



Leon County
Division of Tourism



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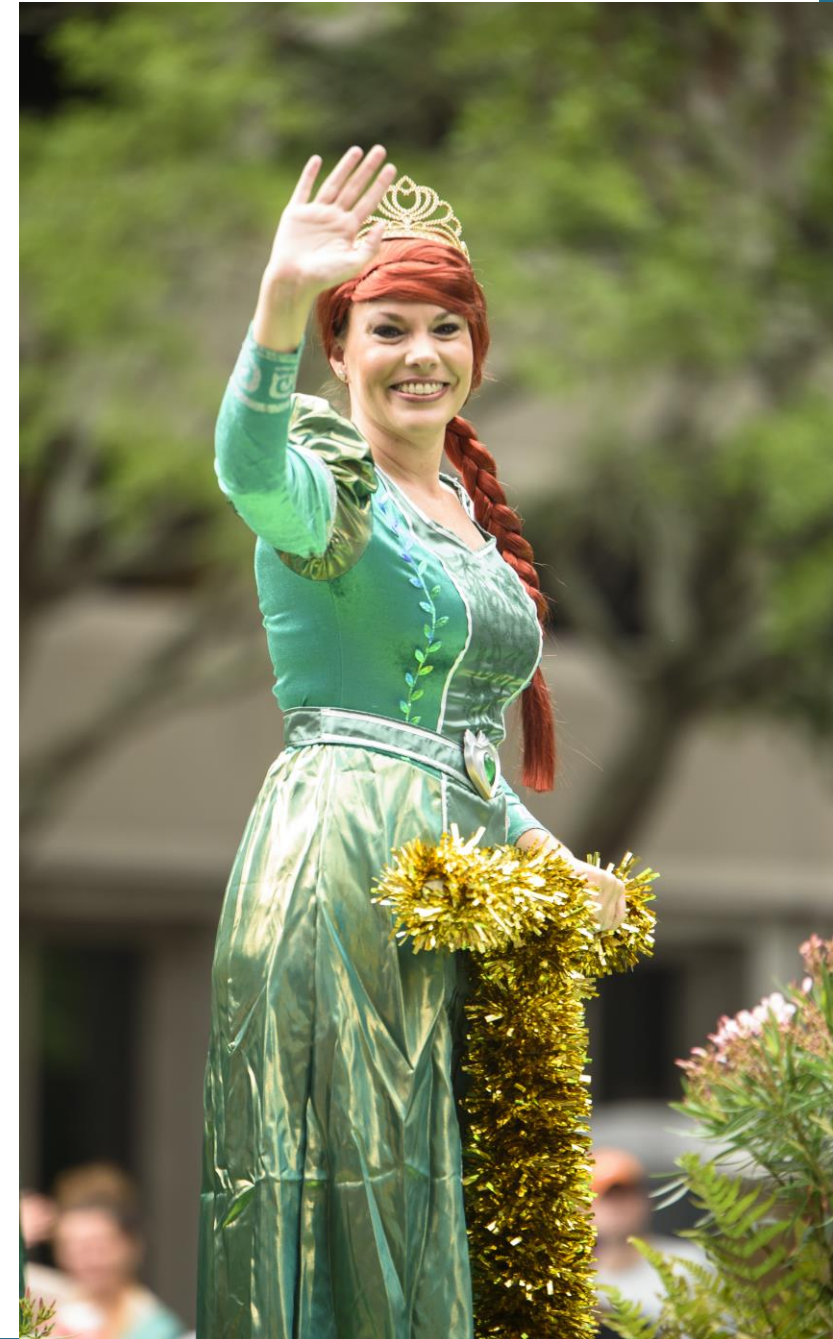
2027 Tourism Event Grant Orientation

You're in the right place if:

- You are holding an event in Leon County that will attract tourists to Tallahassee;
- Your event will generate room nights in Leon County;
- Your event will elevate and differentiate Leon County as a destination;
- Your organization needs to supplement your event's budget with a Tourism Grant.



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Two types of Tourism grants



Special



Sports



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Special

All Grants Need To:

- Draw tourists from outside of Leon County who will visit and stay overnight for the event

- Be conducted according to a pre-arranged schedule

- Increase economic and community impact in Leon County

- Be open to the public as either participants or spectators



Sports





Special Events

- A new or existing organized event:
 - Concert
 - Exhibition
 - Festival
 - Fair
 - Conference
 - Celebration
-



Sports

- A new or existing sporting event:
 - Exhibition
 - Competition
 - Team Training Conference
 - Celebration
- The event participants are either amateur and/or youth athletes



The “Fine Print” of Tourism Grants

- ✓ Occur between **October 1, 2026 and September 30, 2027** in Leon County.
- ✓ Must **NOT** occur during blackout dates.
- ✓ Applicants must be registered at **Sunbiz.org**, unless they are a government entity.
- ✓ Funding requests of **\$10,000 or more** must provide proven room night history.
- ✓ Grantees awarded \$10,000 or more **may receive** an Economic Impact Report.
- ✓ Additional statutory requirements will be discussed at the Grant Implementation workshop.

Tourism Grants are reimbursement awards and require a post-event report.



Marketing Requirement

Out-of-Market Advertising*

Special and Emerging Signature/Signature Events must spend **at least 20%** of a Tourism Grant award on out-of-market advertising.

Examples: Digital Advertising, Print, Radio, Paid Social Media, Billboard, Streaming/CTV

Visit Tallahassee Branding

The Leon County/Visit Tallahassee logo must be included on **ALL** printed and online advertisements.



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*Paid marketing directed at audiences **outside Leon County** to attract visitors and generate overnight stays.

Eligibility Review

We'll review every application for compliance with Florida Statutes;

- **125.0104, F.S.-** Eligible use of Tourist Development Tax - requires tourism to be one of the main purposes of the event as evidenced by the promotion of the event to tourists.
- **125.595, F. S.-** New law prohibiting counties from funding or promotion of Diversity, Equity, & Inclusion (DEI) events, programs and activities base upon a group's race, color, sex, ethnicity, gender or sexual orientation.

Direct eligibility questions to Jonathan LaBarre at
Jonathan.LaBarre@VisitTallahassee.com for guidance in consultation with Leon
County Attorney's Office.



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Grant Application Timeline

Grant cycle opens

Thursday, July 8

Orientation workshops

Tuesday, July 14 at 10 a.m.

Tuesday, July 30 at 4 p.m.

Submission deadline

Thursday, August 6 at 5 p.m.

TDC grant review public meeting*

Thursday, September 3 at 9 a.m.

TDC consideration and final approval

Thursday, September 10

**Special Event applications only*



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FY26-27 Blackout Dates

Date	Event
October 2-3, 2026	FSU Football vs. Virginia
October 23-24, 2026	FAMU Football (FAMU Homecoming)
October 30-31, 2026	FSU Football vs. Clemson
November 20-21, 2026	FSU Football vs. NC State (FSU Homecoming)
November 27-28, 2026	FSU Football vs. Florida
March 2 – May 6, 2027	Florida Legislative Session (Monday-Thursday)
April 29 – May 1, 2027	FSU/FAMU/TSC Graduation
September, 2027	FSU Football Weekends Dates TBD February, 2027

Grant Funding Ranges

Special and Sports Events

Estimated Room Nights	Funding Range
Less than 100	\$0 - \$2,999
100 – 199	\$3,000 - \$7,999
200 – 499	\$8,000 - \$12,999
500 – 1,000	\$13,000 - \$19,999
1,001 – 1,499*	\$20,000 - \$29,999



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Grant Application Rating Criteria



Projected Room
Nights



Destination
Enhancement /
Community Impact



Marketing Plan



Funding Need /
Budget



Description / Event
Sustainability



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THANK YOU!



Grant Resources: VisitTallahassee.com/Grants



Marketing:

Genesis Leggett

Genesis.Leggett@VisitTallahassee.com

(850) 606-2324



Sports Event applications:

Taylor Walker

Taylor.Walker@VisitTallahassee.com

(850) 606-2318



Special Event applications:

Julie Trezek

Julie.Trezek@VisitTallahassee.com

(850) 815-0989



Visitor Services:

Vivian Chen

Vivian.Chen@VisitTallahassee.com

(850) 606-2331