



**Gainesville/Alachua County Visitors and Convention Bureau
Announces Fall 2011 Conference Grant & Workshop**

(Gainesville, FL) – Monday, August 1, 2011 – VisitGainesville, the official tourism marketing organization for Alachua County, is offering their 2011 Fall Conference Grant Program to qualified meeting planners who conduct their meetings or conferences in Gainesville/Alachua County. Individual grants cap at \$10,000 and are available to corporate, association, or non-profit, public or privately-funded planners. Up to \$75,000 in grant funding is available during the fall cycle.

To assist meeting and conference planners interested in applying, VisitGainesville is conducting a Fall Conference Grant Workshop **Thursday, September 8 at 10 a.m.** at the Alachua County's Community Treasures Conference Room located in the Downtown Administration Building at 12 SE 1st Street.

"The workshop is the perfect forum to learn details about the grant program and to make the application process easier and more accurate. Though not required to attend, it can be very helpful for a meeting planner to understand the entire grant process," said Nancy Fischer, CMP, VisitGainesville's Director of Sales.

To qualify meeting professionals must complete the grant application which is available on-line at: www.visitgainesville.com/grants and satisfy a number of criteria including confirming the number of hotel room nights their conference will produce in Gainesville/Alachua County between October 1, 2011 and Sept. 30, 2014.

Applications may **only** be submitted during the official grant cycle which opens Thursday, September 1 with the deadline on Friday, September, 30 no later than 4 p.m. and delivered to the VisitGainesville office located at 30 East University Avenue in Downtown Gainesville. The VisitGainesville offices are open Monday through Friday, from 8:30 a.m. - 5 p.m. All qualified applications will be reviewed by the County's Tourist Development Council (TDC) in October, with funding awards announced at the November TDC meeting.

For additional information, planners may contact Nancy Fischer (e-mail: nfischer@visitgainesville.com) or John Pricher (jop@visitgainesville.com) at the Gainesville VCB at (352) 374-5260 or toll-free at (866)778-5002.

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