

**Leon County  
Tourism /  
Visit Tallahassee  
Special Event Grant  
Application  
Overview  
2018-2019**

# Contact Information: Page 1 of 7

Form Status: **incomplete**

If you have questions while completing this form, please contact **Andi Ratliff** at 850.606.2331.

**Event Name\***

Event Name

**First Name\***

First Name

**Last Name\***

Last Name

**Email\***

Email Address

**Phone\***

Contact Phone Number

**Visit Tallahassee  
Logo\***

Ex: (555) 555-5555



Visit  
Tallahassee  
A Division of Leon County

The combined Leon County/Visit Tallahassee logo must be included on all printed and online promotional materials for the event. For example; banners, signs, t-shirts, programs, brochures, event website, ads, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the [VisitTallahassee.com](http://VisitTallahassee.com) website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism Development to assure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Tourism Development continues to be dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities, but reserves the right to reduce or eliminate grant funding for organizations that did not receive prior approval for correct logo use.

- I agree to use the combined Visit Tallahassee logo in all printed, online and broadcast materials developed for the event and submit all materials to the Leon County Division of Tourism Development for approval.

**Grant Type\***

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Note: Significant changes were made to the grants policies and procedures for 2017-2018. Please review for maximum funding eligibility.

- I agree to the terms

**SAVE AND CONTINUE →**

# Organization Information: Page 2 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact **Andi Ratliff** at 850.606.2331.

**Organization Name\***

Organization Name

**Organization Contact\***

Organization Contact

**Contact Title**

Title

**Address\***

Organization Address

**City\***

Organization City

**State\***

--

**Zip\***

Organization Zipcode

Non-Profit

**Tax ID\***

Tax ID

**Insurance Provider\***

Insurance Provider

Please provide a copy of the insurance certificate 30 days prior to the event or attach here

**File insurance document**

No file chosen

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# Event Information: Page 3 of 7

Form Status: **incomplete**

If you have questions while completing this form, please contact **Andi Ratliff** at 850.606.2331.

17.

<b>Event Name*</b>	<input type="text" value="Event Name"/>
<b>Event Director*</b>	<input type="text" value="Event Director"/>
<b>Event Email*</b>	<input type="text" value="Event Email"/>
<b>Event Phone*</b>	<input type="text" value="Event Phone"/>
<b>Event Start Date*</b>	<input type="text" value="Event Start Date"/>
<b>Event End Date*</b>	<input type="text" value="Event End Date"/>
<b>Event Website</b>	<input type="text" value="Event Website"/>
<b>Event/Organization Facebook Page</b>	<input type="text" value="Organization Facebook"/>

**Organization  
Twitter**

Organization Twitter

**Admission Cost\***

Admission Cost

NOTE: This Information will be published directly to the VisitTallahassee.com calendar. LCTD reserves the right to edit this information for the VisitTallahassee.com calendar.

**Describe Your  
Event\***

Describe Your Event

**Event Schedule\***

Event Schedule

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# Facility Information: Page 4 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact **Andi Ratliff** at 850.606.2331.

Has a venue/facility been secured?

- Yes  
 No

Is the venue/facility within Leon County?

- Yes  
 No

Venue Name

Venue Name

Venue Address

Venue Address

Venue City

Venue City

Venue State

Florida

Venue Zip

Venue Zip

Venue Contact Name

Venue Contact Name

Venue Contact Email

Venue Contact Email

Venue Contact Phone

Venue Contact Phone

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# Hotel Information: Page 5 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact **Andi Ratliff** at 850.606.2331.

Has a hotel been secured?\*

- Yes  
 No

If not would you like to be contacted by hotels or event service providers?\*

- Yes  
 No

Hotel Name #1

Hotel Name #1

Hotel Contact Name #1

Hotel Contact Name #1

Hotel Phone Number #1

Hotel Phone Number #1

Hotel Name #2

Hotel Name #2

Hotel Contact Name #2

Hotel Contact Name #2

Hotel Phone Number #2

Hotel Phone Number #2

Hotel Name #3

Hotel Name #3

Hotel Contact Name #3

Hotel Contact Name #3

**Hotel Contact  
Name #3**

Hotel Contact Name #3

**Hotel Phone  
Number #3**

Hotel Phone Number #3

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**SAVE AND CONTINUE →**

SAMPLE



# Event Details: Page 6 of 7

Form Status: **incomplete**

If you have questions while completing this form, please contact **Andi Ratliff** at 850.606.2331.

**First Hotel Room Night Date\***

**Last Hotel Room Night Date\***

**Estimated Number of Hotel Rooms Per Night\***

**Estimated Total Room Nights\***

NOTE: To calculate the total number of room nights, multiply number of rooms by the number of nights (i.e.: 5 rooms for 4 nights = 20 room nights) \*Unknown or untracked is not acceptable and request for reimbursement will not be processed.

**Estimated Total Overnight Visitors\***

Overnight Visitors = Participants, family, spectators and others attending the event from out of town.

**Estimated Total Number of Teams (Sports Only)**

Participants = Athletes, coaches, officials, visiting artists, speakers, production staff, etc.

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# Event Details: Page 7 of 7

Form Status: **incomplete**

If you have questions while completing this form, please contact **Andi Ratliff** at 850.606.2331.

## Grant Amount Requesting\*

Amount Requested

[\(click here to see allowable expenses\)](#)

[\(click here to see reference chart\)](#)

**\*Incomplete budgets will not qualify for funding. If the requested grant amount exceeds \$10,000, applicants budget must reflect at least a 25% dollar-for-dollar match (in-kind services will not be allowed). Applicants will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report. The grant award amount may be reduced for the next cycle proportionately to the shortfall of funds raised if the 25% matching funds were not received. Please attach budget reflecting the information shown here.**

[\(click here to see an example budget\)](#)

## Budget documentation

No file chosen

**How will grant funds be spent? You will be required to provide documentation (receipts for allowable expenses) in the Post Event Report.\***

**Note: The applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application MUST be submitted in writing to Visit Tallahassee and will not be allowed without written approval from Visit Tallahassee staff.**

### Allowable expenses shall include:

- Promotion, marketing and paid advertising/media buys that reach outside Leon County with potential to drive overnight visitation.
- Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.

### Unallowable expenses include:

- General and administrative expenses
- Advertising that only reaches Leon County and its residents
- Building, renovating and/or remodeling expenses
- Permanent equipment purchases
- Debts incurred prior to grant requests
- Programs which solicit advertising or sponsorships, and
- Hospitality or social functions.
- Sleeping room expenses for attendees

### Leon County Event Funding Level Guidelines Reference Chart

#### Signature Events

Estimated Room Nights	Tourism Signature Event Funding Levels
1,250	Funding level to be determined by review committee
1,500	\$15,000 - \$30,000
3,000	\$30,000 - \$50,000
5,000+	\$60,000+

#### 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

Are you receiving funding for this event from COCA, Leon County, the City of Tallahassee or the State of Florida?\*

- Yes
- No

If so, from who?

**Funding Provider(s)**

Funding Provider(s)

Marketing Plan: Please describe your marketing activities in detail, indicating all planned advertising and promotional efforts (paid media, email distribution, brochure or promotional collateral distribution, online advertising, etc.) Please attach your marketing plan, or utilize the text box below.

**Marketing Plan**

Marketing Plan

**File marketing plan**

Choose File No file chosen

**Amount of spending on advertising/marketing outside of Leon County\***

Amount of spending on advertising/marketing outside of Leon County

"I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Leon County Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Leon County Tourist Development Council."

I agree to the terms



**2018-19 grant applications for SIGNATURE, SPECIAL & SPORTS EVENTS are being accepted Monday, May 14 through Friday, July 13, 2018.**

Organizations hosting events that bring overnight visitors to the community from Oct. 1, 2018 – Sept. 30, 2019 are eligible to apply. Learn more about the Leon County Division of Tourism (Visit Tallahassee) grant programs, the online application process and marketing resources available at one of the following **GRANTS WORKSHOPS: May 22, June 12 and July 10**. All workshops will be held at 3 p.m. at the Downtown Public Library (200 W. Park Avenue).

### **GRANT APPLICATIONS AND POST EVENT REPORTS**

- Sports Grant Policies and Sample Application ([pdf](#))
- Special Event Grant Policies and Sample Application ([pdf](#))
- Signature Event Policies & Sample Application ([pdf](#))
- Visitor Tracking Form ([Visitor Tracking Form.pdf](#))
- Visitor Tracking Survey ([pdf](#))
- Event Marketing/Promotional Tool Kit ([pdf](#))
- [Logos for Grant Applicants](#)

**For additional assistance or questions regarding grants, contact Andi Ratliff, [Andi.Ratliff@VisitTallahassee.com](mailto:Andi.Ratliff@VisitTallahassee.com) or 850-606-2331.**

The Leon County Division of Tourism (Visit Tallahassee) annually funds groups and organizations that coordinate events with a history of or significant potential for attracting visitors to the area who stay overnight in commercial lodging.

The Special Event Grant Program is administered by the Leon County Tourist Development Council and designated advisory groups including the Special Event Grant Committee and the Tallahassee Sports Council.

A “special event” is defined as a new or existing, organized sporting event, concert, exhibition, festival, fair, conference or celebration conducted according to a pre-arranged schedule and of interest to the general public. Public interest should extend to both Leon County residents and those living outside the county.