



Grant Review Score Sheet

Name of Event: _____

Special Event

Event Date: _____

Grant Reviewer: _____

Rating Criteria		Scores	
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 during need periods. Event does not occur during peak visitor periods as defined in the grant policies. (30 points)	30	
	Event Proposal includes detailed plan for documenting overnight hotel stays. (25 points)	25	
Description, Sustainability	Event description includes goals for event and a statement of sustainability and growth. (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 must include that at least 20% of the budget will be spent on out-of-market advertising and the plan shall be well defined thorough and realistic. (25 points)	25	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Special Event Funding Levels
Less than 100	\$0 - \$2,999
100 – 199	\$3,000 - \$5,999
200 – 499	\$6,000 - \$10,499
500 – 1,000	\$10,500 - \$17,499
1,001 – 1,499	\$17,500 - \$26,250