

Pre-Application

1. TDC Kickoff
Date: **Wednesday, March 20, 2024**
2. BCC Review & Guidelines Approval
Date: **Tuesday, April 9, 2024**
3. VSPC Industry Update + Materials Post to Elite Event Funding Program [Website](#)
Date: **Monday, April 15, 2024**

Application & Review Process

4. Application Launch
Date: **Monday, April 15, 2024**
5. Public Information Session / Webinar
Date: **Thursday, April 18, 2024**
Time: 9:00 am
6. Elite Event & Destination Enhancement (Cycle 1) Application Deadline
Date: **Friday, May 17, 2024**
Time: 4:00 pm
7. VSPC, Agency and Pinellas County Legal Review
Date: **Late May / June 2024**
8. TDC Meeting to review and approve VSPC funding recommendations
Date: **Wednesday, July 17, 2024**
Time: 9:00 am – 12:00 pm
9. BCC Meeting to review and approve TDC funding recommendations
Date: **July / August 2024 (to be confirmed)**
Time: TBA
10. Destination Enhancement (Cycle 2) Application Process Announced
Date: **September / October 2024**
Time: TBA

Post-Event Report & Invoice Processing

11. Post-Event Report & Invoice
Due: Fully completed and signed report due within **45 days** following conclusion of event. Failure to meet this deadline may jeopardize current or future funding.
Payment: Funding will be paid in a lump sum on a post-event basis or as otherwise provided in the Tourism Promotion Agreement.