



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