



TALLAHASSEE  
Community  
Redevelopment  
Agency

# Promotional and Special Events Grant Program Pre-Application Workshop

June 27, 2016

# AGENDA

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1. Overview of the Purpose of the Grant Program
2. Review of Guidelines, Instructions and Application
3. Budget Review
4. Post-Event Report
5. Applicant Survey





# PURPOSE OF THE GRANT PROGRAM

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- ❖ Provide support to special events that promote the goals and objectives of both Redevelopment Plans.
  1. Greater Frenchtown Southside Redevelopment Plan
  2. Downtown District Redevelopment Plan



# PROMOTIONAL/SPECIAL EVENT GRANT PROGRAM

## To be eligible:

- ❖ Must meet definition of a Special Event
- ❖ Not-for-profit organizations registered with FDS
- ❖ Events held within either Greater Frenchtown/  
Southside Community Redevelopment District or  
Downtown Community Redevelopment District
- ❖ Event must be related to goals and objectives of  
appropriate Redevelopment Plan
- ❖ Event must be open to the public
- ❖ Event must be held between October 1, 2016 and  
September 30, 2017



# PROMOTIONAL/SPECIAL EVENT GRANT PROGRAM

## Eligibility Continued...

- ❖ Applicant must be current and not in default on any City, County, or CRA loans
- ❖ Facility in which event occurs must not have any outstanding code violations
- ❖ Events cannot be similar in nature to the for-profit business arm of a not-for-profit organization



## PROGRAM FUNDS CAN BE USED FOR

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- ❖ Rentals such as equipment, tents, chairs, tables, facilities, portalets, etc.
- ❖ Marketing and promotion including advertising, printing of flyers, banners;
- ❖ Entertainment, performers;
- ❖ Permits, film license;
- ❖ Security, general liability insurance;
- ❖ Food and drinks that will be consumed at the event.

**PROMOTIONAL/SPECIAL EVENT GRANT PROGRAM**



## PROGRAM FUNDS CANNOT BE USED FOR

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- ❖ Religious or political promotional/special events;\*
- ❖ Promotional or special events that are inconsistent with the goals and objectives of the CRA, the City of Tallahassee, or Leon County;\*
- ❖ Promotional or special events sponsored by the State of Florida, local governments or universities;
- ❖ Events that are not open to the public, either for free or for a fee;
- ❖ Operating expenses of the hosting organization, including salaries or other compensation;

**PROMOTIONAL/SPECIAL EVENT GRANT PROGRAM**



## PROGRAM FUNDS CANNOT BE USED FOR *CONTINUED*

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- ❖ Prize money, awards, plaques or certificates;
- ❖ Purchase of tangible personal property;
- ❖ Interest payments or reduction of deficits or loans;
- ❖ Travel expenses;
- ❖ Alcoholic beverages
- ❖ Taxes, such as Florida State Sales Tax

**PROMOTIONAL/SPECIAL EVENT GRANT PROGRAM**

# RECAP OF A MAJOR FY2016 PROGRAM CHANGE

## Funding Disbursements

- ❖ Organizations who have received funding for more than four (4) years will have their requested funding amount reduced by 25% in year 5 and by 50% in year 6 or more. Applies only to Greater Frenchtown / Southside Events.





# MORE FUNDING FOR FY2017

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- Based upon a recommendation from the CAC, the CRA Board at its' April 2016 meeting increased the Fiscal Year 2017 Greater Frenchtown/Southside Promotional and Special Event Grant funding from \$35,000 to \$50,000.
- The maximum funding amount an applicant can request is *still* \$5,000 per event.





# PSE APPLICATION THRESHOLD ITEMS

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- ❖ Location of Event
- ❖ Open to Public
- ❖ Certification & Compliance Statement



# PSE APPLICATION

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1. Please provide a **comprehensive description of the event**, including, but not limited to:

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

**Maximum 20 points**



# PSE APPLICATION CONTINUED...

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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?

**Maximum 5 points: 1 point for each support letter (Must be original signatures, signed in blue ink).**

3. How many people are expected to attend the event?

How did you determine this number for expected attendance?

**Maximum 5 points**

4. How many people are expected to require overnight lodging?

**No points assigned**

5. How many vendors from the Greater/Frenchtown Southside Redevelopment Area are expected to participate in the event?

**No points assigned**



# PSE APPLICATION CONTINUED...

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6. Will any of the activities be free of charge to the public?

**No points assigned**

7. Describe how the event will promote the goals and objectives of the Community Redevelopment Plan of the district where the event is located. Please list the goals and objectives *and how they are* related to your event.

**Maximum 15 points**

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>

# Event Budget - 10 points

# EXAMPLE

Event Budget				
Expenses			Income	
	Estimated	Actual	CRA	
<b>Rentals</b>				
Facilities	\$500.00			
Equipment (Audio/Visual)				
Portalets	\$150.00			
Tables and chairs	\$500.00		\$500.00	
<b>Totals</b>	<b>\$1,150.00</b>	<b>\$0.00</b>	<b>\$500.00</b>	
<b>Publicity/Marketing</b>				
Graphics work	\$50.00			
Photocopying/Printing	\$300.00		\$200.00	
Ad - TV, Radio, News	\$500.00			
Postage				
Social Media				
<b>Totals</b>	<b>\$850.00</b>	<b>\$0.00</b>	<b>\$200.00</b>	
<b>Refreshments</b>				
Food	\$300.00			
Drinks	\$100.00			
<b>Totals</b>	<b>\$400.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>Entertainment</b>				
Performers	\$1,000.00		\$1,000.00	
Speakers				
Kids Entertainment	\$500.00			
Other				
<b>Totals</b>	<b>\$1,500.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	
<b>Miscellaneous</b>				
Permit(s)/Film License	\$100.00			
Security				
Gen. Liability Insurance	\$350.00		\$300.00	
Technical Support				
Supplies (please explain)				
<b>Totals</b>	<b>\$450.00</b>	<b>\$0.00</b>	<b>\$300.00</b>	
<b>Total Expenses</b>	<b>\$4,350.00</b>	<b>\$0.00</b>	<b>\$2,000.00</b>	
	<b>Estimated</b>	<b>Actual</b>	<b>CRA</b>	
<b>Admissions</b>				
Adults				
Children				
Other				
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Exhibitors/Vendors</b>				
Large Booth	\$1,000.00			
Medium Booth	\$750.00			
Small Booth				
<b>Totals</b>	<b>\$1,750.00</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	\$2,000.00			
<b>Totals</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>In-Kind Donations/Services</b>				
Kid's Entertainment - Clown	\$500.00			
Photocopy/Printing	\$100.00			
<b>Totals</b>	<b>\$600.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>Total Income</b>	<b>\$4,350.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
	<b>Estimated</b>	<b>Actual</b>		

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.



# PSE APPLICATION CONTINUED...

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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-kind donations and services?

**Maximum 15 points**

10. What percentage of the budget is funded by applicant?

**No points assigned**

11. Has the event been held in the past?

**No points assigned**



# PSE APPLICATION CONTINUED...

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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?

**Maximum 5 points**

13. Describe how funds, if awarded, would be used as seed funding in support of this event in future years.

**No points assigned**

14. Certification & Compliance – Two Signatures of organization's officers (documentation of authority to sign)

# 15. Event Budget - 10 points

# EXAMPLE

Event Budget				
Expenses			Income	
	Estimated	Actual	CRA	
<b>Rentals</b>				
Facilities	\$500.00			
Equipment (Audio/Visual)				
Portalets	\$150.00			
Tables and chairs	\$500.00		\$500.00	
<b>Totals</b>	<b>\$1,150.00</b>	<b>\$0.00</b>	<b>\$500.00</b>	
<b>Publicity/Marketing</b>				
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<b>Totals</b>	<b>\$850.00</b>	<b>\$0.00</b>	<b>\$200.00</b>	
<b>Refreshments</b>				
Food	\$300.00			
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<b>Totals</b>	<b>\$400.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>Entertainment</b>				
Performers	\$1,000.00		\$1,000.00	
Speakers				
Kids Entertainment	\$500.00			
Other				
<b>Totals</b>	<b>\$1,500.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	
<b>Miscellaneous</b>				
Permit(s)/Film License	\$100.00			
Security				
Gen. Liability Insurance	\$350.00		\$300.00	
Technical Support				
Supplies (please explain)				
<b>Totals</b>	<b>\$450.00</b>	<b>\$0.00</b>	<b>\$300.00</b>	
<b>Total Expenses</b>	<b>\$4,350.00</b>	<b>\$0.00</b>	<b>\$2,000.00</b>	
	Estimated	Actual	CRA	
<b>Admissions</b>				
Adults				
Children				
Other				
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b>Exhibitors/Vendors</b>				
Large Booth	\$1,000.00			
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Small Booth				
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<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	\$2,000.00			
<b>Totals</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>In-Kind Donations/Services</b>				
Kid's Entertainment - Clown	\$500.00			
Photocopy/Printing	\$100.00			
<b>Totals</b>	<b>\$600.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>Total Income</b>	<b>\$4,350.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
	Estimated	Actual		

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.



# 16. APPLICATION CHECKLIST

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- ❖ Complete Application
- ❖ Complete Budget
- ❖ Application Signed by Two Officers (Be sure to provide By-Laws, Approved Minutes or Sunbiz information indicating signature authorization allowed for the officers).
- ❖ Documentation of Non-Profit Status
- ❖ Application Package – 1 original (signed in blue ink) and 3 copies

Maximum 10 points

# YOU'RE FUNDED...WHAT'S NEXT?

- ❖ Insurance Certificate Submitted
- ❖ Agreement executed with CRA
- ❖ Grant Funds Disbursed (Approximately 30 calendar days)
- ❖ Submit copy of promotional material with CRA logo for approval
- ❖ Event Held
- ❖ Post-Event Report Filed  
(Submit within 30 days of event)





# POST-EVENT REPORT

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## Purpose:

To verify terms and conditions of the agreement have been satisfied

## A good Post-Event Report should...

- ✓ Demonstrate delivery of contractual obligations
- ✓ Review overall success
- ✓ Document benefits to the community
- ✓ Recommendations for future events

*Due within 30 (calendar) days* after the date of your event!

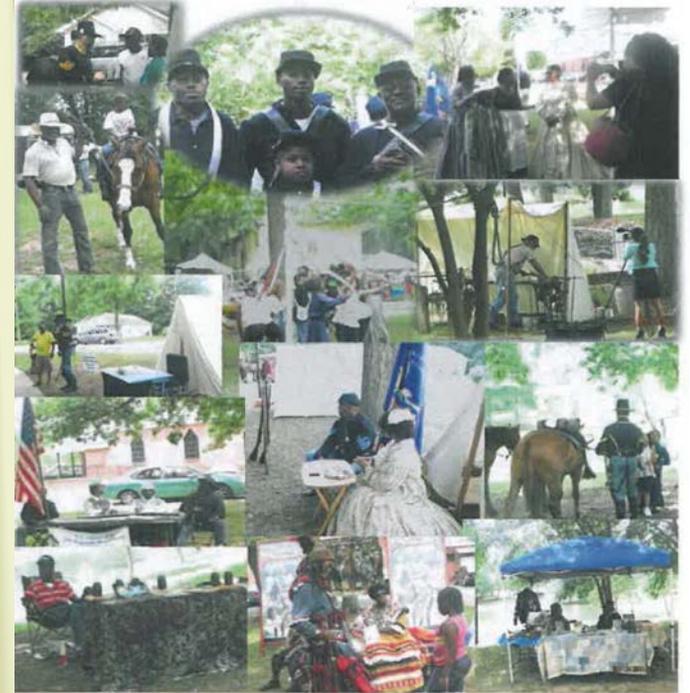
# POST-EVENT REPORT OUTLINE

- ❖ Executive Summary
- ❖ Introduction  
Who, What, When,  
Where, How
- ❖ Organizational Structure
- ❖ Event Activities



# POST-EVENT REPORT OUTLINE

- ❖ Marketing & Promotion
- ❖ Measuring Success
- ❖ Benefits to the Community
- ❖ CRA Grant Funds





# POST-EVENT BUDGET

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## Be sure to:

- ❖ Note where CRA funds were used
- ❖ Provide receipts or invoices
- ❖ Include In-Kind donations as income and expenses
- ❖ Balance total expenses & income OR Explain how profits will be used



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**See [www.talgov/CRA](http://www.talgov/CRA)**

**PSEG Dates, Application and PowerPoint Presentation can be found here.**



TALLAHASSEE  
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# Workshop Attendee Survey

Please Take 5-10 Minutes to Answer our Questionnaire



Your **Opinion**  
Counts