



***Meetings & Conventions***  
**Transportation Fund Program**  
**Policies & Application**

Approved by the Leon County Tourist Development  
Council & Visit Tallahassee

March 30, 2010



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- I. **PURPOSE:** To encourage meeting planners to choose Tallahassee as the host city for their meetings and conventions and to assist in transporting meeting attendees between lodging properties and public meeting venues, or between the accommodations and an area attraction for an off-site function.
  
- II. **INTRODUCTION AND DEFINITION:** The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax on occupied transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination with emphasis in the following markets: meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

Visit Tallahassee is the official tourism marketing organization for Tallahassee and Leon County Florida, operating as a department of Leon County Government. Visit Tallahassee promotes tourism to the area through direct sales, advertising, public relations, sports, film, product development and visitor services. For more information, visit [www.VisitTallahassee.com](http://www.VisitTallahassee.com).

The TDC allocates funds from its annual budget to a transportation fund program for meeting groups who utilize hotel rooms and meeting space in Leon County. The Transportation Fund Program is administered by Visit Tallahassee.

Each application will be evaluated against established criteria and historic precedent. The number and extent of funding will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC/Visit Tallahassee will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

**III. STATEMENT OF POLICIES:**

- A. Groups applying for transportation assistance must meet established criteria. See VI.
- B. Application must be received by Visit Tallahassee no less than 30 days prior to scheduled event date.
- C. Transportation funds will be paid directly to the event organizer or entity that contracts the venue space and sleeping accommodations upon completion of the event, to ensure the requirements were met, and upon receipt of an invoice made out to Visit Tallahassee. Funding is not intended to support administrative costs or non public events. Funding is intended to directly pay costs associated with transporting meeting attendees.
- D. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, fund recipient is strongly encouraged to use a check or credit card. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided. To be eligible for payment, a completed Post-Event Report must be submitted. Failure to submit a complete Post-



Event Report will result in disqualification for support. If the event occurs near the end of the fiscal year, request for reimbursement must be received by September 30. To qualify for reimbursement, proof of liability/medical insurance must be provided by the host organization.

- E. Recognition of Visit Tallahassee must be included where appropriate on all printed material and referred to in public relations activities. A logo with website included will be provided in a digital format. All printed materials with the Visit Tallahassee logo must be presented with the Post Event Report.

**IV. APPLICATION PROCESS:** Groups must submit an Application for Transportation Funds that will be reviewed and verified by Visit Tallahassee staff prior to approval. Funds will only be allocated to meetings and conferences that meet the fund criteria in section VI and requirements outlined in the statement of policies.

Visit Tallahassee cannot commit Tourist Development dollars for future fiscal years. The Leon County fiscal year runs from October 1 thru Sept 30 annually. The intent is to continue this policy and provide a letter of intent for groups actualizing outside of the current fiscal year, with the language, "subject to available funds approved by the Leon County Tourist Development Council and Leon County Board of County Commissioners."

**V. FUNDING ELIGIBILITY:** Groups may request up to the dollar amount listed corresponding to the number of room nights anticipated based on the chart below. Signed Contracts for Meeting Space and Rooming Agreements must be included with the application for it to be considered complete. Letters of Intent may be used as substitutes to contracts if transportation funding is a key factor in the decision making process.

The funds will be allotted by staff to groups based on the number of room nights booked.

Estimated Room Nights	Transportation Assistance Funding Range
500 or more	\$4,500-\$6,500
200 to 499	\$2,400-\$4,499
100 to 199	\$1,000-\$2,399

**VI. CRITERIA:** Each grant application will be reviewed by staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Monetary support from the fund will be available to groups that meet the following criteria.

- A. Utilize one of the Tallahassee area public meeting venues
- B. Book a minimum of 100 room nights
- C. Utilize two (2) or more lodgers for accommodations
- D. Be a first time meeting/convention to Tallahassee



E. Have a minimum of a two (2) day programmed agenda

**VII POST EVENT REPORT:** Following the event, Visit Tallahassee/TDC reserves the right to conduct a post-audit of information presented on the ***Post Event Report*** (Appendix A). All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **PLEASE NOTE THAT ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE FUNDING.**

**For questions or additional information, please contact:**

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