



## **2020 Montgomery County Tourism Marketing Grant After Project/ Event Reimbursement Requirements**

### **These procedures shall be followed for reimbursement:**

- a. Approved funds are dispersed as reimbursements. The organization shall invoice and provide a W-9 to the Montgomery County Regional Tourism Office and submit receipts and artwork outlining expenses incurred with invoices and receipts for payments made.
- b. To be reimbursed for the required grantee match, detailed receipts of eligible expenditures must be submitted along with a final report within 90 business days following the event or one calendar year after project completion.
- c. Approved expenses will be reimbursed for up to the amount of the award, not to exceed 50% of the event/project marketing budget.
- d. **Should the requirements of the award and/or the reimbursement not be met, the Tourism Operating Board may deny the reimbursement or award a partial reimbursement.**

### **Final Report Requirements:**

This report shall be submitted no later than 90 business days following the event or one calendar year after project completion. The report shall include:

- a. A schedule of marketing activities including advertisement placements (where, when, & what) should be provided after the event or project has occurred.
- b. Tear-sheets, screen shots, copies of programs, etc. should be used as evidence of award requirements.
- c. List of approved expenses, with receipts for each, submitted for reimbursement.
- d. Performance measures sheet including information such as: ticket sales, registration, room pick-up, publicity, etc.
- e. Report summary and/or data from survey results gathered at the event.

**All promotional material shall include the approved Montgomery County VA tourism brand logo, failure to include may result in zero or partial reimbursement.**

### **List of Eligible Expenses Includes:**

- Design, printing and distribution of printed materials
- Design and development of digital promotion including banner ads and websites (does not include hosting, domain registration or any other ongoing operational expenses)
- Advertisement design and placement
- Radio/TV/Internet spot production and media buy
- Photography services essential to marketing collateral