



CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY
DOWNTOWN DISTRICT
LARGE EVENT GRANT APPLICATION
FY 2024

Date _____

Official Name of Organization _____

Organization's Address _____

Contact Person/Title _____

Phone Number _____ Email Address _____

Event Name _____

Event Location: _____

Event Date(s) and Time(s) _____

Events must take place between October 1, 2023 and September 30, 2024 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** been approved for funds from any other FY 2024 CRA event grant program nor Greater Frenchtown or Bond Neighborhood First Plan for the same event and/or project? 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.

Submit electronically only via e-mail: CRA@talgov.com

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?

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.

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

e. If yes, how much is the award? _____

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

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. By signing the application, each person is affirming their authorization to sign on behalf of the organization.

Note: Final funding approval may not occur until the City of Tallahassee allows events.

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 2024 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 or see [www/Talgov.com/CRA](http://www.Talgov.com/CRA).

Attach additional sheets if necessary.

Event Budget

Expenses	Estimated	Actual	CRA
Rentals			
Facilities			
Equipment (Audio/Visual)			
Portalets			
Tables and chairs			
Totals	\$0.00	\$0.00	\$0.00
Publicity/Marketing			
Graphics work			
Photocopying/Printing			
Ad - TV, Radio, News			
Postage			
Social Media			
Totals	\$0.00	\$0.00	\$0.00
Entertainment			
Performers			
Speakers			
Kids Entertainment			
Other			
Totals	\$0.00	\$0.00	\$0.00
Miscellaneous			
Permit(s)/Film License			
Security			
Gen. Liability Insurance			
Technical Support			
Supplies (please explain)			
Totals	\$0.00	\$0.00	\$0.00
Total Expenses	\$0.00	\$0.00	\$0.00

Income	Estimated	Actual
Admissions		
Adults		
Children		
Other		
Totals	\$0.00	\$0.00
Exhibitors/Vendors		
Large Booth		
Medium Booth		
Small Booth		
Totals	\$0.00	\$0.00
Sale of Items		
Totals	\$0.00	\$0.00
Co-Sponsors/Partners		
Totals	\$0.00	\$0.00
Grant Income		
CRA		
Totals	\$0.00	\$0.00
In-Kind Donations/Services		
Totals	\$0.00	\$0.00
Total Income	\$0.00	\$0.00



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

THE FOLLOWING INFORMATION IS REQUIRED FOR ALL APPLICATIONS:

- _____ Completed 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.
- _____ 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.



**CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY
FY 2024 Downtown Large EVENT GRANT SCORE SHEET**

Name of Organization: _____

Event Name: _____

Event Date: _____

Amount Requested from CRA: _____

Notes:

Question	Category	Points Possible	Points Earned
#1	Single Day or Multi-Day Event	Single Day = 0 pts. Multi-Day = 5 pts.	
#2	Does the application provide a comprehensive description of the event/	Maximum 10 points	
#3	Expected Attendance (post-event documentation of attendance will be required)	Less than 500 5 pt. 500-1,500 7 pts. More than 1,500 10 pts.	
#4	Number of Hotels for Event (post-event documentation of hotel stays will be required)	None 0 0 pts One (1) 5 pts. Two or more 10 pts.	
#5	Goals and Objectives of the Redevelopment Plan related to event	5 points per goal, up to 15 points maximum	
#6	What percentage of the event budget is being requested from the CRA?	More than 75% 0 pts. 51%-75% 5 pts. 25%-50% 10 pts. Less than 25% 15 pts.	
#7	What percentage of the event 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 Culture and Arts (COCA)?	More than 75% 0 pts. 51 to 75% 5 pts. 25% - 50% 10 pts. Less than 25% 15 pts.	
#8	Will this event attract a regional audience? Does the application contact documentation regarding how this event will attract a regional audience?	Yes = 10 pts. No = 0 pts.	
#9	Based on the information provided in the application, do you feel the applicant has the organizational structure to successfully plan, market, and produce the event? Is the budget appropriate for the event?	Maximum 10 points	
	Total Points	100	

Tie Breaker: Applicant's/Organization's contribution as a percentage of total event budget.