

Leon County Division of Tourism



Visit
Tallahassee
A Division of Leon County

**Special Event
Grant Program**
(Policies & Procedures)

Amended May 2, 2019

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Leon County Division of Tourism/Visit Tallahassee Special Event Grant Program

I. INTRODUCTION AND DEFINITION

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The definition of an “event” per section 125.0104, Florida Statutes; to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists.” By statute, a tourist is “a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”

Currently, Leon County Division of Tourism annually allocates funds to three separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Event Grants are reviewed by the Grant Review Committee and presented to the TDC for approval. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council and presented to the TDC for approval. Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community. Signature Event Grants are also reviewed by the Grant Review Committee and presented to the TDC for approval. The Grant Review Committee is made up of TDC members and may also include tourism and hospitality leaders and marketing professionals.

For clarification, the Leon County Division of Tourism grant programs are funded by the Tourist Development Tax (TDT) which is generated from hotel room nights. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and designed to support year-round arts and culture programming.

A “Special Event” is defined as “a new or existing organized concert, exhibition, festival, fair, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Tallahassee/Leon County residents and to those living outside Tallahassee/Leon County who would visit the destination and stay overnight to observe or participate.”

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be

returned through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the organization's budget.
- B. Applicant must provide a statement of need for grant funding.
- C. Applicant must provide a statement of stability and growth for the event (i.e. How do you define success for the event and what is your long-term plan to sustain and grow the event over the next five years?).
- D. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- E. Grant applications will only be received during the advertised cycle. One application will be accepted per event, per fiscal year. Applicants receiving grant funds from the Council on Culture & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or activity.
- F. Hotels secured for the event must be located within Tallahassee/Leon County.
- G. If the requested grant amount exceeds \$10,000, applicant's 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.
- H. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of cleared check, or a credit card receipt. Cash receipts can be accepted for reimbursements; using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
- I. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
- J. Any funds granted will be subject to audit by the Leon County Auditor.
- K. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
 - (1) Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any

and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(2) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits as provided therein.

(3) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

- L. The combined Leon County/Visit Tallahassee logo must be included on all printed and online advertisements and promotional materials for the event. Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism/Visit Tallahassee to assure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Division of Tourism/Visit Tallahassee is 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 do not receive prior approval for correct logo use.



M. Allowable expenses shall include:

- Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/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.
- Note: On page 7 of the Application 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 the Leon County Division of Tourism/Visit Tallahassee office and will not be allowed without written approval from staff PRIOR to event.

N. Unallowable expenses include:

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

III. **RATING CRITERIA AND PROCESS**

Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be provided to the TDC's Grant Review Committee for scoring. The committee will score each application on a 100-point scale based on the following:

Tourism Development	Proposal coincides with shoulder seasons or periods of low occupancy with potential to generate visitation that includes overnight stays in Tallahassee/Leon County commercial lodging (30 points)	30
	Proposal distinguishes the destination and elevates the appeal of Tallahassee/Leon County. (15 points)	15
Marketing	Proposal includes strategies for attracting visitors from in-state and the Southeast. Marketing plan is well-defined, thorough and realistic (20 points)	20
Event Evaluation	A statement of need for funding is included, and the budget is appropriate for the event. (10 points)	10
	Proposal includes goals for event, a statement of stability and growth, and a method for measuring and evaluating outcome of event. (10 points)	10
	Proposal includes detailed plan for documenting overnight hotel stays (10 points)	10
Technical	Quality of the grant application and all required documents submitted. (5 points)	5
		Total Possible Points: 100

**Performance of prior event grants may impact your recommended funding level. This includes room nights generated, private funds raised, and proper logo use.*

IV. FUNDING ELIGIBILITY

The intent of the Special Event Grant Program is to provide funding assistance for events that attract overnight visitors to Tallahassee/Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page.
2. Event must take place between October 1 and September 30 of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
4. Applicant must provide a marketing/promotion plan.
5. Applicant must provide a detailed event budget.

V. GUIDELINES FOR GRANT REQUEST FUNDING LEVELS

The following table reflects the funding level possible based on the event's estimated number of hotel room nights. **The estimated number of hotel room nights does not guarantee the level of funding at which the event may be approved. The final**

funding recommendation will be based on the committee's discretion and the funding available. As an example, if the Grant Review Committee believes the event has overstated the potential room nights, the Committee has the authority to place the application in a lower funding category.

Room Nights	Recommended Tourism Special Event/Sports Funding Levels
1,001 – 1,499	\$10,000 – \$15,000
500 – 1,000	\$6,000 – \$9,999
200 – 499	\$3,000 – \$5,999
100-199	\$1,500 - \$2,999
Less than 100	\$0 – \$1,499

The following formula will be used to determine the final grant amounts:

1. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
2. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
3. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90 out of 100, the percentage for Application #1 would be 90%.
4. The grant requested amount will then be multiplied by the percentage attained to determine the **initial** award based on the categories above. As an example, if Application #1 scored 90% and requested \$5,000, the initial award would be \$4,500.
5. The same process will be followed for each application and the total initial awards will be added.
6. If this total amount exceeds the total budgeted for all grants, then staff will adjust the initial scores of all recipients by a percentage. All initial grants will be adjusted by the same percentage to determine the final grant score and award.
7. Additional adjustments will be made if necessary to reach the total amount in the budget.
8. The Tourist Development Council Special Event Grant Committee reserves the right to adjust the minimum threshold if necessary to ensure funding for the highest scoring applications.
9. Applications for grants \$5,000 and more must itemize the amount requested on the application.

VI An “Emerging Signature Event” is:

When an existing event meets the definition of a Signature Event, yet only estimates generating between 1,250 – 1,499 hotel room nights, and historically generates near that amount, the event may apply to be considered to be designated as an “Emerging Signature Event” - that may be eligible for increased funding and marketing support from the Leon County Division of Tourism /Visit Tallahassee.

An Emerging Signature Event is an existing event with a record of growing attendance and room nights that is interested, willing and able to grow their event to generate at least 1,500 room nights.

Organizations must work with Leon County Division of Tourism /Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition to signature event grant status and funding levels.

Organizations must be able to identify and document what new features or aspects will be added to expand the event, i.e. add another day of activities or add a concert with headlining act(s), etc. in their grant application.

Organizations must also agree and allow Leon County Division of Tourism /Visit Tallahassee’s Research firm of record to conduct an economic impact study of the event to substantiate/verify the event generated at or around 1,250 hotel room nights. If the initial study indicates the room nights generated did not reach 1,250 target for hotel room nights, the organization will move back into the Special Event grant program for one year before they may reapply for the “Emerging Signature Event” status again.

An Emerging Signature Event will not be considered for funding if the event occurs during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.

Signature events must meet community standards and align with the County’s tourism marketing objectives and positioning.

Signature events should not receive support from County general revenue through the BOCC or the Council on Culture & Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.

Each application will be evaluated against established criteria, *past performance* and historic precedent.

SPECIAL EVENT ANNUAL GRANT TIMELINE

Mid-May - Grant application 60-day cycle opens

Mid-July – Grant cycle closes

August – Public Meeting of Grants Review Committee

September – TDC review/approval of grant funding recommendations

Late-September – Award letters and contracts sent to grantees

It is strongly encouraged for applicants to be in attendance or send a representative to the Grant Review Committee meeting.

VIII. VISITOR TRACKING

To assess the impact of each event on the Tallahassee-Tallahassee/Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight visitors attending the event.

- Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.
- If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix C in the online application) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
- If either of the above (advanced registration or hotel room blocks) is not used, a third option requires 100 completed five-question surveys of event attendees. The TDC will provide questions and assist with analysis.

The County reserves the right to conduct a post-audit of information presented on the **Post-Event Report** (Appendix B in the online application). All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**

IX. POST EVENT REPORT

It is the responsibility of the event organizer to provide post event information (Appendix B in the online application) including:

1. An invoice from the awarded organization to Leon County Division of Tourism/ Visit Tallahassee for payment of the awarded grant amount. This invoice must have an invoice number.
2. Valid invoices for allowable expenses.
3. Copy of proof of payments such as cleared checks, or detailed credit card receipts. For all media buys, provide tears sheets, copies of advertisements, schedules, and signed station affidavits.
4. Visitor Documentation as listed in Section VIII.
5. Room Nights Documentation as listed in Section VIII.
6. Copies of marketing or advertising materials, and social media showing Leon County Tourism/Visit Tallahassee logo usage.

X. CONCLUSION

Applicants are asked not to contact members of the TDC Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact our office at:

Terri Messler
(850) 606-2331
Terri.Messler@VisitTallahassee.com

FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Tallahassee/Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.