**APPENDICES**

The forms that follow are for use in requesting funds and final reporting.

Appendix Form

*A Eligible Expenses*

*B ROI Summary Sheet*

*C Marketing Plan & Budget forms*

*D Progress/Final Report*

**Appendix A: ELIGIBLE EXPENSES**

***TDC Funding is restricted to out of market advertising and promotion of your approved event.***Advertising and promotion must take place in areas that are at least 140 miles away or two hours driving time.

|  |  |
| --- | --- |
| **Eligible costs** | **Ineligible costs** |
| * Creative design of advertisements. * Media buys for ad placement in newspapers, magazines, radio and television, digital and social medium.\* * Brochure or program creation and distribution out of market. \*\* * Development/management for event’s dedicated website (hosting fees are not included).   *\* Please provide publication/media outlet or digital site and location where the ad will be placed.*  *\*\*Direct mail must provide the addresses to show they are eligible* | * Operating expenditures. * Fees for contractors, consultants, professional, legal, engineering, accounting, auditing, or PR services. * Staff Salaries * Capital improvements, including but not limited to, new construction, renovation, restoration and installation or replacement of fixtures. * Tangible personal property ie: office furnishings or equipment, permanent collections or pieces of art. * Interest or reduction of deficits or loans, expenses incurred or obligated prior to or after funding period. * Prize money, scholarships, awards, plaques, event bags, certificates, posters, t-shirts or other giveaways. * Travel, accommodations and personal expenses. * Purchase of VCB coop with TDC funds * Payments or reimbursements for goods or services purchased for previous or other events. * Advertising and promotion within Lee County and/or surrounding counties that are less than two hours driving distance away. * Other event expenses including but not limited to: tent rental, travel or accommodations for participants, security, food, entertainment, insurance, sanction fees, etc. * Website development/management for general organization purposes. |

**Appendix B: ROI SUMMARY SHEET**

This section must be completed by events that have received TDC funding in the past. All other events should start measuring moving forward.

Name of event:      

|  |  |  |  |
| --- | --- | --- | --- |
| **Measurements** | **Yr. 2018/19** | **Yr. 2019/20** | **Yr. 2020/21** |
| Event attendance |  |  |  |
| Number of paid room nights generated |  |  |  |
| Media impressions print, digital, radio/TV |  |  |  |
| Social media reach and engagement |  |  |  |
| Other |  |  |  |
| Other |  |  |  |
| Other |  |  |  |
| Other |  |  |  |
| Other |  |  |  |
| Other |  |  |  |
| Other |  |  |  |

**Appendix C: EVENT MARKETING BUDGET TEMPLATE -** Please present in two parts.

1. Show total event budget. This allows the Tourist Development Council to determine what percentage of the total budget is dedicating to promoting the event.

|  |  |  |  |
| --- | --- | --- | --- |
| **Budget Line items** | **TDC Request** | **Organization** | **TOTAL** |
| *Marketing Expenses* |  |  |  |
| *Operating Expenses* |  |  |  |
| Other: |  |  |  |
| Other: |  |  |  |
| Other: |  |  |  |
| **TOTAL** |  |  |  |

1. **Show your marketing budget breakdown.** This allows the Tourist Development Council to determine how the Events Marketing funds will be utilized.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Marketing Activities** | **Brief description** | **Amount requested** | **Organization match** | **Number of ads/impressions** |
| Ad placement |  |  |  |  |
| Graphic design |  |  |  |  |
| Brochure/program distribution |  |  |  |  |
| Social media tactics |  |  |  |  |
| WEB |  |  |  |  |
| Other |  |  |  |  |
| Other |  |  |  |  |
| Other |  |  |  |  |
| Other |  |  |  |  |

\*Refer to Appendix A for other eligible expenses

**Appendix D: FINAL REPORT FISCAL YEAR 2021/22**  *\*Due within 60 days of completion of event.*

Event Name**:**

Reporting Date:       Organization:

Funding Manager:       Email:

Address:       Phone:

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ANSWER THE FOLLOWING QUESTIONS FOR EACH ELEMENT IN YOUR SCOPE OF WORK. ATTACH ADDITIONAL NARRATIVE OF EVENT IF NECESSARY.

**FINAL** – Required for reimbursements - Answer each question as it relates to the Scope of Work for the event.

1. What is the overall assessment of the event? Did the event have the anticipated results?

* 1. Number of participants and attendees from out of the Lee County area. (appendix E)

* 1. Total Number of revenue producing room nights generated by the event (appendix F.)

1. Did expenditures fall within the most recent event funding budget categories?

1. How and what were the results of the marketing efforts proposed in funding request? (Impressions, tracking, surveys, analytics) (appendix B & C2)

1. List efforts made to ‘green’ your event and the benefits derived.

1. What recommendations do you have for improved results in the future?

What VCB workshops and assistance did you participate in and find helpful?