



FY23/24 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	0
	Event proposal includes detailed plan for documenting overnight hotel stays. (15 points)	15	0
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	0
Event Description, Sustainability, and Public Health/Safety Plan	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	0
	Event plan to address public health/safety is included and details strategies to maintain healthy environments and operations for all event staff and attendees. (5 points)	5	0
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget is included for the event. (10 points)	10	0
Bicentennial Branding	Inclusion of Bicentennial Anniversary logo/URL and/or including Bicentennial programming as part of the event. (5 points)	5	0
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	0
Total possible points:		100	0

Anticipated Room Nights: _____

Funding Amount Requested: _____

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