



Visit
Tallahassee

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Leon County Division of Tourism

2021 Event Grant Process

NEW FOR FY2021 GRANT CYCLE

- 1. COVID-19 Health and Hygiene Plan Requirements**
- 2. Zengine[®] by Wizehive Online Application Process**
- 3. Workshop Attendance Requirement**
- 4. Event Cancellation Timeframe**

NEW COVID-19 UPDATES FOR FY2021 GRANT CYCLE

In its ongoing efforts to promote safe visitation to the area, the Leon County Division of Tourism grant program will financially assist events that support the local economy and implement CDC guidelines in accordance with Leon County's Response and Reopening Plan.

Per the annual nature of this grant cycle, applications are in anticipation of better future conditions that would allow these events to occur. New to the grants program this year, the event must comply with allowable crowd size and public gathering regulations as outlined by state and local government and implement social distancing and hygiene practices consistent with CDC guidance. The applicant must also provide information on how the event will address safety and public health for all event staff, vendors and attendees.

All applicants are required to attend or watch one of three online workshops scheduled for July 30 at 3 p.m., Aug. 11 at 3 p.m. and Aug. 18 at 10 a.m. A recording of the workshop will be made available on the Visit Tallahassee website for those who are unable to attend during the scheduled live sessions.

Grant Application and Award Process



Grant Process Timeline

Process	Date
Advertise Grant Cycle Opening/Applications Available	July 27, 2020
LIVE Workshop for Grant Applicants via Zoom video meeting <i>If you are unable to attend a live session, a recording of the meeting will be available to view on the VisitTallahassee.com/Grants website</i>	Thursday, July 30 at 3 p.m. Tuesday, August 11 at 3 p.m. Tuesday, August 18 at 10 a.m.
Deadline for Applications Submittal	August 25, 2020
Review by Advisory Committees -TDC Grant Review Committee	TBA
Review & Final Approval by TDC	First Thursday in September
Funds Available – Must provide a completed post event report including but not limited to proof of paid expenses and room night/ visitor report .	Approximately 2 weeks following submittal and approval of completed Post-Event Report

Application Rating Criteria

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
	NEW FOR FY2021: Event plan to address public health/safety is included and addresses allowable crowd size and public gathering regulations; demonstrates appropriate social distancing and hygiene 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

COCA Policy

Applications receiving grant funds from the Council on Culture and Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make a request to the TDC in addition to a COCA request, but it must be for a different event or activity.

-Approved by the TDC, 5/3/2012

Available Grant Funds

Signature/Emerging Signature Events

\$110,000

Sports Events

\$60,000

Special Events

\$40,000

Funding Levels

Special & Sports Events	
Estimated Room Nights	Funding Range
Less than 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

Signature Events	
Estimated Room Nights	Funding Range
1,250 - 1,499 <i>Emerging Signature Event</i>	Funding level to be determined by review committee
1,500 - 1,999	\$15,000 - \$25,999
2,000 - 2,999	\$26,000 - \$37,999
3,000 - 3,999	\$38,000 - \$49,999
4,000 - 5,000	\$50,000 - \$59,999

Emerging Signature Events

An “Emerging Signature Event” is: When an existing event meets the definition of a Signature Event, yet estimates only generating between 1,250 – 1,499 room nights, and historically generates near that amount, the event may apply to be considered to be designated as an “Emerging Signature Event” - that may be eligible for increased funding and marketing support from the Leon County Division of Tourism / Visit Tallahassee.

(For complete explanation refer to grant guidelines and policies.)

Grant Request Amount Matching Funds Policy

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.

Approved Logo Use

The combined Leon County/Visit Tallahassee logo must be included on all printed and online promotional materials for the event. This includes 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 to assure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Tourism/Visit Tallahassee is 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 do not receive prior approval for correct logo use.



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Grant Information is Located at VisitTallahassee.com/Grants



The screenshot shows the Visit Tallahassee website header with the logo and navigation links: FIND A TRAIL | SPORTS TOURISM | SEASONED LOCAL | MEETINGS & GROUPS. Below the header, the main content area features the title "Leon County Tourism Grant Program" in a large, dark blue serif font. Underneath the title, there is a section titled "NEW COVID-19 UPDATES FOR FY2021 GRANT CYCLE" in bold. The text below this section describes the grant program's purpose and provides details about the application process, including workshops and a recording. At the bottom of the page, there are two buttons: "REVIEW NEW GUIDELINES >" and "APPLY NOW >".

Visit Tallahassee
A Division of Leon County

FIND A TRAIL | SPORTS TOURISM | SEASONED LOCAL | MEETINGS & GROUPS

EVENTS THINGS TO DO EAT & DRINK STAY

Search

Leon County Tourism Grant Program

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[REVIEW NEW GUIDELINES >](#) [APPLY NOW >](#)

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In addition to the online application the following support materials are available for download:

- Policies and Procedures
- Important dates and deadlines
- Downloadable Forms including checklists, budget templates, visitor tracking forms and marketing information.
- Recordings of Grant Workshops

NEW for 2021: Online Application by Wizehive



Visit Tallahassee

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The Leon County Division of Tourism (Visit Tallahassee) annually funds groups and organizations that coordinate events with a history of (or significant potential for) attracting visitors to the area who stay overnight in commercial lodging. The 2020-2021 Leon County Tourism/Visit Tallahassee grant application cycle for Signature, Special and Sporting events is open. Organizations hosting events that bring overnight visitors to the community from Oct. 1, 2020 - Sept. 30, 2021 are eligible to apply.

Sign In/Sign Up Instructions

For New Users:

By clicking **Sign Up**, you will be prompted to enter your email address and create a password. Once you have chosen your password, your account will be created and you will gain access to the portal.


For Returning Users:

Sign into the portal using the email address and the password you created when you originally signed up for the portal. If you have forgotten your password, click **"Forgot your password?"** and follow the prompts to reset your password.

Sign In

Email

Password




[Forgot your password?](#)

[Log In](#)

Need an Account?


[Sign Up](#)



Privacy - Terms

NEW for 2021:

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[← Return to Login](#)

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Sign Up

Enter an email address and choose a password to create a new account.

Email


Password

- ✔ Must contain at least one lowercase letter
- ✔ Must contain at least one uppercase letter
- ✔ Must contain one number
- ✔ Must be between 8 and 32 characters
- ✔ Must not be an email address

Confirm password

✔ Passwords must match

Sign Up



[Privacy](#) • [Terms](#)

NEW for 2021: Online Application by Wizehive



Visit
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Homepage

Welcome, [scott.lindeman@visittallahassee.com](#) ⚙️

Please click "**+Create a Profile to Get Started**" to begin. You can always edit your Profile by clicking "Edit". You can always view your Profile by clicking "View".

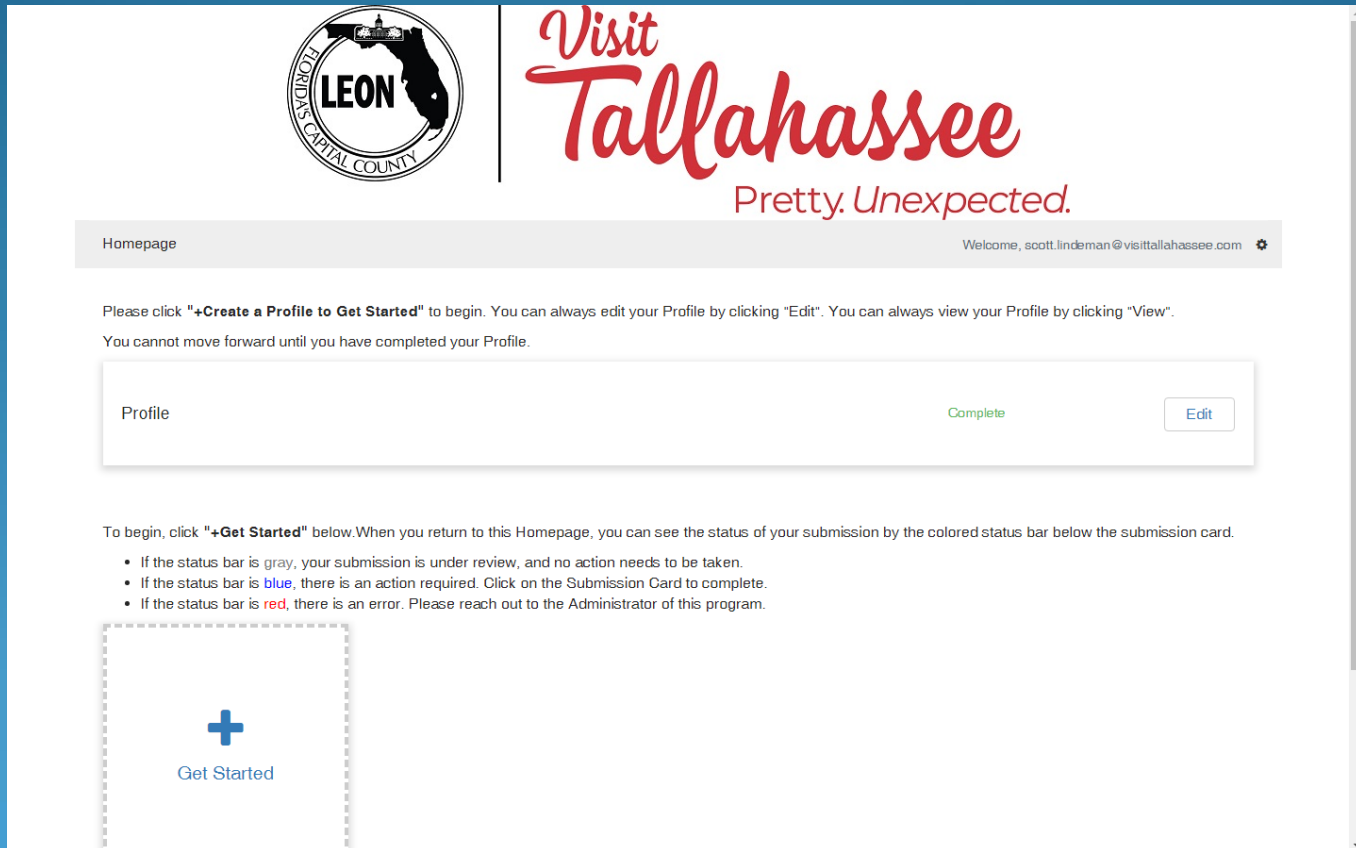
You cannot move forward until you have completed your Profile.

[Create a Profile to Get Started](#)


POWERED BY
wizehive


NEW for 2021:

Online Application by Wizehive



The screenshot shows the homepage of the Visit Tallahassee online application. At the top left is the Leon County logo, which is a circular seal with 'LEON' in the center and 'FLORIDA'S CAPITAL COUNTY' around the perimeter. To the right of the logo is the 'Visit Tallahassee' logo in a red script font, with the tagline 'Pretty. Unexpected.' in a smaller red font below it. Below the logos is a navigation bar with 'Homepage' on the left and a welcome message 'Welcome, scott.lindeman@visittallahassee.com' with a settings gear icon on the right. The main content area contains instructions: 'Please click "+Create a Profile to Get Started"' to begin. You can always edit your Profile by clicking "Edit". You can always view your Profile by clicking "View". You cannot move forward until you have completed your Profile.' Below this is a 'Profile' card with a green 'Complete' button and a blue 'Edit' button. Further down, it says 'To begin, click "+Get Started" below. When you return to this Homepage, you can see the status of your submission by the colored status bar below the submission card.' followed by a bulleted list: '• If the status bar is gray, your submission is under review, and no action needs to be taken.' '• If the status bar is blue, there is an action required. Click on the Submission Card to complete.' '• If the status bar is red, there is an error. Please reach out to the Administrator of this program.' At the bottom is a large dashed box containing a blue plus sign and the text 'Get Started'.

 **Visit Tallahassee**
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Homepage Welcome, scott.lindeman@visittallahassee.com 

Please click **"[+Create a Profile to Get Started](#)"** to begin. You can always edit your Profile by clicking "Edit". You can always view your Profile by clicking "View".
You cannot move forward until you have completed your Profile.

Profile Complete [Edit](#)


To begin, click **"[+Get Started](#)"** below. When you return to this Homepage, you can see the status of your submission by the colored status bar below the submission card.

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Get Started

NEW for 2021:

Online Application by Wizehive



Visit Tallahassee

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Homepage > Untitled

Welcome, scott.lindeman@visittallahassee.com

Untitled

Order by: Newest to Oldest

The newest steps will always be first. You can view your previous steps by clicking the "View" button.

When you have completed all steps, it will no longer state "Action Required" but "Complete". The "Submit" button will turn green, which indicates that you can now submit.

Application

When every step in this submission is complete, the "Submit" button to the right will become green and clickable.

The submission is not fully submitted until you click the green "Submit" button. Once you click "Submit" the submission will no longer be editable.

There are 27 days remaining to submit this.

Submit

Application

If you have not started, please click the "Open" button to the right.

If you have already started, please click the "Open" button to the right to continue.

If you have completed and would like to view or print, please click the "Edit" button to the right.

Action Required

Open

Required Review Materials

Prior to submitting your application, please review the policies and acknowledge that you've

Action Required

Open

Grant Funding Agreement

- Once approved, all grantees are required to sign a Grant Funding Agreement.
- This agreement will be sent to grantees via email.
- Three original copies of the Grant Funding Agreement must be signed by the grantee and a witness and returned to Visit Tallahassee by November 1, 2020. (To clearly show that they are original signatures, please sign in blue ink).
- Grant Funding Agreement requirements are detailed on the Grants Checklist.
- A completed Grant Funding Agreement is a requirement to receive funding.
- Workshops addressing contract questions and opportunities to sign contracts with a notary signature (if you do not have someone to serve as witness) will be available at the Visit Tallahassee offices in October, 2020. Specific dates will be announced via email.

Grant Implementation Workshop

Applicants who are awarded funding will be invited to attend a virtual Grant Implementation Workshop to walk through all of the requirements for funding awards and reimbursement.

These requirements are also listed in the grant guidelines which may be accessed at VisitTallahassee.com/Grants.

QUESTIONS?

THANK YOU FOR ATTENDING



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