



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 <input type="checkbox"/> Category 3 <input type="checkbox"/> Category 4 (Cultural Heritage Event) |
| Final Contracted Funding Amount: \$ _____ |

4. 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.

5. 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.

6. Event Onsite 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.

7. Organizer Survey

Provide and attach your completed Organizer Survey as submitted to Destination Analysts.

8. Final Invoice & W-9

Provide and attach your final invoice and completed W-9.