  
oral, FL 33990

**Hours:**

Wednesday 11:00 am - 4:00 pm  
Thursday 11:00 am - 4:00 pm  
Friday 11:00 am - 4:00 pm  
Saturday 10:00 am - 2:00 pm  
Closed Monday and Tuesday

**Admission:**

Adults \$5.00  
Members Free  
Students with ID Free  
Children 17 & under Free

**Contact us:**

239.772.7037  
[Email us](#)

**BE OUR VIP!**

And be the first to receive offers and events information.

**SAMPLE**

First Name

Last Name

Email





**PROUD TO BE AFFILIATED WITH**



**LEE COUNTY**  
VISITOR &  
CONVENTION BUREAU



**CAPE CORAL  
MUSEUM OF HISTORY**

Home Visit Events and Programming Learn Support About News Shop      
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