



TALLAHASSEE
Community
Redevelopment
Agency



Promotional/Special Event (PSE) Grant Guidelines & Instructions

Table of Contents

FY18 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

FY2018 PSE Grant Program Calendar

Applications Available:

Monday, June 19, 2017

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

Grant Workshop:

Monday, June 26, 2017

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

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

Application Cycle Open:

Friday, June 30, 2017 @ 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:

Monday, July 31, 2017 @ 4:30 PM

Late applications will not be accepted under any circumstances. If mailed, applications must be postmarked by TBD.

Score and Rank Applications:

TBD

Renaissance Center (435 N. Macomb Street)

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 2018 (October 1, 2017 to September 30, 2018). 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. Applications for events occurring in the Downtown District will be accepted, reviewed, approved and administered by the Tallahassee Downtown Improvement Authority (TDIA). The maximum grant award for both the Greater Frenchtown/Southside and Downtown Districts is \$5,000.

Not-for-profit organizations may only receive one grant award per fiscal year per district. Not-for-profit organizations applying under this program are not eligible to apply under the CRA Downtown District Large Event Grant Program. 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, having signature authority and 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 electronic application with supporting documentation should be submitted by the deadline date of Monday, July 31, 2017, no later than 4:30 p.m. Applications will be available on Monday, June 19, 2017.

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.

Preference will be given to applications submitted electronically by email to CRA@talgov.com. Only one submission will be accepted. Five (5) points will be given for electronic submittals. Hard copies of the application will also be accepted in person, or via US Postal Service, or private courier service. No points will be granted for hard copy submittals.

Notification of Funding Decision

Applicants will be advised on the status of their application during the week of August 21, 2017. 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 2018 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 45 days after the event. **If a Post-Event Report is not submitted during the designated time frame an organization shall lose their approval, have their funding deferred and/or be deemed ineligible for future grants from the CRA.**

Organizations or events who have received funding for more than five (5) years shall have requested funding amount reduced by 50% in year 6 and are no longer eligible for funding after year 6.

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. An application must score a minimum of 50 points to be eligible for funding. 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. The post-event report shall be due to the CRA within 45 days of the event’s conclusion. **If a Post-Event Report is not submitted during the designated time frame an organization shall lose their approval, have their funding deferred and/or be deemed ineligible for future grants from the CRA.**

The Executive Director of the CRA has the authority to approve, deny and reduce all funding requests for events occurring in the Greater Frenchtown/Southside District. The Executive Director of the TDIA has the authority to approve, deny and reduce all funding requests for events occurring in the Downtown District.

Contact Information

Sherri Curtis, Sherri.Curtis@talgov.com, 850-891-8354

Sheila Williams, Sheila.Williams@talgov.com, 850-891-8355

FY2018 Promotional/Special Events Grant Application Instructions

Section I – General Information

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 (DT). 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 DT. 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.

Section II – Goals and Objectives

1. **Maximum 10 points.** Please provide a comprehensive description of the event, including but not limited to the goals and objectives of the event, how the event will be promoted, how the success of the event will be measured, and how the CRA funds will be used. 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.

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.

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.

2. 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 of the GFS Plan and the DT Plan are located on the last page of each application. The GFS Plan goals and objectives can also be found on page 3 "Community Vision" under "Principle Goals of Community Residents". The DT Plan goals and objectives 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 relates to 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/dkra-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.

Section III – Event Coordination

3. Maximum 5 points: 1 point for each support letter. List the business and/or community groups that have provided support letters in support of this event. 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. Generic or form letters will not be accepted. All letters must be submitted with the application.

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

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

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

5. 5 points. Check the appropriate response as to whether or not vendors will pay to participate in this event. Please list the participating vendors and their contact information.

Section IV – Event Budget

6. 20 Points. A budget form must be completed correctly and submitted with the application. An incorrect budget needing correction 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 an 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 columns. 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.

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.

7. **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 #6.

8. **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 #6.

9. **No Points Assigned.** Enter the percentage of the event budget which is being funded by the applicant. This is a tie-breaker question in the event there is a tie in the scoring process.

10. **Maximum 5 points.** Check the appropriate response as to whether the event has been held in the past. Organizations or events who have received funding for more than five (5) years shall have requested funding amount reduced by 50% in year 6 and are no longer eligible for funding after year 6.

11. **Maximum 5 Points.** Describe the plans for making this event self-sustaining in the future and how the CRA funds will aid in this effort.

Section V – Certification and Compliance Statement

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.

Section VI – Application Package Checklist

5 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. Five points (5) will be given to applications submitted electronically. If submitting a hard copy of the application, please submit one original and three copies of the application package.