



FY21 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 to generate visitation to Tallahassee/Leon County overnight lodging. Event does not occur during peak visitor periods as defined in the grant guidelines. (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 details 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 and Sports 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 |

| Room Nights | Recommended Tourism Signature/Emerging Signature Event Funding Levels |
|----------------|---|
| 1,250 – 1,499 | \$10,000 – 14,999 |
| 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 |