



Tourism Event Grants Quick Reference Guide

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

- Take place between October 1, 2023 and September 30, 2024
- 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.

In 2024, Tallahassee/Leon County will commemorate and celebrate its 200-year anniversary. Applicants are strongly encouraged to include the Bicentennial anniversary into their event to help increase the awareness either through inclusion of the Bicentennial logo/URL and/or including Bicentennial programming.

FY2024 Grant Cycle Timeline – Key Dates

PROCESS	DATE
Grant Cycle Opening/Applications Available	June 28, 2023
Workshop for Grant Applicants <i>A recording of the July 10 meeting will be available at VisitTallahassee.com/Grants</i>	Monday, July 10 at 2 p.m. (Zoom) Thursday, July 13 at 4 p.m. (In-Person) Tuesday, July 19 at 11:30 a.m. (Zoom)
Deadline for Application Submittal	July 28, 2023, at 5 p.m.
TDC Grant Review Committee Public Meeting <i>*Applicants Strongly Encouraged to Attend*</i>	Tuesday, August 29, 2023 at 10 a.m.
Review & Final Approval by TDC	Thursday, September 14, 2023



Peak Dates Ineligible for Grant Funding

DATE	EVENT
October 6-7, 2023	FSU Football Game (Parents Weekend)
October 27-28, 2023	FAMU Football Game (Homecoming)
November 10-11, 2023	FSU and FAMU Football Games
December 15, 2023	FAMU & FSU Fall Commencement
January 9 – March 11, 2024	Florida Legislative Session (Monday-Thursday)
May 3-4, 2024	FAMU & FSU Spring Commencement

Application Scoring 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 occurs during non-peak visitor periods.	30
	Event proposal includes detailed plan for documenting overnight hotel stays.	15
	Event distinguishes the destination and elevates the appeal of Leon County.	10
Description, Sustainability, and Public Health / Safety Plan	Event description includes goals for event and a statement of sustainability and growth.	10
	Event plan to address public health/safety is included with strategies to maintain healthy environments and operations for event staff and attendees.	5
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event.	10
Bicentennial Branding	Inclusion of Bicentennial Anniversary logo/URL and/or inclusion of Bicentennial programming as part of the event.	5
Marketing Plan	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic.	15
TOTAL POSSIBLE POINTS:		100

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