



Grant Review Score Sheet

Grant Reviewer: _____

Name of Event: _____

Event Date: _____

Rating Criteria		Scores	
Room Night Generation and Visitor Appeal	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating visitation to Tallahassee/Leon County overnight lodging. Event does not occur during peak visitor periods as defined in the grant policies. (30 points)	30	
	Event proposal includes detailed plan for documenting overnight hotel stays. (15 points)	15	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Event Description, Sustainability, and Public Health/Safety Plan	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event plan to address public health/safety is included and addresses allowable crowd size and public gathering regulations; demonstrates appropriate social distancing and sanitation practices consistent with CDC guidance, including the use of masks; and includes strategies to maintain healthy environments and operations for all event staff and attendees. (10 points)	10	
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (15 points)	15	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Special Event Funding Levels
< 100	\$ 0 – 1,499
100 – 199	\$1,500 – 2,999
200 - 499	\$3,000 – 5,999
500 – 1,000	\$6,000 – 9,999
1,001 – 1,499	\$10,000 – 15,000

* 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.