

Leon County
Tourist Development Council

**Special Events Grant
Program**
(Policies & Application)

Approved
by the

Leon County Tourist Development Council
September 17, 2002
Updated 2008

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Leon County Tourist Development Council Special Events Grant Program

I. INTRODUCTION

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

The LCTDC allocates approximately 5 - 15% of its annual budget in a grant program for local groups and organizations coordinating events with a demonstrated history of visitor impact or significant potential to draw visitors to the area. The Special Event Grant Fund is administered by the LCTDC with recommendations from designated advisory groups including the Tallahassee Sports Council, the Cultural Advisory Committee, and the Special Events Grant Committee.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the LCTDC will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

II. FUNDING ELIGIBILITY

To be considered for funding, the event must first and foremost attract overnight visitors to Leon County impacting transient lodging occupancy, i.e., hotels/motels, campgrounds, etc.

In addition, the LCTDC recognizes the significant impact that some events may have on the community in furthering economic development and the quality of life. Thus, other factors that may be considered in funding eligibility are:

- Date of the event. Is the event scheduled during a typically low occupancy period? (May through August)
- Estimated number of out-of-town visitors and their length of stay.
- Is there a marketing plan for the promotion of the event?
- Is there an itemized budget?
- Revenues to the host organization, if any.

III. GRANT REQUEST FUNDING LEVELS

COLUMN 1	COLUMN 2	COLUMN 3
Estimated Room Nights	Room Night Funding Range	Community Impact Funding Range
200 and Over	\$4,200 - 6,300	High \$5,600 - 6,300 Medium 4,900 - 5,599 Low 4,200 - 4,899
100 to 199	\$2,100 - 4,199	High \$3,500 - 4,199 Medium 2,800 - 3,499 Low 2,100 - 2,799
Less than 100	\$0 - 2,099	High \$1,400 - 2,099 Medium 700 - 1,399 Low 0 - 699

Final grant request funding will be determined by the LCTDC based on the events' **Estimated Room Nights** (Column 1), the corresponding **Room Night Funding Range** (Column 2), and the corresponding **Community Impact Funding Range** (Column 3).

- Column 1 represents the number of estimated room nights for the event.
- Column 2 represents the range of funding for which the grant may qualify. It corresponds to the number of estimated room night's level that was determined in Column 1.
- Column 3 represents Community Impact Funding ranges that correspond to the same level in Column 1 and Column 2. The LCTDC will determine the Community Impact Funding Range of High, Medium, and Low upon review of the application.

EXAMPLE: If the estimated number of room nights was 114, it would fall into the 100-199 level in Column 1. This level corresponds to the \$2,100-4,199 level in Column 2. After receiving and reviewing your application, the LCTDC assigned a rating of High for your grant request. The corresponding High level in Column 3 is \$3,500-4,199. This means that your grant request could qualify for \$3,500-4,999.

EXAMPLE: If the estimated number of room nights was 81 and the LCTDC determined that the Community Impact level was Low. Column 1 would be less than 100. Column 2 would be \$0 - 2,099. Column 3 low would be \$0 - 699. This means that the grant request could possibly qualify for \$0 - 699.

IV. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the sponsoring organization's budget, not supplant it.
- B. Funding is not intended to support administrative costs.
- C. If the event is being held outside Leon County, the applicant must show financial or in-kind contributions from their local government.
- D. Funding shall be provided as reimbursement for approved expenditures upon completion of the event.
- E. Funding is intended to support marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits. Funding is not intended to support administrative costs or non-public events.
- F. Proof of expenditures must be provided in the form of a vendor receipt or invoice.
- G. To be eligible for payment, a completed Post-Event Report must be submitted within 45 days after the event. The report must include tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy.
- H. Failure to submit a complete Post-Event Report will result in disqualification for support in current and future years.
- I. Any funds granted will be subject to audit by the Leon County Auditor.
- J. Proof of liability/medical insurance must be provided by the host organization.
- K. The LCTDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its respective agency of record on behalf of the applicant.
- L. Recognition of the Leon County Tourist Development Council, Tallahassee Area Convention and Visitors Bureau and/or Tallahassee Sports Council must be included where appropriate on all printed material and referred to in public relations activities. A camera-ready logo can be provided.

V. SPECIAL EVENT GRANTS TIMELINE

	<u>Process</u>		<u>Date</u>
1.	Advertise Grants Cycle Opening		January – February 27, 2009
2.	Applications Available		January – February 27, 2009
3.	Deadline for Applications Submittal Application must be received at least 60 days PRIOR to the event.		Friday, February 27, 2009
4.	Review by Advisory Committees -Cultural Advisory Committee -Tallahassee Sports Council -Special Event Grants Committee		March 2009
5.	Review & Final Approval by LCTDC		March 2009
6.	Funds Available		2 weeks following submittal of Post-Event Report with complete hotel information

PLEASE NOTE:

Applicants are asked not to contact members of the LCTDC, Special Events Grant Committee, Tallahassee Area Convention and Visitors Bureau, Tallahassee Sports Council and/or the Cultural Advisory 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. Any unsolicited contact initiated by the applicant will be looked upon unfavorably.

Requests for funding shall be made on the attached application form and submitted to:

Leon County Tourist Development Council
ATTN: Special Event Grants Program
106 East Jefferson Street, Suite 400
Tallahassee, FL 32301

For questions or additional information, please contact:

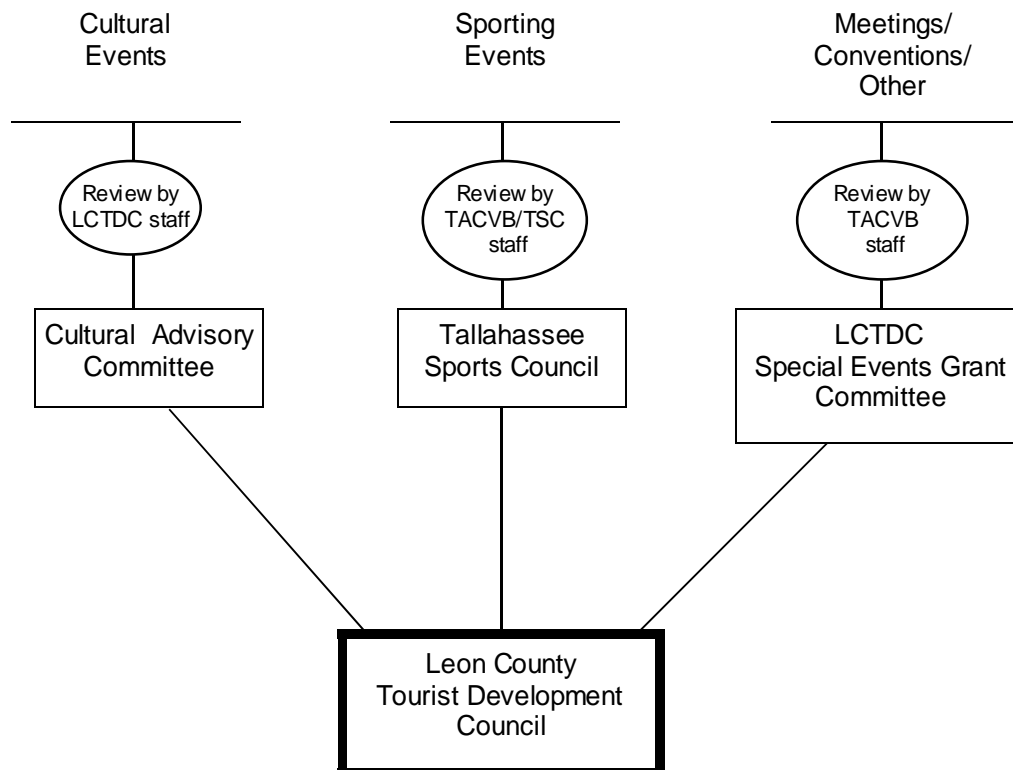
Wanda Barnard
Leon County Tourist Development Council
(850) 606-2300

VI. APPROVAL PROCESS

Cultural Events: The Cultural Advisory Committee will review requests that have been designated as cultural events by the LCTDC. Once the Cultural Advisory Committee has reviewed and made recommendations, these recommendations will be presented to the LCTDC. If desired, each applicant may make a short oral presentation to the Cultural Advisory Committee. Final review of recommendations and final approval will be made by the LCTDC at a regularly scheduled meeting.

Sporting Events: The Tallahassee Sports Council (TSC) will review requests that have been designated as sporting events by the LCTDC. These requests will be reviewed by the Tallahassee Sports Council who will then make recommendation to the LCTDC. If desired, each applicant may make a short oral presentation to the TSC. Final review of recommendations and final approval will be made by the LCTDC at a regularly scheduled meeting.

Meetings and Conventions/Other: LCTDC Special Events Grant Committee will review requests that have been designated by the LCTDC as reviewed and recommended by the Tallahassee Area Convention & Visitors Bureau as a meeting or convention-related event or other special event. If desired, each applicant may make a short oral presentation to the Special Events Grant Committee. Final review of recommendations and final approval will be made by the LCTDC at a regularly scheduled meeting.



VII. VISITOR TRACKING

In order to assess the impact of each event on the Tallahassee-Leon County transient lodging industry, the LCTDC wants to emphasize the importance of tracking the number of overnight visitors attending the event.

Should your event use a registration procedure, we encourage you to utilize the attached **Visitor Tracking Form** (Appendix A) 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. This information will be used to help track the number of visitors attending each event. Furthermore, the information can be used to determine the growth of a particular event. Subsequently, the growth of an event can impact the funding level of the grant awarded to the organization.

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