



**CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY
DOWNTOWN DISTRICT
PROMOTIONAL/SPECIAL EVENTS GRANT APPLICATION
FY2017**

Date _____

Official Name of Organization _____

Organization's Address _____

Contact Person/Title _____

Phone Number _____ Email Address _____

Event Name _____

Event Location (address) _____

Event Date and Time _____

If the event has already occurred, please do not proceed with completing this application. Program funds cannot be used for events that took place prior to the date the CRA received and approved an application.

Is this location within the Downtown District Community Redevelopment Area? Yes___ No___

If the answer above is No, please do not proceed with completing this application. Unless your event is located within the boundaries of one of the community redevelopment areas, it is NOT eligible for Community Redevelopment Agency (CRA) funding under this program. **Threshold Question**

Will the event be open to the public? Yes___ No___

If the event will not be open to the public, either free or for a fee, please do not proceed with completing this application. Unless your event will be open to the public, it is NOT eligible for CRA funding under this program. **Threshold Question**

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.

Deliver completed application to Tallahassee Downtown Improvement Authority offices located on the 3rd floor of 106 East Jefferson Street, or mail to PO Box 10893, Tallahassee, Florida 32302

1. Please provide a comprehensive description of the event, including, but not limited to, the goals and objectives of the event, the targeted market, attendance fees, participation of vendors (especially those located in the respective redevelopment area), and any available promotional material that you may have. Also describe how the success of the event will be measured. The event description is particularly important in the evaluation of the application. The more detail provided the easier it will be for the CRA/TDIA to make a positive decision. If additional space is needed, please use a separate sheet and attach the event description to the application.

Maximum 20 points

- Goals and Objectives of Event – 2 points
- Targeted Market – 2 points
- Estimated Attendance – 2 points
- Attendance Fees – 2 points
- Participation of Vendors – 2 points
- How Event will be Promoted – 2 points
- Promotional Materials – 2 points
- How Success of Event will be Measured – 2 points
- Supporters of Event – 2 points
- Budget for Event – 2 points

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

2. Has this event been coordinated with, and have the support, of business and community groups located within the redevelopment area where it will be held? Examples of these groups include, but are not limited to: the Downtown Merchants and Business Association, the City Chamber of Commerce, restaurants and hotels. Please list the groups and include contact information, and attach letters of support. **Maximum 5 points: 1 point for each support letter (Must be original signature, signed in blue ink).**

3. a. How many people are expected to attend the event? **Maximum 5 points**

Less than 500 _____
501 – 1,500 _____
More than 1,500 _____

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

4. How many people are expected to require overnight lodging while attending the event? _____

What is the anticipated number of room nights? _____

How many of the room nights are expected to occur at hotels/motels/bed and breakfasts located within the redevelopment areas? _____

Have you reserved rooms at any hotels/motels/bed and breakfasts located within the redevelopment areas? **No points assigned**

Yes ____ No ____

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

5. How many vendors from the Downtown District Redevelopment Area are expected to participate in the event? _____ **No points assigned**

6. Will any of the activities be free of charge to the public? Yes ___ No ___

If yes, what percentage of the activities will be made available to the public for free? _

Please describe those activities. **No points assigned**

7. Please list the goals and objectives related to your event. Describe how the event will promote the goals and objectives of the Downtown District Community Redevelopment Plan (see link below). If additional space is needed, please use a separate sheet and attach to the application.

Downtown District Community Redevelopment Plan:

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

Please note that 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.

Maximum 15 points

8. From the budget form attached, what percentage of the overall event budget is being requested from the CRA and other public agencies/organizations including but not limited to the Leon County Tourist Development Council (TDC) or Council on Cultural and Arts (COCA)? **Maximum 15 points**
9. From the budget form attached, what percentage of the overall budget is being funded by private sponsors/organizations including but not limited to in-kinds donations and services? **Maximum 15 points**
10. From the budget form attached, what percentage of the overall budget is being funded by the applicant? **No points assigned**
11. 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**

12. Has this organization received CRA funding in the past for this event? If so, how many years have the organization received CRA funds for this event? Please provide a detailed description of any funding provided by the CRA and how the funds were spent. If additional space is needed, please use a separate sheet and attach to the application.

Maximum 5 points

13. If this is a new event, please explain the event's long-term goals and desired outcomes as they relate to the goals and objectives of either the Greater Frenchtown/Southside Community Redevelopment Plan or the Downtown District Redevelopment Plan. If additional space is needed, please use a separate sheet and attach to the application.

Please note that if CRA staff determines the proposed event will not promote the goals and objectives of the Greater Frenchtown/Southside Community Redevelopment Plan or the Downtown District Community Redevelopment Plan, a recommendation of "No Funding" will be made to the CRA Executive Director. **No points assigned**

14. If you intend to use any FY 2017 funds awarded by the CRA as seed funding in support of hosting/sponsorship of the same event in future years, please describe how these funds will be used to help the event become self-sustaining. If additional space is needed, please use a separate sheet and attach to the application. **No points assigned**

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. **Threshold Item**

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) Promotional/Special Events 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 2017 CRA Promotional/Special Events 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.

Attach additional sheets if necessary. **10 points**

Event Budget

Expenses

Income

	Estimated	Actual	CRA
Rentals			
Facilities			
Equipment (Audio/Visual)			
Portalets			
Tables and chairs	\$0.00	\$0.00	\$0.00
Totals			

	Estimated	Actual	CRA
Publicity/Marketing			
Graphics work			
Photocopying/Printing			
Ad - TV, Radio, News			
Postage			
Social Media			
Totals	\$0.00	\$0.00	\$0.00

	Estimated	Actual	CRA
Refreshments			
Food			
Drinks			
Totals	\$0.00	\$0.00	\$0.00

	Estimated	Actual	CRA
Entertainment			
Performers			
Speakers			
Kids Entertainment			
Other			
Totals	\$0.00	\$0.00	\$0.00

	Estimated	Actual	CRA
Miscellaneous			
Permit(s)/Film License			
Security			
Gen. Liability Insurance			
Technical Support			
Supplies (please explain)			
Totals	\$0.00	\$0.00	\$0.00

	Estimated	Actual	CRA
Total Expenses	\$0.00	\$0.00	\$0.00

	Estimated	Actual
Admissions		
Adults		
Children		
Other		
Totals	\$0.00	\$0.00

	Estimated	Actual
Exhibitors/Vendors		
Large Booth		
Medium Booth		
Small Booth		
Totals	\$0.00	\$0.00

	Estimated	Actual
Sale of Items		
Totals	\$0.00	\$0.00

	Estimated	Actual
Co-Sponsors/Partners		
Totals	\$0.00	\$0.00

	Estimated	Actual
Grant Income		
CRA		

	Estimated	Actual
Totals	\$0.00	\$0.00

	Estimated	Actual
In-Kind Donations/Services		
Totals	\$0.00	\$0.00

	Estimated	Actual
Total Income	\$0.00	\$0.00

Note: Total expenses and income should balance. If there is a profit, be sure to explain how revenue will be used - event sustainability, charity or otherwise. Attach additional sheets if needed.

CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY
PROMOTIONAL/SPECIAL 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.

_____ Application Package – 1 original and 3 copies

10 points