



Tourism Event Grants Quick Reference Guide

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

- Take place between October 1, 2024 and September 30, 2025
- Comply with Section 125.0104, *Florida Statutes* for the utilization of Tourist Development Tax funds.
- Have the potential to bring in overnight visitors.
- Be held in Leon County, Florida
- Demonstrate out of area marketing activities. Grantees are required to spend 20%, or more, of all awarded grant funding on paid out-of-market marketing/advertising for all events (i.e. festivals, concerts, celebrations) except for certain sporting tournaments or sport meets as determined by County staff. Up to 80% of awarded grant funding is available to use on operations if such use is consistent with these guidelines and 125.0104, Florida Statute.
- Not take place during a peak time.
- The combined Leon County/Visit Tallahassee Logo must be included on all printed and online advertisements and promotional materials for the event.
- Applicants receiving grant funds from the Council on Culture & Arts (COCA) may not receive grant funding for the same event through the TDC. To prevent confusion, no applicant may apply to TDC and COCA for funding related to the same event or activity.
- Non-government organizations must be registered with the Department of State, Division of Corporations, through their Sunbiz.org platform, or be able to provide proof of an exemption under law from such registration. Additionally, each applicant shall use their organization's legal name, exactly as registered in Sunbiz.org, in their application.
- Government entities, including public schools, colleges, and universities, must provide the name, title, email, and phone number of the person who is authorized to sign the grant agreement on behalf of the organization in the application. Additionally, documentation from the organization showing the person has designated signing authority is required, this documentation could come in various forms, including through adopted policies or a specific delegation.

Pretty. Unexpected.

FY2024 Grant Cycle Timeline – Key Dates

PROCESS	DATE
Grant Cycle Opening/Applications Available	Tuesday, July 23, 2024
Workshop for Grant Applicants <i>A recording of the July 10 meeting will be available at VisitTallahassee.com/Grants</i>	Friday, August 2 at 11 a.m. Thursday, August 8 at noon Tuesday, August 13 at 5 p.m.
Deadline for Application Submittal	Thursday, August 22, 2024, at 5 p.m.
TDC Grant Review Committee Public Meeting <i>*Applicants Strongly Encouraged to Attend*</i>	Tuesday, September 10, 2024 at 10 a.m.
Review & Final Approval by TDC	Thursday, September 12, 2024

Peak Dates Ineligible for Grant Funding

DATE	EVENT
October 5-6, 2024	FSU Football Game vs. Clemson
November 1-2, 2024	FSU & FAMU Football Game (FAMU Homecoming)
November 22-23, 2024	FSU Football Game (Homecoming)
November 29-30, 2024	FSU Football Game vs. University of Florida
December 13, 2024	FAMU, FSU and TSC Fall Commencement
March 4 – May 2, 2025	Florida Legislative Session (Monday-Thursday)
May 2-3, 2024	FAMU, FSU & TSC 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 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

Funding Levels

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