

**Board of County Commissioners
Leon County, Florida**

**Workshop
on the
Tourism and Cultural Grant
Funding Efforts**

**February 7, 2017
1:30 p.m. – 3:00 p.m.**

**Leon County Board of County Commissioners
Leon County Courthouse, 5th Floor**

Leon County Board of County Commissioners

Notes for Workshop

Leon County Board of County Commissioners

Cover Sheet for Workshop

February 7, 2017

To: Honorable Chairman and Members of the Board

From: Vincent S. Long, County Administrator

Title: Acceptance of an Overview and Status Report on Tourism and Cultural Grant Funding Efforts and Approval of Modifications to the Tourism Grant Programs as Recommended by the Tourist Development Council

County Administrator Review and Approval:	Vincent S. Long, County Administrator
Department/ Division Review:	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
Lead Staff/ Project Team:	Kerri L. Post, Director, Tourism Development Brian Hickey, Sr. Sports Manager, Tourism Development Chris L. Holley II, Assistant to the Director

Fiscal Impact:

This item has no fiscal impact. Recommendations presented herein to modify the Tourism grant programs would be implemented for the FY 2018 funding cycle at a funding level determined by the Board as part of the annual budget process.

Staff Recommendation:

- Option #1: Accept the status report on Tourism and Cultural grant funding.
- Option #2: Approve the modifications to the Tourism grant programs as recommended by the Tourist Development Council (Attachment #1).

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Report and Discussion

Background:

During the September 13, 2016 meeting, the Board requested a workshop on the Tourism Development Division's process for funding events in the community with Tourist Development Tax (TDT) funds. This workshop will provide a comprehensive review of the Tourism Division's event funding programs and processes, including programs supported by the TDT through the cultural grant programs administered by the Council on Culture and Arts (COCA), and highlight recent actions taken by both the City of Tallahassee and Community Redevelopment Agency (CRA) related to event funding.

TDT revenues are generated from transient lodging sales in order to promote Leon County as a visitor destination. The Leon County Tourist Development Council (TDC) serves as an advisory council to the Leon County Board of County Commissioners, authorized by Section 125.0104 Florida Statutes and established locally by Leon County Ordinance No. 88-01, to provide guidance on administering the TDT funds. The annual tourism budget, as approved by the Board each year, includes funding for grant programs to support events designed to draw visitors to Leon County.

Analysis:

There are many funding opportunities and avenues for local organizations seeking financial assistance in support of festivals, sporting events, and cultural programming or activities. This workshop item discusses nine publicly funded grants (Attachment #2) that support these types of activities, highlights ongoing coordination efforts, and offers recommendations to enhance several of the grants under the County's purview.

Leon County utilizes TDT revenues directly (administered by the Tourism Division) and indirectly (administered by COCA) to offer grant opportunities to local organizations that put on events to attract visitors to the destination and provide cultural programming and activities which enhance the market for both residents and visitors. The Tourism Division's budget is comprised entirely of TDT revenues totaling \$4,807,407 in FY 17. Of that amount, Leon County budgeted \$515,000 for three grant programs administered by the Tourism Division; Signature Event Grants, Special Event Grants and Sports Event Grants. Another \$1,226,900 of TDT funds are allocated to COCA to administer the Cultural Plan and associated grant programs. These grants are described in further detail along with the grant programs administered by the City of Tallahassee and the CRA. And finally, this item provides recommended enhancements to the County's existing Tourism grant programs and describes opportunities to better coordinate with other local grant programs in the community.

Tourism Grants and Application Process

The Special Events, Sports, and Signature Event Grant Programs support many local organizations with a demonstrated history, or significant potential to draw visitors to the area for a given event. The awarding of these Tourism grants requires the approval of the TDC. The approved FY 17 Tourism grant awards for all three programs are included in Attachment #3.

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Special Event Grant – Budget of \$100,000

A Special Event is defined as a new or existing organized concert, exhibition, festival, fair, conference or celebration which is of interest to the general public. For the purpose of this grant program, the public interest should include Leon County residents and those living outside Leon County who would visit the destination and stay overnight to observe and/or participate. Grant funds are paid on a reimbursement basis after a satisfactory post-event report has been received and approved by staff. FY17 grant awards range from \$900 to \$14,500. Examples of recent Special Event Grants include: John G. Riley Center & Museum – Annual Florida Heritage Tour (\$4,499), Tallahassee Latin Dance Festival (\$1,200), LeMoyne Chain of Parks Art Festival (\$14,500).

Sports Event Grant – Budget of \$115,000

A Sports Event is defined as a new or existing sporting event, exhibition, competition, team training, conference or celebration which is of interest to Leon County residents and those living outside Leon County who would visit the destination and stay overnight to observe and/or participate. Grant funds are paid on a reimbursement basis after a satisfactory post-event report has been received and approved by staff. FY17 grant awards range from \$250 to \$17,000. Examples of recent Special Event Grants include: Gulf Winds Track Club - Tallahassee Marathon (\$6,000), Area Tallahassee Aquatic Club (ATAC) - ATAC Long Course Invitational Swim Meet (\$2,000), Lincoln High School - Capital City Classic Wrestling Tournament (\$1,200).

Signature Event Grant – Budget of \$300,000

On December 10, 2013 the Board approved the creation of the Tourism Signature Event Grant Program in response to a growing demand for new and large community events with the potential to draw a large number of visitors to the community. This new grant program offered a dedicated revenue source to satisfy these funding requests for large events. Previously, requests of this nature sought funding support from the Division of Tourism Development's unallocated fund balance on a case-by-case basis rather than allowing for a more deliberative process. Applications are now reviewed and approved each year by the TDC.

A Signature Event is defined as a large-scale event that is recognized as synonymous with the destination; increases the visibility of the destination through state, national and international media exposure; generates a minimum of 1,500 room nights through Leon County's commercial lodging properties during traditionally low times of occupancy; generates a significant economic impact for other hospitality related businesses such as restaurant and retail establishments; as well as increase local sales tax collections. Grant funds are paid on a reimbursement basis after a satisfactory post-event report has been received and approved by staff. Additionally, each event has an Economic Impact Study conducted by Tourism Development's research firm of record, which is subsequently presented to the TDC.

The TDC utilizes the established guidelines for awarding the grant funds which emphasizes the projected hotel room nights to be generated by the event. FY17 Signature Event Grant awards range from \$40,000-\$60,000. Examples include: Red Hills International Horse Trials (\$60,000),

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Florida Jazz and Blues Festival (\$45,000) and Word of South (\$45,000). As the newest of the three Tourism grant programs, now in the fourth year of operation, the TDC has recommend several modifications to the Signature Event Grant Program which are described later in this item.

It is important to note that in addition to the support available to large community events and festivals through the Signature Event Grant Program, the Board approved utilizing \$160,000 of the BP oil spill settlement to subsidize and/or enhance community festivals approved for Signature Event Grant funding through marquee concerts at the Capital City Amphitheater. The BP oil spill settlement funds are to support concerts that feature well-known headlining artists and events that would otherwise be viewed as cost prohibitive. To date, \$40,000 of the \$160,000 in BP funds has been used to support concerts associated with the multiday Florida Jazz and Blues Festival.

Based on the Board's guidance, the remaining funds will be utilized for the next two Word of South Festivals and the next Florida Jazz and Blues Festival through the fall of 2018 so long as they are also approved as Signature Events. This non-recurring stimulus with the BP funds is designed to showcase these relatively new festivals in the market and provide a seasonal balance to the County's investment in these outdoor activities.

Application Process for Tourism Grants

In May of each year, the Tourism Division advertises the opening of the grant cycle with a press release, social media posts, email blasts to past applicants and newsletter updates to the industry driving organizations to the online grant application system. Tourism staff offers grant workshops to educate organizations on the grant process, the goals of the grant programs and the benefits of the grants to the community. This past funding cycle, the Tourism Division partnered with COCA, the CRA and the Downtown Improvement Authority (DIA) to conduct joint grant workshops prior to the start of the grant cycles in an effort to educate local organizations on which programs best fit their event and/or program.

Throughout the 90-day application period, organizations have the opportunity to review and discuss their event and application with staff both in the grant workshops and one-on-one. Organizations with a single or multi-day event can qualify for TDC grants, CRA/DIA grants, and potentially receive co-sponsorship support by the City of Tallahassee in the form of in-kind services if the event location takes place within a CRA district or on a City property. Organizations requesting grant funds for multiple cultural events or programming produced throughout the year can qualify for COCA grant programs. Both TDC and COCA grant policies contain language that specifically prohibits organizations to receive grant funds from both organizations for the same events or programming, as both grant programs are supported by TDT funding. An organization can apply to the TDC for event specific funding and COCA for year-round programming and activities.

Staff reviews and compiles all of the Tourism grant applications into a report along with any past performance history if available. All applications are reviewed and scored by a Grants Review

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Committee comprised of members of the TDC, the Tallahassee Sports Council, and area leaders in the tourism industry. Upon reviewing the applications, the award amount is calculated based on the applicant scores and a final recommendation is brought before the TDC for approval.

For FY16, the County made a significant improvement to streamline the grant application process by transitioning to an online application for all Tourism event grants. The online process saved more than 200 hours of staff time, mostly spent on data entry, a value of more than \$5,500. Applicants and grant awardees have benefited from quicker response times in both processing an application as well as reviewing post-event reports, allowing the awardees to receive their funds faster. Additionally, the new system produced concise, uniform, detailed reports which simplified the evaluation and scoring of grant applications.

Modifications to the Tourism Grant Programs

As staff convened with the grant funding organizations over the course of the fall, a simultaneous review of the County's Tourism grant programs was conducted to assess areas for improvement. Following this internal review, staff proposed changes for the TDC's consideration that will increase collaboration, transparency, predictability and accountability in providing grant funding for tourism events in Leon County; provide consistent requirement language, grammar, etc. across all three grant programs; encourage increased private sector funding support; provide more effective communication to applicants/public regarding the objectives and requirements of Tourism grant programs.

After an in-depth review of the Tourism grant programs, staff and the TDC recommend a series of enhancements to these three grant programs (Attachment #1). The following is a high level summary of the recommended changes:

1. Requires a contract agreement for all grant applicants that will include clear deliverables and a final budget.
2. Clarifies requirements for the public announcements of events and logo use for events receiving funds from Leon County Government.
3. Revises the grant application scoring matrix for all three TDC grant programs to provide a more detailed evaluation of the grant proposal while also providing instructive feedback to the applicant.
4. Adds a 25% dollar-for-dollar funding match requirement for all Signature Event Grants, as well as Special and Sports Events Grants in excess of \$10,000.
5. Revises the recommended room nights and funding guidelines for all three Tourism grant programs. The adjustments also closed the funding award gap between the programs.

Matching requirements are a common prerequisite for cultural grants because demonstrate the organizational and community commitment to the given project, program, or activities in which funds are being sought. Federal, state, and local cultural grant programs of this nature generally call for a cash match of no less than 20% in addition to in-kind requirements. The proposed modifications to the County's grant programs proposes a 25% dollar-for-dollar match for all Signature Events as well as Special and Sports Events in excess of \$10,000, to bring them more

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in line with grant programs that offer higher levels of funding. Currently, two of the other local grant programs (the CRA Downtown Large Event and COCA Capital Facilities Matching Grant Programs) described later in this item have match requirements. While in-kind support would not count toward the 25% match, funds from other government agencies could be applied toward the match.

The following tables outline the recommended funding guidelines for each Tourism grant program. Table #1 illustrates the recommended Special Event and Sports Event funding guidelines based on the estimated number of room nights generated by the event. These grant programs offer awards of up to \$15,000 for an estimated 1,499 hotel room nights. Among the modifications to Special and Sports Event Grants in Table #1 is the adjustment of the funding ranges so that there is a clear transition to the next stage of funding and applicants can easily identify which grant program is best suited for their event. If an organization anticipates more than 1,499 hotel room nights for a given event, the applicant would be directed to apply for a Signature Event Grant.

Table #1: Recommended Funding Guidelines for Special & Sports Event Grants

Estimated Room Nights	Current Funding Range	Recommended Funding Range
Less than 100	\$0 – \$1,200	\$0 – \$1,499
100 – 199	\$1,201 – \$2,399	\$1,500 – \$2,999
200 – 499	\$2,400 – \$4,499	\$3,000 – \$5,999
500 – 1,000	\$4,500 – \$7,000	\$6,000 – \$9,999
1,001 – 1,499	\$7,000+	\$10,000 – \$15,000

Note: Both the Special Event and Sports Event Grants will continue to share the same funding ranges.

Table #2 outlines the recommended funding guidelines for the Signature Event Grant Program with awards ranging from \$15,000 to \$60,000. The funding guidelines are based on estimated hotel room nights generated with grant awards starting at \$15,000. This closes the gap between grant programs and allows for a smoother transition from a Special/Sport Event Grant to a Signature Event Grant. In light of Signature Events being made up of large community festivals and/or multi-day events, additional guidance is provided in Table #2 to demonstrate the estimated return on the TDT investment and the estimated economic impact based on the anticipated number of room nights. An Economic Impact Study will continue to be required of every Signature Event to evaluate these factors.

Table #2: Recommended Funding Guidelines for Signature Event Grants

Estimated Room Nights	TDT Generated (informational)	Economic Impact (informational) ¹	Recommended Funding Range
1,500 – 2,999	\$7,217	\$ 714,596	\$15,000 – 30,000
3,000 – 4,999	\$14,435	\$1,388,307	\$30,000 – 50,000
5,000+	\$24,058	\$2,307,059	\$60,000+ ²

1. The Economic Impact is based on the model developed by Destination Marketing Association International that is being used as the industry standard. It also calculates local expenditures as well as those from overnight visitors. Average Daily Rate = \$96.23 in FY 2016.
2. Organizations are eligible for funding above \$60,000, however once recommended by the TDC it would need to be approved by the Leon County Board of County Commissioners.

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The TDC will continue to approve the funding awards for the Signature Event Grant Program but for events that anticipate generating more than 5,000 hotel room nights, the TDC may only award funding above \$60,000 subject to the Board's approval.

COCA Grant Programs

Each year, Leon County Government supports cultural arts programs and activities through COCA with a combination of general revenue (\$150,000) and TDT revenue. The City of Tallahassee also provides \$150,000 annually to COCA in support of these programs. COCA is a non-profit organization designated to serve as the local arts agency for Tallahassee and Leon County. COCA is the umbrella agency for arts and culture, and works with and for those who produce, invest in, and enjoy the arts and culture in the area. COCA administers grant programs on behalf of the County and City, distributing over \$1.3 million in grant funding annually, largely comprised of TDT funding, to non-profit arts and cultural organizations that contribute significantly to the quality of life and tourism industry in Leon County.

Since the Cultural Plan Update in 2014 and reallocation of TDT funds previously dedicated to the performing arts center, the County provides 1¼ cents of TDT revenue to COCA. This represents 25 percent of the County's overall TDT collections which has been forecasted at \$1,226,900 million in FY17. One-cent of TDT revenue (currently \$981,520) supports the grants and administration of the Cultural Grant and the Cultural Tourism Marketing Grant Programs which help foster arts and cultural activities (operating and programming) provided by eligible 501c(3) organizations.

The Cultural Tourism Marketing Grant Program was created by COCA following the Cultural Plan Update in 2014 to meet the needs identified by cultural organizations. In response to another priority of the 2014 Cultural Plan Update, the County dedicated an additional ¼ cent of TDT to create the Cultural Facilities Matching Grant Program to support the construction, renovation, acquisition, and/or equipping of eligible cultural facilities. Each of these programs is described below in further detail.

Developed by a community task force, COCA's grant guidelines are reviewed and revised every year. A diverse panel of community volunteers, including a representative from the TDC, reviews applications and makes the funding recommendations. COCA offers technical reviews, consultations, and grant writing workshops to assist applicants throughout the grant process. Additionally, there is ongoing communication between COCA and TDC staff during the application and pre-review stages to communicate and cross-check information to ensure there is no duplication of event funding requests. The latest awards for each of the COCA grants are included in Attachment #4.

COCA Cultural Grant Program – Budget of \$992,440

COCA's Cultural Grant Program is designed to support programs that create broader public access and participation in the arts which enhance the community's quality of life, local economy, and tourism impact. Eligible organizations must be a 501c(3), have arts and/or history as its primary purpose, and have been providing arts or cultural programming in their discipline

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for at least three complete fiscal years. Eligible organizations must offer multiple events and/or cultural programming regularly available to the public and produced throughout the year. Recipients of County TDT funds through COCA, are required to demonstrate efforts that promote, enhance, and grow the destination. Recipients of general revenue funds must demonstrate dedication to creating broader public access, benefit and participation in arts and cultural activities in our community, enhancing both quality of life and our local economy. COCA offers applicants an appeal process before a final vote is taken by its board of directors. Once approved by COCA, the awards are then reported to the TDC.

COCA Cultural Tourism Marketing Grant Program – Budget of \$62,550

The Cultural Tourism Marketing Grant Program is designed to increase visibility of arts and cultural organizations in Leon County and therein positively impact tourism revenues. Funds are to be awarded to organizations that wish to develop, execute and evaluate effective marketing and promotional initiatives targeted towards attracting travel and tourism to Leon County for engagement in arts and cultural presentations and activities. Examples of eligible opportunities include, but are not limited to: media placement and production (print, online, broadcast, and radio), printed materials, tradeshow registration fees and booth rentals, video/CD-ROM, DVD production, public relations/media communications, promotional items, and website development.

Although County TDT funds are utilized for the three Tourism Event Grant Programs and all three COCA Grant Programs, there are significant differences in the purpose and eligibility criteria. Before describing COCA's Cultural Facilities Matching Grant Program which is unique in that it is specific to capital improvements, staff has prepared Table #3 as a summary comparison of the three Tourism grants and two COCA grants described thus far.

Table #3: County Tourism and COCA Grant Program Comparisons

County Tourism Event Grants	COCA's Cultural & Tourism Marketing Grant Programs
Single or multi-day event, concert, exhibition, festival, sports competition, fair, conference or celebration; Large-scale multi-day events	Multiple event cultural programming regularly available to the public and produced throughout the year; Cultural Tourism activities; and Cultural Facility Improvement
Ability to attract and document overnight visitors to Leon County.	Organization must have arts and/or history as its primary purpose and describe efforts to serve visitors.
Organizations can be a 501c(3), division of state/local government, university, or private entity.	Organization must be a 501c(3) and have a governing Board of Directors.
New or existing events may qualify.	Organization must have been providing arts or cultural programming in their discipline for at least three complete fiscal years.
Funding is administered on a reimbursement basis after a satisfactory post-event report is received and approved by County staff.	Funding is typically administered in three payments (Nov, Feb, May) - advance, interim and final payments - after interim and final reports are received and approved by COCA.

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COCA Cultural Facilities Matching Grant Program – Budget of \$249,359

The Cultural Facilities Matching Grant Program offers support and funding for renovation, new construction, acquisition or equipping of cultural facilities located in Leon County. The guidelines for this program were approved by the Board on March 8, 2016 with the 2016 award recommendations approved on July 12, 2016. The County's Tourism Plan (Ordinance) calls for the dedication of a ¼ cent of the TDT specifically to support this matching grant program for cultural organizations for a five-year period from FY 2015 – FY 2019. Monies accrued from the ¼ cent each year are to be awarded in arrears. For example, TDT collections from FY 2015 were awarded during FY 2016.

A cultural facility is a building that shall be used primarily for the programming, production, presentation, exhibition, or any combination of the above functions of any of the arts and cultural disciplines including, but not limited to: music, dance, theater, creative writing, literature, architecture, painting, sculpture, folk arts, photography, crafts, media arts, visual arts, programs of museums, historical sites, and historical/heritage facilities.

To be an eligible applicant, organizations must be physically located in Leon County, a non-profit tax exempt Florida Corporation, and have provided at least three years of year-round arts or cultural programming in the County. Applicants may apply for a minimum of \$5,000 and maximum of \$100,000 but requests must be no greater than 50% of the total eligible budget costs for the project. Organizations may only submit a single application per year and those who are awarded funding will not be eligible for capital funding in the fiscal year immediately following their grant award. Matching fund requests must be at least 1:1 and may consist of the following:

- Cash on hand or liquid assets, which are required to make up at least 25% of the total match.
- Irrevocable pledges.
- In-kind contributions to consist of no more than 50% of the applicant's total match requirement.
- Prior eligible expenditures directly related to the project made within two years prior to the application date.
- A portion of the value of the land or building (up to 10%) directly used for the grant project.

As previously mentioned, the Board approved the awards for the first year of funding on July 12, 2016. Once the next slate of applications has been evaluated by COCA, staff will prepare another agenda item for the Board's consideration.

City of Tallahassee Special Event Co-Sponsorships – Estimated \$125,000 In-Kind Support

The Tallahassee City Commission has established a Special Event Committee, which is responsible for making recommendations to the City Commission on which events should receive city co-sponsorship and the appropriate level of in-kind services. The City's in-kind services to support special events may include electric, water, solid waste, staging, sound/audio,

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rental fees, barricades, and police. Applications are on a 2-year award cycle and the next grant cycle will be open in 2018.

CRA Grant Programs

The CRA grant programs are designed to support events and activities within the Greater Frenchtown/Southside District Community Redevelopment Area and the Downtown District Community Redevelopment Area that promote the goals and objectives of the respective redevelopment plans.

Downtown Promotional and Special Events Grant Program – Budget of \$85,000

The CRA budgeted \$85,000 in FY17 to fund small special events and/or promotional activities, up to \$10,000, within the Greater Frenchtown/Southside District Community Redevelopment Area and the Downtown District Community Redevelopment Area (\$50,000 for Greater Frenchtown/Southside District and \$35,000 for the Downtown District). The Greater Frenchtown grant program is managed by CRA staff while the Downtown District grant program is managed by the DIA. Recent CRA grant awards include the Frenchtown Heritage Fest (\$5,000), John G. Riley's Rock-A-Thon (\$1,000), and the Experience Asia Festival (\$4,000).

Downtown Large Event Grant Program – Budget of \$100,000

The FY17 CRA budget includes \$100,000 for a new large downtown special events grant program. Events must be held in the Downtown District, at Cascades Park or Kleman Plaza only between April 15, 2017 and September 30, 2017. Examples of recent large events supported by this grant program include the Word of South Festival and the Tallahassee Jazz and Blues Festival, both of which took place at Cascades Park. CRA staff is currently reexamining the program guidelines for the FY18 cycle however the CRA recently approved interim guidelines for the \$25,000 remaining in FY17 which are outlined as follows:

- Events must be held on or between April 15, 2017 and September 30, 2017.
- Applicants must be not-for-profit organizations and cannot be associated with a public institution (e.g., federal, state or local government or university); political organizations or religious organizations.
- The minimum grant amount will be \$10,000. The applicant will be required to demonstrate they have an equal amount of funds invested in the event. In-kind funds do not meet this requirement.
- The event must be open to the public and the majority (more than 60 percent) of the event activities must be free.
- Recipients of funds from the Downtown District's FY 2017 Promotional and Special Events Program are not eligible to apply, however recipients of grant funding from the TDC or COCA are eligible to apply.
- Preference will be given to events that are intended to attract a regional (including attendees from other states) audience, and generate hotel stays within the City of Tallahassee.

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Coordination with Partner Organizations

In the early summer of 2016, the TDC contemplated modifications to the Signature Event Grant Program. When the new Tourism Director began in August, it was an opportune time to conduct a comprehensive review of all three grant programs and processes with fresh eyes and in coordination with organizations that also provide financial support for community events. In October 2016, Tourism staff convened the first of four meetings with partner organizations in the community to each share an overview of their respective grants programs, the primary objectives of the programs, process for evaluations, tracking and monitoring mechanisms, and the overall challenges of managing the programs with the expressed intent to identify opportunities for enhancement. Participants included:

- Dr. Audra Pittman, Executive Director of COCA
- Kevin Carr, Grants Program Manager for COCA
- Roxanne Manning, Executive Director of the CRA
- Sherri Curtis, Principle Planner for the CRA
- Paige Carter-Smith, Executive Director for the DIA
- Allen Thompson, Events Coordinator for the DIA
- Ashley Edwards, Director of Parks, Recreation and Neighborhood Affairs for the City

This group exchanged a significant amount of information during these meetings and identified opportunities for increased communication and collaboration. One of the opportunities identified for further exploration was an online event grant application portal as a singular point of entry that communicates the objectives of all the event grant funding programs and captures basic organizational and budget information. It is important to keep the funding sources separate; however a shared portal with a robust system to facilitate every aspect of the process would be welcomed by the applicant organizations and could generate significant efficiencies for the applicant, panelists/reviewers, and program administrators.

Another concept identified by this workgroup was to better align the grant application materials and timing to mitigate duplicative application forms and provide a more concise time period for organizations to learn their total financial commitments from the various funding partners. This would also benefit the staff and policy makers charged with reviewing and scoring grant applications. Should a singular portal be pursued, each funding partner would then be able to monitor all grant applications in real time. The singular application portal is still being explored by the aforementioned organizations to determine the full extent of benefits associated with this concept. Once the analysis has been completed, staff will bring back an agenda item to the Board if there are any legal, policy, or financial considerations.

For the FY18 grant cycles, staff will post a new page on the VisitTallahassee.com website that will feature all four of the organizations that provide event grant funding to better educate the community on the various resources available and help them identify the grant programs best suited for a given event/activity until a determination can be made on a collaborative online grant portal system. Further, coordinated educational sessions will once again commence in May among representatives from each of the aforementioned funding organizations in support of local

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cultural programming, activities, and events that enrich the destination and attract visitors to the community. Specific to the County's Tourism grants, the online application process will continue to be utilized for upcoming grant cycle.

Based on the Board's guidance, staff will finalize the modifications to the three Tourism grant programs for the FY18 grant cycle and continue to explore the appeal and practicality of an online event grant application portal to better serve the funding agencies and grant applicants.

Options:

1. Accept the status report on Tourism and Cultural grant funding.
2. Approve the modifications to the Tourism grant programs as recommended by the Tourist Development Council (Attachment #1).
3. Do not accept the status report on Tourism grant funding.
4. Board Direction.

Recommendation:

Options #1 and #2.

Attachments:

1. Recommended modifications to the Tourism Signature, Special, and Sports Event grant programs
2. Summary of local resources available to support festivals, events and cultural programming in Leon County
3. FY 2017 Tourism grant awards lists
4. Latest COCA grant award lists

Leon County
Division of Tourism Development

**Special Event
Grant Program**
(Policies & Application)

Amended: February 7, 2017

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Leon County Special Event Grant Program

I. INTRODUCTION AND DEFINITION

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The TDC annually allocates funds to a grant program for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Event Grant Fund is administered by the TDC with recommendations from the Grant Review Committee. The Grant Review Committee is made up of TDC members, tourism and hospitality leaders and marketing professionals. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council.

For clarification, TDC grant programs are funded by the Tourist Development Tax (TDT) and designed to draw visitors to Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and designed to support year round arts and culture programming.

A "Special Event" is defined as "a new or existing organized concert, exhibition, festival, fair, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Leon County residents and to those living outside Leon County who would visit the destination and stay overnight to observe or participate."

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be returned through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the organization's budget.
- B. Funding does not support administrative costs or non-public events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- C. Applicants receiving grant funds from the Council on Culture & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or activity.
- D. Hotels secured for the event must be located within Leon County.

- E. If the requested grant amount exceeds \$10,000, applicants budget must reflect at least a 25% dollar-for-dollar match (in-kind services will not be allowed). Applicants will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report. The grant award amount may be reduced for the next cycle proportionately to the shortfall of funds raised if the 25% matching funds were not received.
- F. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
- G. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
- H. Any funds granted will be subject to audit by the Leon County Auditor.
- I. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:

(1) Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(2) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits as provided therein.

(3) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the

County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

- J. The combined Leon County/Visit Tallahassee logo must be included on all printed and online advertisements and promotional materials for the event. For example; banners, signs, t-shirts, programs, brochures, event website, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism Development to assure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Tourism Development continues to be dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities, but reserves the right to reduce or eliminate grant funding for organizations that did not receive prior approval for correct logo use.



- K. Allowable expenses shall include:
- Promotion, marketing and paid advertising/media buys that reach outside Leon County with potential to drive overnight visitation
 - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.

- Note: On page 7 of the Application the applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to Visit Tallahassee and will not be allowed without written approval from Visit Tallahassee staff **PRIOR** to event.

L. Unallowable expenses include:

- General and administrative expenses,
- Building, renovating and/or remodeling expenses,
- Permanent equipment purchases,
- Debts incurred prior to grant requests,
- Programs which solicit advertising or sponsorships,
- Hospitality or social functions,
- Advertising that only reaches Leon County and its residents.
- Sleeping room expenses for attendees

III. **RATING CRITERIA AND PROCESS**

Each grant application will be reviewed by TDC staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be provided to the TDC's Grant Review Committee for scoring. The committee will score each application on a 100 point scale based on the following:

Tourism Development	• Proposal coincides with non-peak or shoulder seasons, has potential of generating visitation to Leon County that includes overnight stays in Leon County commercial lodging (30 points)	30
	• Proposal distinguishes the destination and elevates the appeal of Leon County. (15 points)	15
Marketing	• Proposal includes strategies for attracting visitors from in-state and the Southeast. Marketing plan is well-defined, thorough and realistic (20 points)	20
Event Evaluation Technical	• Budget is appropriate for the event. (10 points)	10
	• Proposal includes goals for event and method for measuring and evaluating outcome of event. (10 points)	10
	• Proposal includes detailed plan for documenting overnight hotel stays (10 points)	10
	• Quality of the grant application and all required documents were submitted. (5 points)	5
		Total Possible Points: 100

**Performance of prior event grants may impact your recommended funding level. This includes room nights generated, private funds raised, and proper logo use.*

IV. FUNDING ELIGIBILITY

The intent of the Special Event Grant Program is to provide funding assistance for events that attract overnight visitors to Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between Oct. 1, and Sept. 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Leon County.
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget.

V. GUIDELINES FOR GRANT REQUEST FUNDING LEVELS

The following table reflects the funding level possible based on the event's estimated number of hotel room nights. **The estimated number of hotel room nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the committee's discretion and the funding available. As an example, if the committee believes the event has overstated the potential room nights, the committee has the right to place the application in a lower funding category.**

Estimated Room Nights	Room Night Funding Range
1,001 to 1,499	\$10,000-15,000
500 to 1,000	\$6,000 – 9,999
200 to 499	\$3,000 - 5,999
100 to 199	\$1,500 – 2,999
Less than 100	\$0 - \$1,499

The following formula will be used to determine the final grant amounts:

1. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
2. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
3. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90 out of 100, the percentage for Application #1 would be 90%.

4. The grant requested amount will then be multiplied by the percentage attained to determine the **initial** award based on the categories above. As an example, if Application #1 scored 90% and requested \$5,000, the initial award would be \$4,500.
5. The same process will be followed for each application and the total initial awards will be added.
6. If this total amount exceeds the total budgeted for all grants, then staff will adjust the initial scores of all recipients by a percentage. All initial grants will be adjusted by the same percentage to determine the final grant score and award.
7. Additional adjustments will be made if necessary to reach the total amount in the budget.
8. The Tourist Development Council Special Event Grant Committee reserves the right to adjust the minimum threshold if necessary to ensure funding for the highest scoring applications.
9. Applications for grants \$5,000 and more must itemize the amount requested on the application.

VI. SPECIAL EVENT GRANT TIMELINE

	<u>Process</u>	<u>Date</u>
1.	Advertise Grant Cycle Opening/Applications Available	First Monday in May
2.	Workshop for Grant Applicants	May & June
3.	Deadline for Applications Submittal	First Monday in August
4.	Review by Advisory Committees -TDC Grant Review Committee	Week prior to TDC meeting in September
5.	Review & Final Approval by LCTDC	First Thursday in September
6.	Funds Available – Must provide proof of paid expenses and room night/ Visitor report .	Approximately 2 weeks following submittal and approval of Post-Event Report

It is strongly encouraged for applicants to be in attendance or send a representative to the Grant Review Committee meeting.

VII. VISITOR TRACKING

To assess the impact of each event on the Tallahassee-Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight visitors attending the event.

- Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.
- If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix A) to gather the requested information. Each

- participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
- If either of the above (advanced registration or hotel room blocks) is not used, a third option requires 100 completed five question surveys of event attendees. The TDC will provide questions and assist with analysis.

The TDC reserves the right to conduct a post-audit of information presented on the ***Post-Event Report*** (Appendix B). All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**

VIII. CONCLUSION

Applicants are asked not to contact members of the TDC Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact our office at:

Aundra Bryant (850) 606-2300

FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.

Leon County
Division of Tourism Development

**Sports Event Grant
Program**
(Policies & Application)

Amended: February 7, 2017

Table of Contents

- I. Introduction and Definition
- II. Statement of Policies
- III. Rating Criteria and Process
- IV. Funding Eligibility
- V. Guidelines for Grant Request Funding Levels
- VI. Sports Event Grant Timeline
- VII. Visitor Tracking
- VIII. Conclusion

Leon County Sports Events Grant Program

I. INTRODUCTION AND DEFINITION

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for: meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The TDC annually allocates funds to a grant program for groups and organizations that coordinate events with a demonstrated history of or significant potential for drawing visitors to the area. The Leon County Division of Tourism Development sports department, with support of the Tallahassee Sports Council, administers the Sports Event Grants program for sporting events. These grants are approved by the TDC.

A Sports Event is defined as a new or existing sporting event, exhibition, competition, team training, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Leon County residents and to those living outside Leon County who would visit the destination and stay overnight to observe or participate.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be returned through increased in transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the organization's budget.
- B. Funding does not support administrative costs or non-public events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- C. Grant applications will only be received during the advertised cycle. One application will be accepted per event, per fiscal year. In the event that a Sports Event Grant application is received outside of the Tourist Development Council's designated submission dates and grant funds are still available in the budget, the Tourist Development Council may elect to consider the request.
- D. Hotels secured for the event must be located within Leon County.
- E. If the requested grant amount exceeds \$10,000, applicants budget must reflect at least a 25% dollar-for-dollar match (in-kind services will not be allowed). Applicants will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report. The grant award amount may be reduced for the next cycle

proportionately to the shortfall of funds raised if the 25% matching funds were not received.

- F. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
- G. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
- H. Any funds granted will be subject to audit by the Leon County Auditor.
- I. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:

(1) Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(2) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits as provided therein.

(3) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of

subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

- J. The combined Leon County/Visit Tallahassee logo must be included on all printed and online promotional materials for the event. For example; banners, signs, t-shirts, programs, brochures, event website, ads, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism Development to assure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Tourism Development continues to be dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities, but reserves the right to reduce or eliminate grant funding for organizations that did not receive prior approval for correct logo use.



- K. Allowable expenses shall include:
- Promotion, marketing and paid advertising/media buys that reach outside Leon County with potential to drive overnight visitation;
 - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.

L. Unallowable expenses include:

- General and administrative expenses,
- Advertising that only reaches Leon County and its residents
- Building, renovating and/or remodeling expenses,
- Permanent equipment purchases,
- Debts incurred prior to grant requests,
- Programs which solicit advertising or sponsorships, and
- Hospitality or social functions.
- Sleeping room expenses for attendees

III. RATING CRITERIA AND PROCESS

Each grant application will be reviewed by TDC staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be provided to the Tallahassee Sports Council Grant Review Committee for consideration. The committee will score each application on a 100 point scale based on the following:

Tourism Development	• Proposal coincides with shoulder seasons or periods of low occupancy and has potential of generating visitation to Leon County that includes overnight stays in Leon County commercial lodging (30 points)	30
	• Proposal distinguishes the destination and elevates the appeal of Leon County. (15 points)	15
Marketing	• Proposal includes strategies for attracting visitors from in-state and the Southeast. Marketing plan is well-defined, thorough and realistic (20 points)	20
Event Evaluation Technical	• Budget is appropriate for the event. (10 points)	10
	• Proposal includes goals for event and method for measuring and evaluating outcome of event. (10 points)	10
	• Proposal includes detailed plan for documenting overnight hotel stays (10 points)	10
	• Quality of the grant application and all required documents were submitted. (5 points)	5
		Total Possible Points: 100

**Performance of prior event grants may impact your recommended funding level. This includes room nights generated, private funds raised, and proper logo use.*

IV. FUNDING ELIGIBILITY

The intent of the Sports Events Grant Program is to provide funding assistance for events that attract overnight visitors to Leon County and create business for commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Leon County
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget.

V. GUIDELINES FOR GRANT REQUEST FUNDING LEVELS

The following table reflects the funding level possible based on the event's estimated number of hotel room nights. **The estimated number of hotel room nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the committee's discretion and the funding available. As an example, if the committee believes the event has overstated the potential room nights, the committee has the right to place the application in a lower funding category.**

Estimated Room Nights	Room Night Funding Range
1,001 to 1,499	\$10,000-15,000
500 to 1,000	\$6,000 – 9,999
200 to 499	\$3,000 - 5,999
100 to 199	\$1,500 – 2,999
Less than 100	\$0 - \$1,499

The committee will review each event application and determine the final grant amounts based on the following criteria:

1. The potential of an event to bring overnight visitors to Leon County.
2. Events scheduled during non-peak or shoulder seasons will be a priority.
3. The estimated number of out-of-town visitors and their length of stay.

4. The history of the event including previous grant support and potential for growth.
5. The amount of potential media exposure to Tallahassee and Leon County.
6. The submitted detailed plan for marketing and promotion.
7. The submitted detailed budget with realistic expectations. Applicant must show a need for funding.
8. The intended use of funds must fall within scope of the special events program as stated in policies.
9. Availability of funding for entire program.
10. Applications for grants \$5,000 and more must itemize the amount requested on the application.

VI. SPORTS EVENT GRANT TIMELINE

	<u>Process</u>	<u>Date</u>
1.	Advertise Grant Cycle Opening/Applications Available	First Monday in May
2.	Workshop for Grant Applicants	May & June
3.	Deadline for Applications Submittal	First Monday in August
4.	Review by Advisory Committees -Tallahassee Sports Council	First Tuesday in September
5.	Review & Final Approval by LCTDC	First Thursday in September
6.	Funds Available – Must provide proof of paid expenses and room night/ Visitor report .	Approximately 2 weeks following submittal and approval of Post-Event Report

Second Cycle Process- The second cycle grant process will open in the first Monday of January and close on the third Monday of February based on the remaining grant funds available.

Out of Cycle Process - In the event that a Sports Event Grant application is received outside of the published dates the Tallahassee Sports Council and Tourist Development Council's may elect to consider the request.

VII. VISITOR TRACKING

To assess the impact of each event on the Tallahassee-Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight visitors attending the event.

- Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.

- If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
- If either of the above (advanced registration or hotel room blocks) is not used, a third option requires 100 completed five-question surveys of event attendees. The TDC will provide questions and assist with analysis.

The TDC reserves the right to conduct a post-audit of information presented on the **Post-Event Report** (Appendix B). All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.** Not tracking your event rooms and/or visitors could void your post event funding.

VIII. CONCLUSION

Applicants are asked not to contact members of the Grant Review Committee, or the Tallahassee Sports Council. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact:

Brian Hickey
(850) 606-2313

Amanda Heidecker
(850) 606-2317

FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS
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To qualify, event must:

1. Utilize or demonstrate the potential to utilize Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.

Leon County
Division of Tourism Development

Signature Event Grant Program

(Policies & Application)

Amended February 7, 2017

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Leon County Signature Event Grant Program

I. INTRODUCTION

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

As part of the FY 2014 budget process, the Board of County Commissioners (BOCC) approved the establishment of a Signature Event Grant Program to compliment other grant programs operated by the TDC.

Currently, the TDC annually allocates funds to three separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Event Grant Fund is administered by the TDC with recommendations from the Grant Review Committee. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council. Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community. Signature Event Grants are also reviewed by the Grant Review Committee and presented to the TDC for approval. The Grant Review Committee is made up of TDC members, tourism and hospitality leaders and marketing professionals.

For clarification, TDC grant programs are funded by the Tourist Development Tax (TDT) and designed to draw visitors to Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and designed to support year round arts and culture programming.

II. OBJECTIVES

1. Supports large-scale event(s) that are/will be recognized as synonymous with the destination.
2. Increases the visibility of the destination in state, regional, national and even international media and elevates awareness of tourism's contribution to the local economy with the local media.
3. Helps establish Leon County/Tallahassee as a destination for the planned event and other opportunities.
4. Generates a minimum of 1,500 room nights for Leon County commercial lodging properties during traditionally low times of hotel occupancy.
5. Generates a significant economic impact for other hospitality related businesses such as restaurants and retail establishments.
6. Regenerates the investment of the Tourist Development Tax funds and also increases local sales tax collections.

III. DEFINITION

1. A Signature Event is:
 - a. One that follows the definition of an “event” in section 125.0104, Florida Statutes; to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists.” By statute, a tourist is “a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”
 - b. One that offers programming for the public over multiple days, or a single day while demonstrating the potential of generating a minimum of 1,500 hotel room nights; Multiple day events, because of their broader economic impact to all aspects of the local economy are preferred.
 - c. An event that occurs during traditionally low times of hotel occupancy (typically below 50%, but not a mandatory number). An event scheduled during Florida State University football home games or Florida A&M University football Homecoming weekends, university graduation weekends, or during midweek of regular legislative session should not be considered for funding unless extenuating conditions merit consideration.
 - d. An existing event that seeks to expand, merge with other events taking place in the same time frame, or an entirely new event.
 - e. A cultural, historic, heritage, literary or musical based festival, sporting event or conference.
 - f. A collaboration between multiple partners such as Florida State University, Florida A&M University, the Florida Restaurant & Lodging Association, VISIT FLORIDA or others to create a new event, generate added value and benefit to existing events or rebrand a series of festivals into one entity. For example, creating a month-long cultural festival.
 - g. One that has an existing organizational structure to fully plan, market and produce the event, i.e. a turn-key event.
 - h. An annual, rotational or single-year event; annual events are preferred.
2. Signature events must meet community standards and align with the County’s tourism marketing objectives and positioning.
3. Signature events should not receive support from County general revenue through the BOCC or the Council on Culture & Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be partially returned through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

IV. STATEMENT OF POLICIES

1. Grant funds are intended to supplement the organization's budget.
2. For new events that demonstrate the potential to generate the minimum 1,500 room nights, the TDC has the option to fund the event through a Signature Event grant in its initial three (3) years.
3. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
4. Hotels secured for the event must be located within Leon County
5. Applicants budget must reflect at least a 25% dollar-for-dollar match (donated in-kind services will not be allowed) to the requested grant amount. Applicants will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report. The grant award amount may be reduced for the next cycle proportionately to the shortfall of funds raised if the 25% matching funds were not received.
6. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
7. Leon County Tourism Development staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Signature Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
8. It is the intent of the TDC to discourage the support of two competing signature events.
9. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
10. Any funds granted will be subject to audit by the Leon County Auditor.
11. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
 - (a) Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of

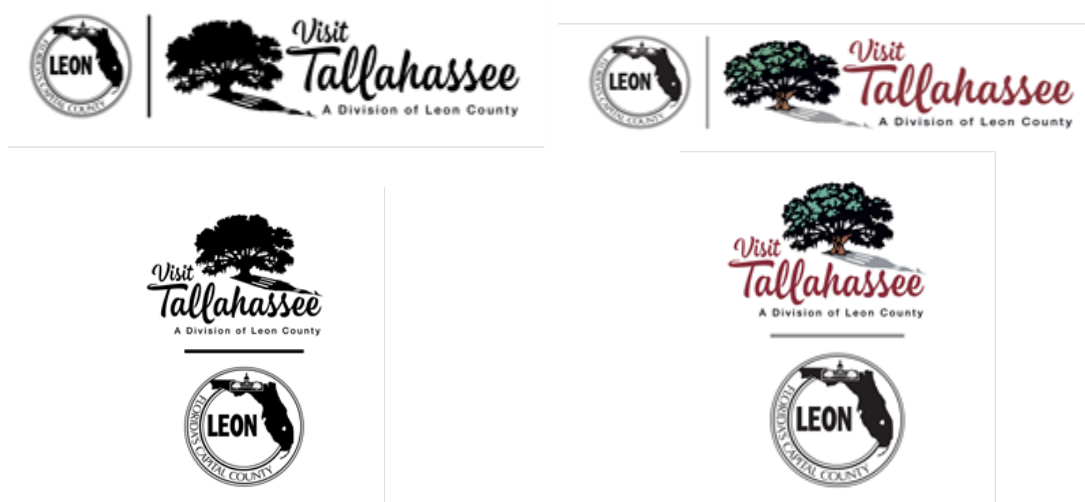
the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(b) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits as provided therein.

(c) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

12. The combined Leon County/Visit Tallahassee logo must be included on all printed and online advertisements and promotional materials for the event. For example: banners, signs, t-shirts, programs, brochures, event website, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism Development **PRIOR to distribution** to ensure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Tourism Development continues to be dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities, but reserves the right to reduce or eliminate grant funding for organizations that did not receive prior approval for correct logo use.



13. Grantee is required to coordinate public announcements of the event including the entertainment and/or performing acts, news releases, social media posts, or broadcasts associated as part of the event with Leon County Tourism Development.
14. Allowable expenses shall include:
 - Promotion, marketing and paid media advertising that reaches outside Leon County to in-state metro markets and the Southeast at minimum with potential to drive overnight visitation.
 - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
 - Note: On page 7 of the Application the applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Tourism Development office and will not be allowed without written approval from staff **PRIOR** to the event.
15. Unallowable expenses include:
 - General and administrative expenses.
 - Building, renovating and/or remodeling expenses.
 - Permanent equipment purchases.
 - Debts incurred prior to grant period.
 - Programs which solicit advertising or sponsorships.
 - Hospitality or social functions.
 - Advertising that primarily reaches Leon County and its residents.
 - Sleeping room expenses for attendees.

V. PROCEDURES

1. Funding for the Tourism Signature Event Grant Program will be included as part of the Division of Tourism Development's normal budget process.
2. Leon County Tourism Development will proactively solicit existing events or new events for use of these funds. Staff will be open to new ideas and give consideration to works in progress.
3. Applications shall be received between first Monday in May and first Monday in August of each year to be eligible for a grant award to be awarded for the following fiscal year.
4. Out-of-cycle grants will be accepted as long as contingency grant funds are available.
5. Funds will be primarily used to market the signature event, but may be used for other purposes as authorized by section 125.0104, Florida Statutes, such as programming and production expenses as long as the main focus is the promotion of the event to visitors.
6. Funds will be provided to the recipient on a reimbursement basis upon receipt of a post event report demonstrating proof that the funds were spent as agreed upon.
7. Each grant application will be reviewed by Leon County Tourism Development staff to ensure all required materials have been supplied. Failure to supply all of the required materials will result in disqualification. Following staff review, the applications will be provided to the TDC's Grant Review Committee for scoring. The Committee will score each application on a 100 point scale based on the established scoring criteria in Section VII.
8. Once approved by the TDC, staff will issue an award letter to the grant recipient outlining the amount and a contract agreement authorizing the uses of the funds and will include a scope of work, deliverables, and required documentation. Signed contracts must be received by Leon County Tourism Development within 30 days of receipt of award letter.
9. Upon receipt of a standardized post event report, staff will process the grant invoice for payment.

SIGNATURE EVENT GRANT TIMELINE

	<u>Process</u>	<u>Date</u>
1.	Advertise Grant Cycle Opening/Applications Available	First Monday in May
2.	Workshop for Grant Applicants	May & June
3.	Deadline for Applications Submittal	First Monday in August
4.	Review and scoring by TDC Grants Committee	First Tuesday in September
5.	Review & Final Approval by LCTDC	First Thursday in September
6.	Funds Available – Must provide proof of paid expenses and room night/ Visitor report.	Approximately 2 weeks following submittal and approval of Post-Event Report

It is strongly encouraged for applicants to be in attendance or send a representative to the Grant Review Committee meeting.

VI. FUNDING ELIGIBILITY

The intent of the Signature Event Grant Program is to provide funding assistance for events that attract overnight visitors to Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Leon County.
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget indicating matching funds.

VII. FUNDING LEVELS AND SCORING

The TDC recommended funding levels table takes into account that other segments of the local economy such as restaurants and retail will benefit from an increase in visitation along with hotels, motels, and other tourism related businesses. In addition, the State and Leon County will benefit from the increased direct spending thereby enhancing sales and gas tax collections. Therefore, the recommended funding guidelines do not require a 1:1 return on investment with regard to the TDT. Instead, the proposed funding model is based on an approximate 1:3 return of TDT given the anticipated direct economic impact of signature events. The current TDC special events grant program also uses an approximate 1:3 formula based on a much smaller scale.

For first year events and existing events that are planning for expansion, the number of hotel room nights generated would be an estimate at the time of application. The Division of Tourism Development will direct the County's marketing research firm of record to conduct an economic impact study of each event funded under the Signature Event Grant Program. This would show the actual number of room nights generated and the economic impact of any event receiving funding under this category. This study would be used as a benchmark for consideration of future funding requests. It is recommended

A strong application will include information on similar events in similar markets as a basis for comparison.

Recommended Guidelines For Signature Event Grant Funding

Room Nights	Tourist Development Tax Generated (x 5 cents)	Economic Impact	Recommended Tourism Signature Event Funding Levels
1,500	\$7,217	\$714,596	\$15,000-30,000
3,000	\$14,435	\$1,388,307	\$30,000-50,000
5,000+	\$24,058	\$2,307,059	\$60,000+ ¹

Average Daily Rate = 96.23 in FY2016

1. Organizations are eligible for funding above \$60,000, however once recommended by the TDC it would need to be approved by the Leon County Board of County Commissioners.

The Direct Economic Impact is based on the model developed by Destination Marketing Association International that is being used as the industry standard; it also calculates local expenditures as well as those from overnight visitors.

SCORING CRITERIA

Tourism Development	• Proposal coincides with shoulder seasons or periods of low-occupancy, and has potential of generating visitation to Leon County that includes overnight stays in Leon County commercial lodging (30 points)	30
	• Proposal distinguishes the destination and elevates the appeal of Leon County. (15 points)	15
Marketing	• Proposal includes strategies for attracting visitors from in-state metro markets and the Southeast at minimum. Marketing plan is well-defined, thorough and realistic (20 points)	20
Event Evaluation	• Budget is appropriate for the event and demonstrates match funding support. (10 points)	10
	• Proposal includes goals for event and method for measuring and evaluating outcome of event. (10 points)	10
	• Proposal includes detailed plan for documenting overnight hotel stays (10 points)	10
Technical	• Quality of the grant application and all required documents were submitted. (5 points)	5
		Total Possible Points: 100

**Performance of prior event grants may impact your recommended funding level. This includes room nights generated, private funds raised, and proper logo use.*

The following formula will be used to determine the final grant amounts:

1. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
2. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
3. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90 out of 100, the percentage for Application #1 would be funded at a 90% level.

4. The grant amount allowable under the projected room nights listed in the Recommended Funding Level Table will then be multiplied by the percentage attained to determine the initial award based on the categories above. As an example, if Application #1 scored 90% and was eligible for \$50,000, the award would be for \$45,000.
5. The same process will be followed for each application and the total initial awards will be added.
6. If this recommended total amount exceeds the total budgeted for all grants, then adjustments may be made to the initial scores of all recipients on a pro-rata basis. All initial grants will be adjusted by the same pro-rata basis to determine the final grant score and award.
7. The final funding recommendation will be based on the Review Committee's discretion and the funding available.

VIII. POST EVENT REPORT

Leon County Tourism Development will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.

It is the responsibility of the event organizer to provide post event information including:

1. The names of contracted hotels used for participants and spectators
2. Room pick-ups from each contracted hotel
3. If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
4. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
5. Leon County reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**
6. A post event budget showing revenues and expenses.
7. Upon receipt of the post event report, Leon County Tourism Development will process the check request for the approved grant amount.

IX. CONCLUSION

Applicants are asked not to contact members of the TDC Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact our office at:

Brian Hickey (850) 606-2313

Summary of Festivals, Events, and Cultural Programming Grant Programs in Tallahassee - Leon County

TDC Special Event Grant - \$100,000 Program Budget

- August 1 application deadline.
- Funding must be used for a new or existing organized concert, exhibition, festival, fair, conference or celebration which would be conducted according to a prearranged schedule and be of interest to the general public, both within and outside of Leon County.
- Grant funds must *supplement* the sponsoring organization's budget.
- Grant amounts can be awarded up to \$15,000 and are on a reimbursement basis.

TDC Sports Event Grant - \$115,000 Program Budget

- August 1 application deadline for Cycle 1 and February 20th deadline for Cycle 2
- Funding must be used for a new or existing sporting event, exhibition, competition, team training, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public, both within and outside of Leon County.
- The Leon County Division of Tourism Development sports department, with support of the Tallahassee Sports Council, administers the grants program for sporting events.
- Grant funds must *supplement* the sponsoring organization's budget.
- Grant amounts can be awarded up to \$15,000 and are on a reimbursement basis.

TDC Signature Event Grant - \$300,000 Program Budget

- August 1 application deadline.
- Funding must be used for a new or existing high-visibility event, concert, exhibition, festival, or celebration which has the ability to draw overnight visitors to Leon County and offers public programming over multiple days.
- Grant funds must *supplement* the sponsoring organization's budget.
- Event must utilize a minimum of 1,500 hotel/lodging room nights in the community.
- Economic impact study will be completed by the County's marketing research firm of record.
- Grant amounts range between \$15,000 and \$60,000 and are on a reimbursement basis.

COCA Cultural Grant - \$992,440 Program Budget

- July 8 application deadline.
- Sponsoring organization must have arts and/or history as its primary purpose, a professional staff, been in existence for 3 years, and be able to show evidence of community support and attendance, as well as long-term organizational planning.
- Sponsoring organization must have a plan in place to provide for people with disabilities, including compliance with the ADA.
- Sponsoring organization must have multiple-event cultural programming that is regularly available to the public and produced throughout the year.
- Sponsoring organization must be a registered Florida not-for-profit organization and have a governing Board of Directors.

COCA Cultural Tourism Marketing Grant - \$62,550 Program Budget

- August 15 application deadline.
- Funding must be used for marketing of arts and/or cultural organizations, programs, and/or venues to residents outside of Leon County.
- Sponsoring organization must be a registered Florida not-for-profit organization, have a governing Board of Directors, and must have been providing programming for at least two fiscal years at the time of application.
- Grant amounts are \$3,000 or less.
- Sponsoring organization must have a plan in place to provide for people with disabilities, including compliance with the ADA.

COCA Cultural Facilities Grant - \$249,359 Program Budget

- April 15 application deadline.
 - Sponsoring organization must be a registered Florida not-for-profit organization and must have provided at least 3 years of year-round arts or cultural programming in Leon County at the time of application.
 - Project must be dealing with the acquisition, construction, renovation or equipping of a cultural facility in Leon County.
 - Grant amounts range between \$5,000 and \$100,000.
 - Funding request must be no more than 50% of the total eligible budget cost for the project.
-

COT Special Event Co-Sponsorship (Estimated \$125,000+ in-kind offered)

- June 3, 2016 application deadline (2-Year Cycles).
 - Event must take place on City facilities property and be open to the public with no admission/ticket fee to receive reduced fees/in-kind sponsorships.
 - Examples of in-kind support include: Electric, Water, Solid Waste, Staging, Sound/Audio, Rental Fees, Barricades, Police.
 - Special event permit is required.
 - Special Event Committee reviews applications and recommends to the City Commission which public events are to be co-sponsored
-

CRA Greater Frenchtown-Southside Promotional/Special Event Grant - \$50,000 Program Budget

- July 29 application deadline.
- Event must relate to at least one goal or objective of the Redevelopment Plan of the CRA.
- Event must be held within the boundaries of the Greater Frenchtown-Southside Redevelopment Area.
- Organization must be a registered Florida not-for-profit corporation.
- Grant amounts range between \$1,000 and \$5,000.

CRA Downtown District Promotional/Special Event Grant - \$35,000 Program

Budget

- July 29 application deadline.
- Event must relate to at least one goal or objective of the Redevelopment Plan of the CRA.
- Organization must be a registered Florida not-for-profit corporation.
- Event must be held within the Downtown District Redevelopment Area.
- Grant amounts range between \$1,000 and \$5,000.

CRA Downtown Large Event Grant - \$100,000 Program Budget

- New program in FY17 (\$25,000 remaining)
- Events must be held in the Downtown District, at Cascade Park or Kleman Plaza only.
- Events must be held on or between April 15, 2017 and September 30, 2017
- Applicants must be not-for-profit organizations and cannot be associated with a public institution (e.g., federal, state or local government or university); political organizations or religious organizations.
- The minimum grant amount will be \$10,000. The applicant will be required to demonstrate they have an equal amount of funds invested in the event. In-kind funds do not meet this requirement.
- The event must be open to the public and the majority (more than 60 percent) of the event activities must be free.
- Recipients of funds from the Downtown District's FY 2017 Promotional and Special Events Program are not eligible to apply, however recipients of grant funding from the TDC or COCA are eligible to apply.
- Preference will be given to events that are intended to attract a regional (including attendees from other states) audience, and generate hotel stays within the City of Tallahassee.

Grant Program	Application Window
TDC Signature Event Grant	May 1-August 7
TDC Special Event Grant	May 1-August 7
TDC Sport Event Grant	May 1-August 7
COCA Cultural Grant	May 2- July 8
COCA Cultural Facilities Grant	March 11-April 15
COCA Cultural Tourism Marketing Grant	July 19-August 15
CRA Promotional/Special Event Grant	July 1-July 29
COT Special Event Co-Sponsorship (bi-annual program)	June 3

Leon County Special and Signature Event Grants FY2017

Attachment #3
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Grant Program	Organization	Name of Event	Event Date or Program Year	Est. Visitors	Est. Room Nights	Request Amount	Award Amount
Special Event	Design Week	Design Week Tallahassee	10/16/2016 - 10/22/2016	30	32	\$1,200	\$900
Special Event	Florida Association of School Administrators	Advocate '17'	1/23/2017-1/25/2017	100	200	\$2,200	\$2,200
Special Event	FSU/National Magnet High Field Laboratory	Theory Winter School 2017 Workshop	1/9/2017 - 1/13/2017	100	300	\$6,000	\$6,000
Special Event	Friends of the Museum of Florida History	Florida History Day State Competition	4/30/2017-5/2/2017	2,200	1,100	\$8,060	\$9,000
Special Event	FSU Alumni Association	FSU Homecoming Parade	10/14/2016	30	3	\$1,200	\$900
Special Event	FSU Alumni Association	Class of 1966 Emeritus Alumni Society Induction	10/13/2016-10/16/2016	50	90	\$1,000	\$1,000
Special Event	FSU Center for Leadership and Social Change	Southeast PeaceJam Public Talk and Youth Conference	3/24/2017-3/26/2017	500	350	\$4,200	\$4,200
Special Event	FSU Flying High Circus	2017 Spring Home Show Series	3/31/2017-4/15/2017	1,000	500	\$5,000	\$5,000
Special Event	John G. Riley Center Museum	Connecting The Dots Annual Florida Heritage Tour	5/17/2017-5/20/2017	200	200	\$4,499	\$4,499
Special Event	Tallahassee Latin Dance Festival LLC	Tallahassee Latin Dance Festival	6/2/2017-6/5/2017	200	60	\$1,200	\$1,200
Special Event	LeMoyne Art Foundation	LeMoyne Chain of Parks Art Festival	4/15/2017-4/16/2017	4,583	1,260	\$20,000	\$14,500
Special Event	National High Magnetic Field Laboratory	MagLab 2017 Open House	2/25/2017	150	50	\$1,200	\$1,200
Special Event	Natural Bridge Historical Society	40th Annual Reenactment of the Battle of Natural Bridge	3/3/2017-3/5/2017	960	500	\$4,500	\$3,901
Special Event	Ochlockonee River Kennel Club	AKC Dog Show-2017 North Florida Classic Cluster	2/21/2017-2/26/2017	500	1,750	\$7,000	\$7,000
Special Event	Southern Shakespeare Company	Southern Shakespeare Festival	5/12/2017-5/14/2017	800	250	\$16,500	\$13,500
Special Event	Tallahassee Irish Society	Tallahassee Irish Society St. Patrick's Festival	3/11/2017	80	120	\$1,500	\$1,500
Special Event	United Way of Florida	Florida Senior Day	3/28/2017-3/29/2017	1,500	750	\$6,500	\$3,500
Special Event	United Way of Florida	Children's Week	3/26/2017-3/31/2017	2,000	1,100	\$10,000	\$0
Special Event	Madison Social and Tallahassee Brew District	Florida Tap Invitational	9/15/2017-9/16/2017	2,000	1,000	\$12,500	\$12,500
Special Event	Florida Agriculture and Mechanical University	FAMU Harambee Festival	2/25/2017-2/25/2017	2,000	135		\$2,500
			Total Special Event Grant Awards:				\$95,000
Signature Event	Springtime Tallahassee	Springtime Tallahassee	3/31/2017-4/1/2016	27,500	8,500	\$60,000	\$60,000
Signature Event	Florida Jazz and Blues Festival, Inc.	Florida Jazz and Blues Festival	9/22/2016-9/24/2016	2,000	1,500	\$50,000	\$45,000
Signature Event	Market Days	Market Days	12/3/2016-12/4/2016	4,071	3,650	\$50,000	\$50,000
Signature Event	Red Hills Horse Trials	Red Hills Horse Trials	3/9/2017-3/12/2017	1,000	4,000	\$60,000	\$60,000
Signature Event	Florida Liftest, Inc.	Word of South	4/7/2017-4/9/2017	6,000	3,000	\$50,000	\$45,000
Signature Event	Florida State Athletics	Doak After Dark 2	4/29/2017-4/29/2017	1,000	15,000	\$40,000	\$40,000
			Total Signature Event Grant Awards:				\$300,000

**Leon County Sports Event Grants
FY 2017**

Attachment #3
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Organization	Event Name	Start Date	End Date	Est. Visitors	Est. Room	Requested	Recommend
ATAC	ATAC Mac Crutchfield Short Course Invitational Swim Meet	1/20/2017	1/22/2017	500	200	\$ 1,500	\$ 1,250
ATAC	ATAC Long Course Invitational Swim Meet	6/22/2017	6/25/2017	1,500	300	\$ 2,500	\$ 2,000
ATAC	Area I-IV Florida Assoc. Swimming Championships	7/29/2017	7/30/2017	200	150	\$ 750	\$ 500
Big Shots Florida	Big Shots Tallahassee	4/1/2017	4/2/2017	400	310	\$ 2,000	\$ 1,000
Big Shots Florida	Big Shots Capital City Showcase	4/21/2017	4/23/2017	360	170	\$ 2,300	\$ 1,250
Comets Basketball	Comets Round Robin	3/18/2016	3/18/2016	95	28	\$ 500	\$ 250
Comets Basketball	Comets Spring Shoot-Out	4/8/2016	4/10/2016	178	62	\$ 750	\$ 500
Comets Basketball	Comets Take Charge-Breast Cancer Awareness	4/21/2017	4/23/2017	152	51	\$ 400	\$ 400
Comets Basketball	Comets Summer Xplosion	5/5/2017	5/7/2017	213	71	\$ 500	\$ 500
Comets Basketball	Comets Challenge	5/12/2017	5/13/2017	110	32	\$ 500	\$ 400
Comets Basketball	Comets Jamboree	6/16/2017	6/18/2017	115	32	\$ 500	\$ 400
Comets Basketball	Comets Big Bend Showdown	7/21/2017	7/23/2017	280	83	\$ 1,000	\$ 750
Comets Basketball	Comets Tournament of Champions	8/4/2017	8/6/2017	110	64	\$ 400	\$ 400
Comets Basketball	3 on 3 Basketball Tournament	9/15/2017	9/17/2017	71	24	\$ 400	\$ 250
Florida State University Women's Golf	Florida State Match Up	2/9/2017	2/12/2017	130	171	\$ 2,399	\$ 2,000
Florida State University Men's Golf	Seminole Intercollegiate	3/9/2017	3/10/2017	165	241	\$ 2,400	\$ 2,000
FSU Equestrian/Intercollegiate Horse Show	FSU Equestrian Hunt Seat Horseshow	10/8/2016	10/9/2016	300	250	\$ 2,500	\$ 1,500
FSU Equestrian/Intercollegiate Horse Show	FSU Western Show	2/4/2017	2/5/2017	150	50	\$ 1,200	\$ 1,200
Florida State University Track & Field	FSU Relays	3/24/2017	3/26/2017	1,000	2,000	\$ 7,000	\$ 5,000
Florida State University Track & Field	Seminole Twilight Invitational	5/5/2017	5/5/2017	400	200	\$ 1,200	\$ 500
Gym Force Gymnastics Booster Club	1st Annual Girls AAU North Florida Qualifier	1/20/2017	1/22/2017	460	150	\$ 2,400	\$ 1,800
Gym Force Gymnastics Booster Club	18th Annual Gym Force Classic	2/24/2017	2/26/2017	1,600	350	\$ 3,500	\$ 1,800
Gulf Winds Track Club	Swamp Forest Trail Marathon & Half Marathon	1/7/2017	1/7/2017	25	40	\$ 500	\$ 500
Gulf Winds Track Club	Tallahassee Marathon	2/4/2017	2/5/2017	940	468	\$ 10,000	\$ 6,000
Lincoln High School	Capital City Classic	12/9/2016	12/10/2016	1,400	300	\$ 2,500	\$ 1,200
Lincoln High School	Trojan Invite	1/14/2017	1/14/2017	380	90	\$ 1,000	\$ 500
Lincoln High School/ Chiles High School	FHSAA 2A Region 1 Wrestling Tournament	2/24/2017	2/25/2017	1,300	600	\$ 2,500	\$ 2,500
North Florida School of Aikido	North Florida School of Aikido Annual Seminar	3/24/2017	3/26/2017	30	40	\$ 1,200	\$ 600
North Florida School of Aikido	North Florida School of Aikido Weapons w/ Melissa Bell Sensei	6/9/2017	6/11/2017	25	30	\$ 1,200	\$ 500
Prostyle Tallahassee Volleyball	4th Annual Tallahassee Invitational	2/4/2017	2/5/2017	5,000	1,500	\$ 15,000	\$ 10,000
Prostyle Tallahassee Volleyball	Battle of the Borders Volleyball Tournament	9/22/2017	9/23/2017	750	300	\$ 2,500	\$ 1,000
Tallahassee Community College Athletics	Tallahassee Community College Seal Financial Tip-Off Classic	11/4/2016	11/5/2016	100	50	\$ 1,200	\$ 500
Tallahassee Community College Athletics	Tallahassee Community College Capital Courtyard Women's Basketball Classic	11/17/2016	11/19/2016	200	200	\$ 1,500	\$ 1,200
Tallahassee Community College Athletics	Tallahassee Community College Men's Holiday Classic	12/29/2016	12/30/2016	66	40	\$ 1,200	\$ 1,000
Tallahassee Community College Athletics	Tallahassee Community College Womens Holiday Classic	12/29/2016	12/30/2016	66	40	\$ 1,200	\$ 1,000
Trousdell Gymnastics Center Staff and Boosters	Canopy Roads Classic	10/8/2016	10/9/2016	170	60	\$ 1,000	\$ 1,000
TGC Boosters	Capital City Cup-Gymnastics	2/4/2017	2/5/2017	150	150	\$ 1,000	\$ 800
FSU Men's Tennis	2016 ITA Regional Championship	10/20/2016	10/24/2016	500	250	\$ 2,500	\$ 1,200

**Leon County Sports Event Grants
FY 2017**

Attachment #3
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Florida Athletic Coaches Association	FACA Cross Country All Star Classic	11/18/2016	11/19/2016	250	60	\$ 1,000	\$ 1,000
Leon/Rickards High School	2016 Leon/Rickards Fast Break Basketball Thanksgiving Invitational	11/25/2016	11/26/2016	100	20	\$ 1,000	\$ 1,000
Maclay School	Maclay Soccer Invitational Tournament	12/2/2016	12/3/2016	600	200	\$ 2,000	\$ 2,000
Capital City Classic	Capital City Classic Basketball Tournament	12/21/2016	12/22/2016	200	110	\$ 5,000	\$ 2,500
Lawton Chiles High School - JV Boys Soccer	Capital City Classic - JV boys soccer tournament	1/6/2017	1/7/2017	200	60	\$ 1,200	\$ 600
Inspire Group	Inspire MLK Basketball Invitational Tournament	1/20/2017	1/22/2017	375	180	\$ 5,000	\$ 2,500
FSU Club Cheer: Garnet Girls	Seminole Showdown	2/18/2017	2/19/2017	200	100	\$ 2,500	\$ 2,000
Warner Sports Promotions	ASG President's Day Invitational	2/18/2017	2/19/2017	2,500	1,296	\$ 10,000	\$ 8,000
Men's Ultimate Frisbee	Tally Classic	3/4/2017	3/5/2017	1,500	400	\$ 3,000	\$ 2,000
Red Hills Coaching & Triathlon	Red Hills Triathlon	3/25/2017	3/25/2017	100	25	\$ 1,000	\$ 500
City of Tallahassee & Friends of Parks Foundation (FOOP)	2017 Tallahassee Open Disc Golf Tournament	4/9/2017	4/9/2017	240	120	\$ 700	\$ 700
Florida Disabled Outdoors Association	SportsAbility	4/6/2017	4/8/2017	200	175	\$ 2,000	\$ 2,000
Tallahassee Tottenham Hotspur Futbol Club	Florida State Invitational Tournament	4/7/2017	4/9/2017	3,400	2,400	\$ 20,000	\$ 17,000
TMH Foundation	USTA Tallahassee Tennis Challenger	4/22/2017	4/29/2017	300	340	\$ 5,835	\$ 4,500
Tallahassee Memorial HealthCare (TMH)	The Ride for Hope	6/9/2017	6/10/2017	200	30	\$ 500	\$ 500
Lincoln Center Foundation	Victory Is My Destiny	7/22/2017	7/22/2017	120	60	\$ 1,500	\$ 1,000
City of Tallahassee PRNA Tennis Division	2017 North Florida Junior Designated	7/22/2017	7/24/2017	500	400	\$ 7,000	\$ 6,000
Total Sports Event Granted as of 1/20/2017:						\$	108,950

FY17 COCA Cultural Grant Program
Recommended grant awards (TDT funding)
(as of August 30, 2016)

Application #	Organization	Project Name	Final Funding Amount (Recommended)
CG2017-0601	Mickee Faust (1)	Spring Cabaret	\$5,032.00
CG2017-0602	Mickee Faust (2)	Queer as Faust Festival	\$5,420.00
CG2017-0401	Tallahassee Film Society (1)	World Lens	\$3,550.00
CG2017-1102	Tallahassee Community Chorus (2)	Unity Concert	\$4,000.00
CG2017-0402	Tallahassee Film Society (2)	Florida Animation Festival	\$3,250.00
CG2017-0302	Tallahassee Civic Chorale (2)	Global Music	\$2,700.00
CG2017-0301	Tallahassee Civic Chorale (1)	Snow Angel	\$2,700.00
CG2017-0201	Theatre with a Mission	Loco for Love 2.0	\$5,175.00
CG2017-2301	Tallahassee Museum (1)	Collections, Research and Exhibitions	\$199,938.00
CG2017-2302	Tallahassee Museum (2)	Education and Cultural Events	\$125,062.00
CG2017-2201	Challenger Learning Center (1)	STEAMming	\$27,439.00
CG2017-1202	Tallahassee Youth Orchestra (2)	Zwilich Youth Ballet Commission and Premiere	\$8,000.00
CG2017-1601	John G. Riley Center and Museum (1)	FAAHPN Conference	\$31,900.00
CG2017-1702	Young Actors Theatre (2)	Mainstage Season	\$25,500.00
CG2017-2202	Challenger Learning Center (2)	Imax and Planetarium Programming	\$74,154.00
CG2017-2101	Tallahassee Ballet (1)	Season Programming and Professional Workshops	\$58,423.00

FY 17 COCA Cultural Grant Program
Recommended grant awards (general revenue funding)
(as of August 30, 2016)

Application #	Organization	Project Name	Final Funding Amount (Recommended)
CG2017-1502	Theatre Tallahassee (2)	Education Program	\$6,500.00
CG2017-0502	Tallahassee Bach Parley (2)	Kids Go for B'roque	\$1,000.00
CG2017-0702	621 Gallery (2)	Programs	\$3,637.80
CG2017-2102	Tallahassee Ballet (2)	Community Outreach and Education	\$24,000.00
CG2017-1701	Young Actors Theatre (1)	Community Outreach	\$39,500.00
CG2017-1302	Artist Series of Tallahassee (2)	Artist in Residence Program	\$8,490.00
CG2017-1201	Tallahassee Youth Orchestra (1)	Youth Ensemble Rehearsals and Performances	\$20,500.00
CG2017-1001	FSU Opera	Opera Outreach Schools Project	\$14,000.00
CG2017-1402	African Carribean Dance Theater (2)	Year Round Programs	\$17,816.00
CG2017-2002	Tallahassee Symphony Orchestra (2)	Outreach and Engagement Concerts	\$6,050.00
TOTAL			\$141,493.80

FY16 COCA Cultural Facilities Matching Grant Program
Funding Recommendations

(*Utilizing funds from FY15 TDT Collections)

<u>Organization</u>	<u>Project</u>	<u>Recommended Funding</u>
Challenger Learning Center	STEAM Laboratories	\$ 56,875.00
<i>to construct two additional classroom spaces to conduct STEAM (science, technology, engineering, arts and mathamatics) programming</i>		
Goodwood Museum and Gardens	Rough House Restoration and Renovation	\$ 100,000.00
<i>to restore the exterior and rehabilitate the interior of the historic Rough House Cottage</i>		
LeMoyne Center for the Visual Arts	repairs to Meginnis-Munroe House	\$ 92,484.00
<i>to repair the exterior of the historic Meginnis-Monroe House</i>		
Total Recommended Funding		\$ 249,359.00

FY17 Cultural Tourism Marketing Grant Panel Meeting

Application #	Organization	recommended grant funding amount	
MG2017-12	Opening Nights	\$ 3,000.00	to purchase social media advertisements to promote the 2016-17 Opening Nights season of performances.
MG2017-06	FSU Challenger Center	\$ 3,000.00	to redesign the Challenger Learning Center website and to purchase online, SEM advertisements.
MG2017-03	Artist Series of Tallahassee	\$ 3,000.00	to purchase email, social media and radio advertisements to promote the Artist Series' 2016-17 season.
MG2017-10	LeMoyne Center for the Visual Arts	\$ 3,000.00	to produce a Youtube video advertisement campaign to promote the LeMoyne Center.
MG2017-08	Goodwood Museum and Gardens	\$ 3,000.00	to redesign and rebuild the Goodwood Museum website.
MG2017-18	Tallahassee Museum	\$ 3,000.00	to promote the 2nd Annual Tallahassee Songwriters Festival out of market.
MG2017-19	Tallahassee Symphony Orchestra	\$ 3,000.00	to publish full-page promotional advertisements for the Fy16-17 season in Tallahassee Magazine.
MG2017-04	Asian Coalition	\$ 3,000.00	to rebuild website and purchase social media advertisements to promote the 2017 Asian Festival.
MG2017-14	Tallahassee Bach Parley	\$ 3,000.00	to purchase radio, social media and direct mail campaign to promote Tallahassee Bach Parley outside of market.
MG2017-07	FSU Museum of Fine Arts	\$ 3,000.00	to purchase social media advertisements to promote all of the 2016-17 exhibit schedule.
MG2017-11	Mickee Faust	\$ 3,000.00	to advertise Mickee Faust Cabaret performances in newspapers outside of the local market
MG2017-13	Southern Shakespeare Company	\$ 3,000.00	to purchase radio advertisements to promote the Southern Shakespeare Festival.
MG2017-16	Tallahassee Civic Chorale	\$ 3,000.00	website redesign and enhancement as well as out-of-market newspaper, radio and social media advertising
MG2017-22	Word of South	\$ 3,000.00	to purchase social media advertising to promote the Word of South Festival.
MG2017-21	Theatre Tallahassee	\$ 3,000.00	to purchase radio, tv and social media advertisements to promote a concert as part of the 2016-17 season.
MG2017-01	621 Gallery	\$ 2,700.00	to redesign website and logo for 621 Gallery.
MG2017-02	African Caribbean Dance Theatre	\$ 2,700.00	to purchase radio promotions to promote the FADF as well as for website maintenance and development.
MG2017-05	Capital Chordsmen	\$ 1,350.00	to purchase out of market newspaper advertisements to promote 2016-17 Capital Chordsman concerts.
MG2017-09	John G. Riley Center and Museum	\$ 2,700.00	to purchase social media advertisements to promote the FAAHPN Conference.
MG2017-15	Tallahassee Ballet	\$ 2,700.00	to purchase a direct mailing campaign to promote the 2016 production of <i>The Nutcracker</i> .
MG2017-17	Tallahassee Community Choir	\$ 2,700.00	to update and enhance website and some out of market advertising for TCC 2016-17 performances.
MG2017-20	Theatre with a Mission	\$ 2,700.00	to promote the Historic Spanish/Indian Wedding and the Premiere of <i>Loco for Love</i> outside of Leon County
		\$ 62,550.00	