



**Cover Page**

---

Organization Name: \_\_\_\_\_

Elite Event Name: \_\_\_\_\_

**Certification and Compliance Agreement**

---

I hereby certify that the information contained in the Post-Event Worksheet submitted herewith is true and correct to the best of my knowledge. I acknowledge and understand I must complete and submit a fully completed Post-Event Report per the **Post-Event Requirements & Instructions** to be eligible for final payment.

(Initial each item below in **blue ink**.)

\_\_\_\_\_ I acknowledge a fully completed Post-Event Report consists of the following:

- One (1) Original Post-Event Report Packet with Support Materials
- One (1) Digital Copy of the Post-Event Report Packet

\_\_\_\_\_ I acknowledge and understand that Post-Event Reports that are not complete, as stated above, may result in delay of final payment.

\_\_\_\_\_ I acknowledge and understand that I must explain the methodology utilized to determine attendance and room nights generated by the event.

\_\_\_\_\_ I acknowledge and understand that I must explain any discrepancies between information presented in the original Funding Application and the final performance of the event prior to processing of final payment.

I certify I am an **Authorized Corporate Officer** or an **Authorized Individual** (if a municipality) on behalf of the Elite Event.

Authorized By: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Post-Event Worksheet

### 1. Organization / Contact Information

---

Organization Name:		
Organization Address:		
City:	State:	Zip:
Primary Contact Name:		
Office:	Mobile:	Fax:
Email Address:		

### 2. Event Information

---

Event Title:
Event Location(s):
Event Date(s):

### 3. Request Summary

---

Funding Category: <input type="checkbox"/> Category 1 (must be nationally televised) <input type="checkbox"/> Category 2
Funding Type: <input type="checkbox"/> Marketing Plan <input type="checkbox"/> Sponsorship (Not-For-Profits Only)
<b>Final Contracted Funding Amount:</b>
\$ _____

### 4. Event Performance

---

Provide the Projected Attendance, Unique Attendees, Non-Local Unique Attendees and Room Nights submitted in the Elite Event Funding Application. Provide the Actual Attendance, Unique Attendees, Non-Local Unique Attendees and Room Nights generated resulting from the event. Explain the methodology utilized to determine attendance and room nights generated.

	Projected	Actuals
Attendance		
Unique Attendees*		
Non-Local** Unique Attendees		
Hotel Room Nights Generated		

\* A Unique Attendee is defined as a single individual attending the event whether for a single day or multiple days

\*\* Non-Local is defined as residing outside 100-mile radius from Pinellas County

## **5. Marketing Benefits: Proof of Performance**

---

Provide a Proof of Performance of all Marketing Benefits agreed upon in Exhibit A of the Tourism Promotion Agreement. Use Exhibit A as a template for providing photos and other documentation.

## **6. Marketing & Advertising Plan: Proof of Performance**

---

Provide your final marketing & advertising expenditures for the event. Indicate how much of the budget was allocated for Non-Local outlets (outside 100-mile radius from Pinellas County) and provide all associated backup documentation. Explain any discrepancies with the Marketing & Advertising Plan submitted with the Elite Event Funding Application.

## **7. Media & Digital Plan: Proof of Performance**

---

Provide your final media & digital expenditures for the event. Indicate how much of the budget was allocated for Non-Local outlets (outside 100-mile radius from Pinellas County) and provide all associated backup documentation. Explain any discrepancies with the Media & Digital Plan submitted with the Elite Event Funding Application. Provide a final listing of specific media (radio, TV, internet, etc.) who covered the event and if they are local/regional/national/international. Include any media partnerships. If event was nationally televised, please provide television ratings.

## **8. Final Invoice**

---

Provide and attach your final invoice.