**ADDENDUM 2: August 1, 2022**

The Visitors and Convention Bureau has multiple ways to support events. In the case of the events mentioned in your email, you may also consider applying for Event Sponsorships. [The application is available here](https://www.visitgainesville.com/wp-content/uploads/2022/08/Alachua-County-Special-Event-Sponsorship-Application-websiteada.pdf). If the non-profits choose to apply for Event Sponsorships (and not Nature and Culture Destination Enhancement Grants), please reach back out to Cheri Graves for additional information.

**Question**: There’s two events here in town that seem to closely match the intent of the grant. In both cases these are run by not for profit groups that are independent of the town of Micanopy

1) The Fall Harvest Festival - managed by the Fall Harvest Festival committee

2) The Downtown Tree Lighting - managed by the Merchants of Micanopy committee

**Answer**:  A separate application would need to be submitted by each not-for-profit agency.

Alternatively, in this case, the separate non-profits may also consider applying for event sponsorships for each event. [The Event Sponsorship application is available here.](https://www.visitgainesville.com/wp-content/uploads/2022/08/Alachua-County-Special-Event-Sponsorship-Application-websiteada.pdf)

**Question**: In order to begin to develop an advertising budget:

**a)** I’ll call WUFT non-profit advertising, and WMNF in Tampa, but what are the other (most $ efficient) radio sources I should reach out to?

**Answer**:  The applicant must determine their marketing and advertising plan independently. Advertising must reach 51% out-of-county residents.

**b)** What are other $ efficient advertising sources I should contact?

**Answer**:  The applicant must determine their marketing and advertising plan independently.

**c)** Any resources that you could point me to that could help develop marketing plans? Would the grant cover, for example, filming a TV spot? (not really planning this at this point - it’s a hypothetical question to get a feel for the best ways to spend the grant money)

**Answer**: The applicant must determine their marketing and advertising plan independently.

**Question**: Can we use the grant money to pay, say, a street musician or walking tour guide, so long as their work is directly related to creating the event?

**Answer**:  Yes, that would qualify as an Operations expense.

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