



TALLAHASSEE  
Community  
Redevelopment  
Agency



# Promotional/Special Event (PSE) Grant Guidelines & Instructions

## Table of Contents

FY17 PSE Grant Program Calendar	2
About PSE Grant Program	3
Application Criteria	4
What Program Funds Can Be Used For?	4
What Program Funds Cannot Be Used For?	5
Application Process	5
Notification of Funding Decision	6
Grant Agreement and Insurance Requirements	6
Funding Disbursements	6
Criteria for Evaluating and Ranking Applications	7
Post-Event Reporting	7
Contact Information	8
PSE Grant Application Instructions	9
Sample Scoring Sheet	13

# FY2017 PSE Grant Program Calendar

**Applications Available:**

**June 20, 2016**

Available online at: <http://www.talgov.com/cra> or at CRA and TDIA offices.

**Grant Workshop:**

**June 27, 2016**

**Renaissance Center (435 N. Macomb Street), 6 PM – 8 PM**

Organizations interested in applying for a grant are encouraged to attend this free overview sessions to learn more about program criteria and the requirements of this specific grant program.

**Application Cycle Open:**

**July 1, 2016 at 9:00 AM**

The CRA and TDIA will begin accepting applications for this program. Applications may be mailed, delivered by courier or dropped off in person. The mailing address is located on Page 3 of this application packet.

**Application Cycle Close:**

**July 29, 2016 at 4:30 PM**

Late applications will not be accepted under any circumstances. If mailed, applications must be postmarked by Friday, July 29, 2016.

**Score and Rank Applications:**

**August 23, 2016**

**Renaissance Center (435 N. Macomb Street), 9:30 AM to NOON**

# About the CRA's PSE Grant Program

## Program Overview

The City of Tallahassee Community Redevelopment Agency (CRA) has set aside \$85,000 to help fund special events and/or promotional activities within the Greater Frenchtown/Southside District Community Redevelopment Area and the Downtown District Community Redevelopment Area (\$50,000 for Greater Frenchtown/Southside District and \$35,000 for the Downtown District). The purpose of the program is to provide support to special events that promote the goals and objectives of the Greater Frenchtown/Southside Community Redevelopment Plan or the Downtown District Community Redevelopment Plan.

Grant funds are available for not-for-profit organizations that will host promotional or special events within either of the two redevelopment areas. The events must occur within the fiscal year of 2017 (October 1, 2016 to September 30, 2017). Grant funds will be awarded on a competitive basis.

Applications for events occurring in the Greater Frenchtown/Southside District will be accepted, reviewed, approved and administered by the CRA. There are no tiers for events occurring in the Greater Frenchtown/Southside District, which have a maximum grant award of \$5,000 per event.

Applications for events occurring in the Downtown District will be accepted, reviewed, approved and administered by the Tallahassee Downtown Improvement Authority (TDIA). Downtown events will be classified into two categories: Tier I and Tier II. The Tier I are those events co-sponsored by the City in FY 2015. Tier II events are all other events held in the Downtown District. The funding range for Tier I events is from \$2,500 to \$10,000 per event. Tier II events have a maximum funding of \$2,500 per event.

Not-for-profit organizations may only receive one grant award per fiscal year. Grant funds shall only be provided for events occurring after grant 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 Promotional/Special Event Grant Program application for review and ranking by CRA or TDIA staff. Application forms are available from the CRA and the TDIA offices listed below.

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

TDIA Office  
106 E. Jefferson Street  
3rd Floor  
Tallahassee, FL 32301  
850-224-3252

Applications are also available online at:

<http://www.talgov.com/cra>

The procedures for submitting the application form are outlined below. The Executive Director of the CRA has the authority to approve all funding requests for events occurring in the Greater Frenchtown/Southside District. The Executive Director of the TDIA has the authority to approve all funding requests for events occurring in the Downtown District.

## 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 Special Event and/or Promotional Activities is defined as a new or existing 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 respective Redevelopment Plan.
3. Applicant must be a not-for-profit organization registered with the Florida Department of State, Division of Corporations.
4. Special event must be open to the public.
5. Special event must take place between October 1, 2016 and September 30, 2017 (Grant Period).
6. Application must be signed by two officers of the organization currently listed with the Florida Department of State, Division of Corporations.
7. Special event must be held within the boundaries of the Greater Frenchtown-Southside Redevelopment Area or the Downtown District Redevelopment Area.
8. Applicant must be current and not in default on any City of Tallahassee, Leon County or CRA loans.
9. Promotional/special events hosted by a not-for-profit organization that has a for-profit business are not eligible for funding if the event is similar in nature to the for-profit business activity or operations.
10. The facility in which the event will occur must not have any City code violations.
11. An event budget must be submitted with the application.

## 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;
6. Food and drinks that will be consumed at the event.

## 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

An **original-signed** application and **three (3)** copies with supporting documentation must be submitted by the deadline date of July 29, 2016, no later than 4:30 p.m. Applications will be available on July 1, 2016.

Organizations may only submit one application per 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 by delivery in person, via US Postal Service, or private courier service at the CRA or TDIA offices at the address listed above. Applications sent electronically will NOT be accepted.

## Notification of Funding Decision

Applicants will be advised on the status of their application during the week of September 12, 2016. A grant committee consisting of at least three committee members will score and rank the applications. The CRA and the TDIA will have a separate grant committee for each district. 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. 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.

## 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 and the TDIA. All applicants selected to receive grant funds under this program will be required to enter into a written agreement with the CRA and the TDIA outlining the various grant requirements. Thirty (30) days prior to the event, recipients will need to provide documentation of general liability insurance if the event is taking place on City or CRA owned property. Recipients are 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

Funds shall be made available to applicants on a competitive basis during the FY 2017 annual cycle; provided the CRA and/or TDIA staff review determines that all the application criteria are met. The CRA reserves the right to reject any application that is not substantially complete, or it does not find to be consistent with the goals and objectives of the applicable Redevelopment Plan.

Grant funds shall be delivered to the successful applicant after an agreement has been executed with the CRA or TDIA, prior to the event. A completed Post-Event Report is required to be submitted and approved 30 days after the event. **If a Post-Event Report is not submitted during the designated time frame an organization may face suspension from the following year's grant cycle.**

Organizations who have received funding for more than four (4) years will have requested funding amount reduced by 25% in year 5 and by 50% in year 6 or more. Applies only to GFS events.

Although most grant awards will be based on the highest ranked applications until all funds are depleted, the CRA and TDIA reserve 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 and/or TDIA 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 three members will score and rank the applications. There will be a separate review committee for each district. Each application will be scored based on the applicant responses. 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 until funds are depleted. As noted above, the CRA and DIA reserve 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 in either the Greater Frenchtown/Southside Community Redevelopment Area or the Downtown District Community Redevelopment Area. If a proposed event will occur in both districts the applicant must choose one district and submit an application for funds from that district program. If the location of the event is outside either of these redevelopment areas, the event is NOT eligible for grant funds under this program;

The applications will be scored using the criteria described below.

1. Support of event by business and community groups in the redevelopment area – preference will be given to events that have been coordinated with, and are supported by, business and community groups within the redevelopment area where the event will take place;
2. Total Anticipated Attendance – events with higher anticipated attendance will score higher;
3. A complete and correct budget – preference will be given to those events with a complete and correct budget.
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 Greater Frenchtown/ Southside Community Redevelopment Plan or the Downtown District Redevelopment Plan. The event must be consistent with the redevelopment plan of the redevelopment area where the event will be held. A link to the two redevelopment plans is provided below

Greater Frenchtown/Southside Community Redevelopment Plan:

<http://www.talgov.com/Uploads/Public/Documents/ecd/economic/pdf/fs-redev-plan.pdf>

Downtown District Community Redevelopment Plan:

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

Preference will be given to those events that support multiple goals and objectives of the redevelopment plans. If CRA staff determined 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.

## Post-Event Reporting

All grant recipients will also 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. **If a Post-Event Report is not submitted during the designated time frame an organization may face suspension from the following year's grant cycle.**

## 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

# FY2017 Promotional/Special Events Grant Application Instructions

## Definitions:

**Official Name of Organization:** Use the organization's legal name and address as it would appear on the Florida Department of State, Division of Corporations' registry or on the organizations IRS determination letter of tax exempt status.

**Contact Information:** Enter the name, title and contact information of the person with full authority and responsibility for providing information and documentation for all activities and expenditures associated with this grant request.

**Event Name:** Enter the full name of the event in which funds are being requested.

**Event Location:** Enter the exact location/address of where the event will take place. The event must take place within the Greater Frenchtown/Southside (GFS) District or the Downtown District (DD). The address must be a physical location.

**Event Date and Time:** Enter the date and time of the event. The event must be held within the fiscal year in which you are requesting funds.

**Threshold Questions and Items contained within this application must be answered correctly and completed in order for the application to be eligible for funding. The application will not be scored and ranked if threshold questions and items are not answered correctly or completed.**

**Threshold Question A:** Check appropriate response. Please verify with staff prior to submitting application as to whether the event is in the GFS District or DD. If the event is not taking place in either district, the event is not eligible for grant funding under this program.

**Threshold Question B:** Check the appropriate response. The event must be open to the public, either free or for a fee, in order to be eligible for funding under this program.

**Item C:** Enter the budget amount for the event and the amount of funds being requested from the CRA. The budget amount and the CRA requested amount should reflect the amount listed in the budget form attached to the application.

**Complete all of the following questions. Additional sheets may be attached if needed.**

**1. Maximum 20 points.** Please provide a comprehensive description of the event, including but not limited to all of the bulleted items listed. Each bulleted item is weighted 2 points for a total of 20 points for this entire item. The event description is particularly important in the evaluation of the application. The more detail provided the easier it will be for the CRA to make a positive decision.

**Goals and Objectives of Event –** Include in the description of the event the various goals and objectives being accomplish by having the event, including the purpose of the event.

**Targeted Market:** Who is your audience? Describe the specific audience/group being attracted for the event.

Estimated Attendance: Indicate the estimated number of people anticipated to attend the event. This number should be based on a realistic estimation from previous or past events.

Attendance Fees: Is there an admission fee for the event. Describe the amount of the fee and how the fee will be used. If the event is free to the public and no fee is being charged, please include this in the description.

Participation of Vendors: Describe the vendors who are participating in the event, especially those that are located within the redevelopment area in which the event will take place. If no vendors are participating please indicate such in the description.

Promotion of the Event: Describe how the event will be promoted and marketed to the public, radio and television ads, social media, postcards or fliers, etc.

Promotional Materials: What kind of promotional materials will be used? Provide a copy or description of the promotional materials used to promote the event.

Event's Success: Describe in detail how the success of the event will be measured, whether using attendance, revenue/profit earned by host organization or vendors.

Supporters of the Event: Describe the various sponsors/supporters of the event, especially those located within the redevelopment area in which the event will take place. If there are no sponsors, please state such in the description.

Budget for the Event: How much will it cost to host the event? Describe the budget for the event, including those items CRA funds are being requested.

**2. Maximum 5 points: 1 point for each support letter.** List the business and/or community groups that have been coordinated with to support this event. Please provide a support letter from each group which should include the group's contact information. Examples of these groups include, but are not limited to: the Capital City Chamber of Commerce, the Greater Frenchtown Front Porch, and the various neighborhood organizations. Each support letter must be dated and have an original signature with blue ink. Generic or form letters will not be accepted. All letters must be submitted with the application.

**3. Both parts a and b are worth a Maximum of 5 points.**

3. a. Check the appropriate box for the anticipated number of attendees.

3. b. Please explain in detail how the number of anticipated attendees was determined.

**4. No Points Assigned.**

4. a. Enter the number of people expected to require overnight lodging in order to attend the event.

4. b. Enter the number of room nights people are expected to stay for the event.

4. c. From question 4.b., enter the number of room nights that are expected to occur at hotels/motels or bed and breakfasts located within the redevelopment area where the event will take place.

4. d. Check the appropriate response indicating whether or not rooms have been reserved rooms at any hotels/motels or bed and breakfasts located within the redevelopment area where the event will take place. If yes, please list the names of the hotels/motels or bed and breakfasts and the number of rooms reserved. Use a separate sheet if needed.

5. **No Points Assigned.** Enter the number of vendors from the redevelopment area where the event is taking place who are expected to participate in the event. Provide their names and address.

6. **No Points Assigned.** Check the appropriate response indicating whether any of the event activities will be free of charge. If yes, indicate what percentage of the activities will be free of charge. Describe the activities that will be free to the public. Use a separate sheet if needed.

7. **Maximum 15 Points (5 Points per Goal).** Refer to the goals and objectives from the appropriate redevelopment plan for which your event will take place. The goals and objectives in the GFS Plan are located on page 3 “Community Vision” under “Principle Goals of Community Residents”. The goals and objectives in the DD Plan are located on pages 38-57.

Please list the goals and objectives from the Plan that relate to the event, links to the Plans are provided below. Describe how the event will promote the goals and objectives listed. If additional space is needed, please use a separate sheet and attach to the application.

Greater Frenchtown/Southside Community Redevelopment Plan:

<http://www.talgov.com/Uploads/Public/Documents/ecd/economic/pdf/fs-redev-plan.pdf>

Downtown District Community Redevelopment Plan:

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

Please note that if CRA staff or the Scoring Committee determines the proposed event will not promote the goals and objectives of the GFS or DD Plan a recommendation of “No Funding” will be made to the CRA Executive Director.

**To answer the next three questions the Event’s Budget must be complete. You may use the sample budget form attached to the application. An Excel version may also be provided upon request.**

8. **Maximum 15 points.** Enter the percentage of the event budget which is being requested from the CRA and other public organizations/agencies, including but not limited to the Leon County Tourist Development Council (TDC) or Council on Cultural and Arts (COCA). This also includes in-kind donations/services provided by public organizations. Documentation of in-kind donations/services, including volunteer services must be submitted with application, see instructions for Question #15.

9. **Maximum 15 points.** Enter the percentage of the event budget which is being funded by private sponsors/organizations, including the applicant funds, and in-kind donations and services. Documentation of in-kind donations/services, including volunteer services & private sponsors must be submitted with application, see instructions for Question #15.

10. **No Points Assigned.** Enter the percentage of the event budget which is being funded by the applicant.

11. **No Points Assigned.** Check the appropriate response as to whether the event has been held in the past. If yes, provide a brief description of its location and success, including number of attendees, participation by local vendors, economic impact. Provide a summary of post-event surveys, not reports, if available. If additional space is needed, please use a separate sheet and attach to the application.

12. **Maximum 5 Points.**

12. a. Check the appropriate response as to whether the organization received CRA funding in the past for this event.

12. b. If yes, enter the number of years the organization has received CRA funds for this event.

13. **No Points Assigned.** Check the appropriate response indicating whether CRA funds will be used for seed funding in support of hosting the same event in future years. If yes, please describe how these funds will be used to help the event become self-sustaining and how many years it is estimated to take. Use a separate sheet, if needed.

14. **Threshold Item.** The Certification and Compliance Statement must be signed by two officers that have been given the authority to sign on behalf of the organization. Provide documentation (bylaws or approved minutes from meetings) highlighting where the signing officers have been given signature authority. If documentation is not provided, the signatures will be considered invalid and the application will be ineligible for funding.

15. **10 Points or No Points.** A budget form must be completed correctly and submitted with the application. An incorrect budget will result in "No Points" being assigned. You may use the sample budget form attached to the application. The items listed in the attached budget form may be changed to fit your event. CRA staff can provide the form in Excel format. Complete the budget form with the 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 requested 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.

In-kind donations and services, including volunteer services must be explained in detail, in terms of who is providing the service and the type of service being provided. In-kind donations and services must connect with expenses. Documentation, i.e. letter from service provider/donor, must be provided with the event budget. Calculation of how volunteer services were determined must be provided. If explanation, documentation and calculations are not provided with the budget, the "No Points" will be assigned.

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

The actual budget showing actual expenses and income will be completed once the event has ended and the post-event report is submitted 30 days after the event.

16. **10 Points or No Points.** Make sure all of the information on the checklist is included in the application package. The application package includes the application, the budget, certification and compliance statement, non-profit status documentation, and all supporting documentation required. Make sure to submit one original and three copies of the application package.