



## City of Tallahassee Community Redevelopment Agency FY 2019 Downtown Large Event Grant Program Guidelines

The City of Tallahassee Community Redevelopment Agency (CRA) Downtown Large Event Program was approved by the CRA Board in September 2018. Large events are defined as events that have the potential of generating hotel stays through the attraction of a regional audience (including attendees from other states) and generate economic activity in the Downtown District. The purpose of the program is to provide support to special events that promote the goals and objectives of the Downtown District Community Redevelopment Plan and generate activity within the Downtown District.

Grant funds are available for not-for-profit organizations that will host large events within the Downtown District between October 1, 2018 through September 30, 2019 (Fiscal Year 2018). Grant funds will be awarded on a competitive basis. Grant funds shall only be provided for events occurring after applications have been approved and the recipient has entered into a grant agreement with the CRA.

Organizations wishing to receive funding assistance for their event must submit the CRA FY 2019 Downtown Large Event Grant application for review and ranking by CRA staff. Application forms are available online at <http://www.talgov.com/cra> or from the CRA office listed below.

CRA Office  
City Hall  
300 S. Adams Street  
Mailbox A-17  
Tallahassee, FL 32301  
850-891-8357

The procedures for submitting the application form are outlined below.

## Application Criteria

In order to be eligible for funding under this program applicants are required to meet all the criteria listed below:

1. Definition of a Large Special Event and/or Promotional Activities is defined as a new or existing events which has the potential to generate hotel stays through the attraction of a regional audience (including attendees from other states) and generate economic activity within the Downtown District such as organized concert, exhibition, festival, carnival, athletic event, craft show, competition, parade, celebration, market or any event similar in nature which is open to the public. Special events do not include social parties, conferences, open houses, grand openings, ribbon cutting ceremonies or events that are not open to the public.
2. Special events must relate to at least one goal or objective of the Downtown Community Redevelopment Plan.
3. Applicant must be a not-for-profit organization registered with the Florida Department of State, Division of Corporations. Not-for-profit public institutions (e.g., federal, state or local government; universities; etc.), political organizations and/or religious organizations are not eligible to apply for these grant funds.
4. The event(s) must occur in the Downtown Redevelopment District of the CRA.
5. The minimum grant award will be \$10,000 with a maximum grant of \$25,000. First time events are eligible for a maximum grant of \$40,000. All grant awards require a dollar-for-dollar match by the applicant. The match may be public or private dollars. The value of in-kind services or donations will not qualify for this match.
6. **Applicants applying under this program may not apply for funding under the Downtown District's FY 2018 Promotional and Special Events Grant Program.**
7. Recipients of grant funding from the TDC or COCA are eligible to apply.
8. Special event must be open to the public and the majority of event activities must be free.
9. The event must take place between October 1, 2018 and September 30, 2019 (Fiscal Year 2019).
10. Application must be signed by two officers of the organization currently listed with the Florida Department of State, Division of Corporations.
11. Applicant must be current and not in default on any City of Tallahassee, Leon County or CRA loans or grants.
12. Not-for-profit organizations who have a for-profit business and are hosting an event which is similar in nature to the for-profit business activity or operations, are not eligible for funding under this program.
13. The facility in which the event will occur must not have any City code violations.

## What Program Funds Can Be Used For?

1. Rentals such as equipment, tents, chairs, tables, facilities, portalets, etc.;
2. Marketing and promotion including advertising, printing of flyers, banners;
3. Entertainment, performers;
4. Permits, film license;
5. Security, general liability insurance;

## What Program Funds Cannot Be Used For?

1. Religious or political promotional/special events; \*
2. Promotional or special events that are inconsistent with the goals and objectives of the CRA, the City of Tallahassee, or Leon County; \*
3. Promotional or special events sponsored by the State of Florida, local governments or universities;
4. Events that are not open to the public, either for free or for a fee;
5. Operating expenses of the hosting organization, including salaries or other compensation;
6. Prize money, awards, plaques or certificates;
7. Purchase of tangible personal property;
8. Interest payments or reduction of deficits or loans;
9. Travel expenses;
10. Alcoholic beverages
11. Taxes, such as Florida State Sales Tax

\*The determination of whether or not a promotional/special event is religious or political, or is inconsistent with the goals and objectives of the CRA lies solely with the CRA Executive Director.

## Application Process

Hardcopy applications and supporting documentation will be accepted by the Tallahassee Community Redevelopment Agency, 300 South Adams Street, 3<sup>rd</sup> Floor, (Box A-17), Tallahassee, Florida 32301 by the deadline date of Tuesday, January 29, 2019, no later than 4:30 p.m. Applicants can only submit one application. Additional information or supporting documentation will not be accepted if not submitted with the original application.

Organizations may only submit one application for the fiscal year. Applications must be fully completed and applicants must submit all items and supporting documentation listed on the Application Package Checklist on the last page of the application.

Applications will be accepted electronically. Applications will not be accepted by delivery in person, via US Postal Service, or private courier service at the CRA or TDIA offices at the address listed above.

## Notification of Funding Decision

Applicants will be advised on the status of their application during the week of February 18, 2019. A grant committee consisting of at least three committee members will score and rank the applications. The CRA reserves the right to reject any application that is not substantially complete or is not consistent with the goals and objectives of the Downtown District Community Redevelopment Plan. Each application will be scored based on the applicant responses and supporting materials. An application will be ranked based on its score out of a total of 100 points. Applicants must score a minimum of 70 points to be considered for funding. Funding will be provided to the highest ranked applications until funds are depleted. Notification will be made initially via email, to be followed by a written notification. Grants of \$10,000 will be approved by the CRA Executive Director; grants in excess of \$10,000 will be approved by the CRA Board.

## Grant Agreement and Insurance Requirement

Grant funds shall only be provided for events after grant applications have been approved and the recipient has entered into a grant agreement with the CRA. All applicants selected to receive grant funds under this program will be required to enter into a written agreement with the CRA outlining the various grant requirements. For events occurring on City property, recipients will need to provide documentation of general liability insurance within thirty (30) days prior to the event. The level of coverage will depend upon the type of event. Recipients are also required to obtain and maintain commercial general liability insurance, naming the CRA and the City of Tallahassee as additional insured, with a liability limit of no less than one million dollars (\$1,000,000) per occurrence and two million dollars (\$2,000,000) aggregate. Insurance shall be placed with Florida admitted insurers rated B+ or **better by A.M. Best's rating service.**

## Funding Disbursements

Unless agreed in writing and is outlined in the grant agreement, CRA grant funds shall be delivered to the successful applicant(s) after the event has occurred and CRA staff have reviewed and approved the Post-Event Report. A minimum of 50% of the grant funds may be provided prior to the event if agreed upon in writing by the CRA and proper documentation and proof of payment is provided before funds are released. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, 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. A completed Post-Event Report is required to be submitted and approved 60 days after the event.

The City of Tallahassee works under the State of Florida Prompt Payment Policy where payments are made in a prompt and timely manner given all required documentation has been properly completed in accordance with the requirements of the CRA.

Although most grant awards will be based on the highest ranked applications until all funds are depleted, the CRA reserves the right to make an award for less than the amount requested by an applicant.

## Criteria for Evaluating and Ranking of Applications

Grant funds will be awarded on a competitive basis. CRA staff will review all grant applications received during the annual cycle to determine if they meet the grant objectives and requirements. A grant review committee consisting of at least three members will score and rank the applications. An application will be ranked based on its score out of a total of 100 possible points. Funding will be provided to the highest ranked applications with a minimum score of 70

points. Applications scoring below 70 will not be considered for funding. As noted above, the CRA reserves the right to make an award for less than the amount requested by an applicant.

To be considered for funding, the location of the proposed event must be within the boundaries of the Downtown District. If the location of the event is outside of the Downtown District, the event is NOT eligible for grant funds under this program;

The applications will be scored using the general criteria described below.

1. Events with a regional audience – preference will be given to events that will attract attendees from surrounding counties and nearby states, and generate overnight hotel stays.
2. Total anticipated attendance – events with higher anticipated attendance will score higher;
3. Amount of GRA grant match – preference will be given to events that exceed the required dollar-for-dollar match of CRA grant funds.
4. Percentage of event budget funded by public agencies – preference will be given to those events with a lower percent of their budget funded by public agencies.
5. Promotion of the goals and objectives of the Downtown District Community Redevelopment Plan. The event must be consistent with the Downtown District Community Redevelopment Plan. A link to the redevelopment plan is provided below

Downtown District Community Redevelopment Plan:

<http://www.talgov.com/Uploads/Public/Documents/cra/dcra-analysis.pdf>

Preference will be given to those events that support multiple goals and objectives of the redevelopment plans. If CRA staff determines the proposed event will not promote the goals and objectives of the Downtown District Community Redevelopment Plan, a recommendation of “No Funding” will be made to the CRA Executive Director.

## Post-Event Reporting

All grant recipients will be required to submit a post-event report documenting the detailed expenditures of CRA and other funds and providing a self-assessment regarding the success of the event, including a comparison of the original grant application criteria with the final results of the event. This post-event report will be due to the CRA within **30 days of the event's conclusion.**

## Contact Information

Sherri Curtis, [Sherri.Curtis@talgov.com](mailto:Sherri.Curtis@talgov.com), 850-891-8354

Sheila Williams, [Sheila.Williams@talgov.com](mailto:Sheila.Williams@talgov.com), 850-891-8355



CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY  
DOWNTOWN DISTRICT  
LARGE EVENT GRANT APPLICATION  
FY2019

Date \_\_\_\_\_

Official Name of Organization \_\_\_\_\_

Organization's Address \_\_\_\_\_

Contact Person/Title \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Event Name \_\_\_\_\_

Event Location: Cascade Park \_\_\_\_\_ Kleman Plaza \_\_\_\_\_

Event Date(s) and Time(s) \_\_\_\_\_

*Events must take place between October 1, 2018 and September 30, 2019 to be eligible for grant funding. Preference provided to multi-day events.*

**Threshold Questions**

The following questions must be answered in the affirmative to be eligible for grant funding.

- A. Will the event be open to the public? Yes\_\_\_\_ No \_\_\_\_
- B. Will the majority (51%) of the event activities be free to the public?  
Yes\_\_\_\_ No \_\_\_\_
- C. This event has **not** applied for funds from the FY 2018 Downtown District Promotional and Special Event Program? True\_\_\_\_ False\_\_\_\_

Budget for Event\* \_\_\_\_\_ Amount Requested from CRA\*\* \_\_\_\_\_

\*Please complete the attached event budget form as part of the application process. Your application will be considered incomplete without this form.

\*\*The minimum grant award under this program is \$10,000; the maximum award is \$25,000.

Unless approved in writing by the CRA, the grant funds will be issued upon completion of the event and the submission of a post-event report.

**Please submit 1 original and 4 copies of the application to 300 S. Adams Street, Mailbox A-17, Tallahassee, FL 32301**

**Please complete all of the following questions below. Attach additional sheets if necessary.**

**1. Event Description (Maximum of 10 points)**

Please provide a comprehensive description of the event, including, the goals and objectives of the event, the targeted market, participation of vendors (especially those located in the redevelopment area), and any available promotional material that you may have. Describe how the success of the event will be measured. Also, describe the structure of the organization as it relates to the planning, marketing and producing the event. The event description is particularly important in the evaluation of the application. The more detail provided the easier it will be for the evaluation committee to make a positive decision. If additional space is needed, please use a separate sheet and attach the event description to the application.

- Goals and Objectives of Event – 2 points
- Targeted Market & Event Promotion – 2 points
- Participation of Vendors – 2 points
- How Success of Event will be Measured – 2 points
- Organization Structure – 2 points

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**2. Attendance (Maximum of 5 points)**

a. How many people are expected to attend the event? Post event documentation of attendance will be required.

Less than 500 \_\_\_\_\_

500 – 1,500 \_\_\_\_\_

More than 1,500 \_\_\_\_\_

b. How did you determine this number for expected attendance?

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**3. Downtown District Hotels (Maximum of 10 points)**

a. List the hotels located in the Downtown District in which you are working with for this event?

Name of Hotel \_\_\_\_\_

Name of Hotel \_\_\_\_\_

Name of Hotel \_\_\_\_\_

b. How many of the room nights are expected to occur at the hotels/bed and breakfasts listed above? \_\_\_\_\_

c. Have you reserved rooms at any of the hotels/bed and breakfasts listed above?  
Yes \_\_\_\_ No \_\_\_\_

If yes, please list the hotels/bed and breakfasts and the number of rooms reserved for the event.

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d. Has the event been awarded funds from the Leon County Tourist Development Council? Yes \_\_\_\_ No \_\_\_\_

e. If yes, how much is the award? \_\_\_\_\_



*FY 2019 CRA Large Event Grant Program Application*

Please describe in detail the plan for documenting overnight hotel stays.

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4. Consistent with the Downtown District Community Redevelopment Plan (**Maximum of 15 points**)

Please list the goals and objectives in the Downtown District Community Redevelopment Plan which are related to your event. Describe how the event will promote these goals and objectives. If additional space is needed, please use a separate sheet and attach to the application.

Downtown District Community Redevelopment Plan can be found at this link: <http://www.talgov.com/uploads/public/documents/cra/dcrp.pdf>

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*FY 2019 CRA Large Event Grant Program Application*

Please note that if the evaluation committee determines the proposed event will not promote the goals and objectives of the Downtown District Community Redevelopment Plan, a recommendation of “No Funding” will be made to the CRA Board.

5. Percent of Budget Requested from CRA (**Maximum of 15 points**)

From the event budget form, what percentage of the overall event budget is being requested from the CRA? \_\_\_\_\_%

6. Percent of Budget Requested from other Public Agencies (**Maximum of 15 points**)

From the event budget form, what percentage of the overall budget is being funded by other public agencies/organizations, including but not limited to the Leon County Tourist Development Council (TDC) or the Council on Cultural and Arts (COCA)? \_\_\_\_\_%

7. Applicant’s Funding Contribution (**No points assigned**)

From the budget form attached, what percentage of the overall budget is being funded solely by the applicant? \_\_\_\_\_%

8. Source and Amount of Non-CRA Funds (**No points assigned**)

Please list the source and amount of your matching funds. The value of in-kind services and donations does not qualify as a match under this grant program. Other public sources of funds qualify for your match.

Source: \_\_\_\_\_ Amount: \_\_\_\_\_

Source: \_\_\_\_\_ Amount: \_\_\_\_\_

Source: \_\_\_\_\_ Amount: \_\_\_\_\_

Source: \_\_\_\_\_ Amount: \_\_\_\_\_

Source: \_\_\_\_\_ Amount: \_\_\_\_\_

9. Attracting a Regional Audience (**15 points**)

Please describe how your event will attract a regional audience. For this grant program a regional audience will include attendees from surrounding counties and from Alabama and Georgia. Please include a description of why this event has regional appeal, as well as details on your marketing efforts to attract attendees from



*FY 2019 CRA Large Event Grant Program Application*

10. Has this event been held in the past? If so, please provide a description of its location and success, including number of attendees, participation by local vendors, economic impact. Provide post-event surveys, if available. If additional space is needed, please use a separate sheet and attach to the application. **No points assigned**

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**CERTIFICATION AND COMPLIANCE STATEMENT**

We 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 Program Guidelines of the City of Tallahassee Community Redevelopment Agency Promotional and Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the CRA.

The Tallahassee CRA requires two signatures from organization officers that have been given the authority to sign on behalf of the organization. Please provide documentation (*Articles of Incorporation, By-Laws or approved minutes from meetings*) highlighting where the officers below have been given signature authority.

Signature of Organization's Officer: \_\_\_\_\_

Title of Officer: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature of Organization's Officer: \_\_\_\_\_

Title of Officer: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Please Note:**

**Tallahassee Community Redevelopment Agency (CRA) Large Event funds will not be awarded to support religious or political events, or events that are inconsistent with the goals and objectives of the CRA, the City of Tallahassee, or Leon County. The determination of whether or not a promotional/special event is a religious or political event, or is inconsistent with the goals and objectives of the CRA lies solely with the CRA.**

*FY 2019 CRA Large Event Grant Program Application*

Please complete the budget form below with your estimated/anticipated budget expenses and estimated income, including income from other agencies and sponsors. Make sure to list anticipated expenses that are being paid with CRA funds under estimated expenses and CRA expenses. Any profit gained from the event should be explained in terms of its use; event sustainability, charity or otherwise.

If your application is awarded a grant, the grant award will be based on the estimated budget submitted with your application. Please be attentive to your estimated expenses and income.

The actual expenses and income will be completed once your event has ended and the post-event report is submitted.

The Excel format of this budget form is available from the CRA office by calling (850) 891-8357.

Attach additional sheets if necessary.

FY 2019 CRA Large Event Grant Program Application

Event Budget

Expenses				Income	
	Estimated	Actual	CRA	Estimated	Actual
<b>Rentals</b>					
Facilities					
Equipment (Audio/Visual)					
Portalets					
Tables and chairs					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Publicity/Marketing</b>					
Graphics work					
Photocopying/Printing					
Ad - TV, Radio, News					
Postage					
Social Media					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Entertainment</b>					
Performers					
Speakers					
Kids Entertainment					
Other					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Miscellaneous</b>					
Permit(s)/Film License					
Security					
Gen. Liability Insurance					
Technical Support					
Supplies (please explain)					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Total Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
	Estimated	Actual	CRA		
<b>Admissions</b>					
Adults					
Children					
Other					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Exhibitors/Vendors</b>					
Large Booth					
Medium Booth					
Small Booth					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Sale of Items</b>					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Co-Sponsors/Partners</b>					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Grant Income</b>					
CRA					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>In-Kind Donations/Services</b>					
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Total Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	Estimated	Actual



CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY  
LARGE EVENT GRANT PROGRAM APPLICATION PACKAGE CHECKLIST

THE FOLLOWING INFORMATION IS REQUIRED FOR ALL APPLICATIONS:

\_\_\_\_\_ Complete Application

\_\_\_\_\_ Complete Budget – including all estimated expenses, anticipated income (including in-kind donations), and please be sure to specify expenses in which you are requesting CRA funds.

\_\_\_\_\_ Two signatures from the organization’s officers that have been given the authority to sign on behalf of the organization:

A copy of your By-Laws or approved minutes indicating the officers’ authorization to represent the non-profit organization.

\_\_\_\_\_ Documentation indicating your active non-profit status which can be from any of the following forms:

a copy of your non-profit status letter from the U.S Department of Treasury (IRS)

a copy of your Consumer Exemption Certificate from the Florida Department of Revenue

a copy of your Articles of Incorporation from the Florida Department of State stating that the organization is non-profit.