



# Tourism Event Grants Quick Reference Guide

## To Receive Tourism Event Grant Funding, Event(s) Must:

- Take place between October 1, 2022, and September 30, 2023
- Comply with Section 125.0104, *Florida Statutes* for the utilization of Tourist Development Tax funds.
- Have the potential to bring in overnight visitors.
- Demonstrate out of area marketing activities.
- Not take place during a peak time.

## 2023 Grant Cycle Timeline – Key Dates

PROCESS	DATE
Grant Cycle Opening/Applications Available	July 14, 2022
Workshop for Grant Applicants <i>A recording of the July 26 meeting will be available at VisitTallahassee.com/Grants</i>	Tuesday, July 26 at 3 p.m. Thursday, August 4 at 10 a.m. Monday, August 8 at 2 p.m.
<b>Deadline for Application Submittal</b>	<b>August 12, 2022, at 5 p.m.</b>
TDC Grant Review Committee Public Meeting <i>*Applicants Strongly Encouraged to Attend*</i>	Thursday, September 8, 2022 at 10 a.m.
Review & Final Approval by TDC	Friday, September 16, 2022

## Application Scoring Criteria

<b>Room Night Generation and Visitor Appeal</b>	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating visitation to Tallahassee/Leon County overnight lodging. Event occurs during non-peak visitor periods.	<b>30</b>
	Event proposal includes detailed plan for documenting overnight hotel stays.	<b>15</b>
	Event distinguishes the destination and elevates the appeal of Leon County.	<b>10</b>
<b>Description, Sustainability, and Public Health / Safety Plan</b>	Event description includes goals for event and a statement of sustainability and growth.	<b>10</b>
	Event plan to address public health/safety is included with strategies to maintain healthy environments and operations for event staff and attendees.	<b>10</b>
<b>Event Funding Need and Budget</b>	An appropriate statement of need for funding and a complete budget are included for the event.	<b>10</b>
<b>Marketing Plan</b>	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic.	<b>15</b>
<b>TOTAL POSSIBLE POINTS:</b>		<b>100</b>

## Peak Dates Ineligible for Grant Funding

DATE	EVENT
Sept. 30 – Oct. 1, 2022	FAMU vs. Mississippi Valley State FSU vs. Wake Forest (Homecoming)
October 15, 2022	FSU vs. Clemson
October 29, 2022	FAMU vs. University of Arkansas – Pine Bluff (Homecoming) FSU vs. Georgia Tech
November 25, 2022	FSU vs. Florida
December 9 – 10, 2022	FAMU & FSU Winter Commencement
March 7 to May 5, 2023	Florida Legislative Session (Monday-Thursday)
May 6, 2023	FAMU & FSU Spring Commencement

## 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/EMERGING 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